

Florida Department of Health
Quit-for-Life Line
2002 Media Campaign Evaluation

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Image Research

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Executive Summary

Florida Quit-for-Life Line Evaluation Report

Description of the Program

The Florida Quit-for-Life-Line (“Quitline”) is a telephone-based tobacco cessation service that was established to meet the needs of Florida adults who use tobacco. The Florida Department of Health (DOH) used funding from the Centers for Disease Control and Prevention (CDC), and negotiated a contract with the American Cancer Society (ACS) to operate the Quitline. The service has been counseling clients since December, 2001.

Quit-for-Life Line Objectives

The Florida Quit-for-Life Line staff established a set of goals during a stakeholders’ meeting in 2001. These goals include:

- Objective 1. Establishment of a statewide telephone tobacco use cessation hotline for adults in Florida
- Objective 2. Use by adults in Florida of the telephone-based tobacco use cessation hotline increasing quarterly throughout the contract period
- Objective 3. Sustained abstinence from tobacco use among adults age 18 and above who use the Quit-for-Life Line
- Objective 4. Decreased consumption of tobacco products among tobacco users in Florida who use the Quit-for-Life Line
- Objective 5. Decreased prevalence of tobacco use among adults who use the Quit-for-Life Line
- Objective 6. Reduction in Exposure To Environmental Tobacco Smoke (Second-Hand Smoke)

Quit-for-Life Line Media Campaign

During January and February and June through October, 2002, the DOH ran Quit-for-Life Line media campaign in Orlando Florida. The campaign ran on radio and television stations.

- 490 30-second radio commercials were played over three months.
- 4,800 60-second television commercials were aired over five months.
- 44.2% of all Floridians who called the Quitline heard about the service over electronic media.
- 42.3% of all Floridians who called the Quitline lived in Orlando.
- 77% of the people calling from Orlando heard about the Quitline through electronic media.
- During the radio campaign, 83% of all people calling the Quitline were from Orlando.
- During the television campaign, 96% of all calls to the Quitline came from Orlando.

Quit-for-Life Line Media Campaigns and How Callers Heard About the Florida Quitline

The Department of Health Quit-for-Life Line ran several media campaigns in 2002, all in the Orlando Metro area. The rationale for running them in the Orlando was based on the findings of the 2000 Behavioral Risk Factor Surveillance System (BRFSS) data, which identified the North Central region of Florida as having the most households in which children were exposed to environmental tobacco smoke. Because this is a high-risk population the area was targeted for a media campaign. Because media funds were limited, Orlando was the only Florida city to host radio and TV campaigns. The media campaigns took place in January and February, then again from June to October. Table 4 provides a breakdown of the radio and television stations and dates of airplay.

The first campaign consisted of paid 60-second radio commercials that played during January and February 2002. These ads aired 585 times over six FM radio stations; the play mix of the six stations was classic and new rock and roll. A second radio campaign consisted of “make good” radio commercials that were not aired during the first campaign, and free radio Public Service Announcements (PSAs). These radio ads played in June 2002. The first TV campaign used paid 30-second television commercials broadcast over twelve network affiliates of Time-Warner Communications during June 2002. These ads aired 3,408 times during the month. The second TV campaign consisted of PSAs that aired from July to October 2002 over the Time-Warner Communications affiliates. These ads aired 1,400 times.

In addition to the electronic media campaigns, the Quit-for-Life Line used other media to bring the anti-tobacco message to Florida’s residents. These components of the Quit-for-Life Line campaign took place in May and June of 2002. In March the Quit-for-Life Line held an audio conference to discuss tobacco issues and made the audio conference tapes available to interested parties.

In May the Quit-for-Life Line sponsored a booth at the Health Fair in Tallahassee and distributed a “World No Tobacco Day” press release. Also in May the Quit-for-Life Line send packets to each of the 67 county Health Departments containing Quitline descriptions, brochures, information cards and lip balm with Quitline information on the tube. The Quit-for-Life Line also set up a Quitline display and message board in the lobby of the Department of Health building to inform Department employees of the telephone counseling available to help them quit smoking. Finally, in June the Quit-for-Life Line sent out packets to 15 Orange County physicians with information about the Quitline.

Table 4. Quit-for-Life Line Electronic Media Campaigns in the Orlando

Florida Department of Health			
2002 Quit-for-Life Line Electronic Media Campaign			
Run Dates	Location	Media	Exposure
Run dates: 12/31/2001 - 1/20/2002	Orlando Metro Area	Radio: WHTQ - Cox Communications: 94 radio commercials, 60 seconds each.	21 Days, 4.5 Ads per Day
Run dates: 1/28/2002 - 2/24/2002	Orlando Metro Area	Radio: WJRR - Clear Channel: 56 radio commercials, 60 seconds each.	28 Days, 2 Ads per Day
Run dates: 1/28/2002 - 2/17/2002	Orlando Metro Area	Radio: WXXL - Clear Channel: 116 radio commercials, 60 seconds each.	21 Days, 5.5 Ads per Day
Run dates: 2/4/2002 - 2/24/2002	Orlando Metro Area	Radio: WMMO - Cox Communications: 141 radio commercials, 60 seconds each.	21 Days, 5.5 Ads per Day
Run dates: 2/20/2002 - 2/27/2002	Orlando Metro Area	Radio: WMMO - Cox Communications: 12 radio commercials, 60 seconds each.	7 Days, 1.7 Ads per Day
Run dates: 2/11/2002 - 3/1/2002	Orlando Metro Area	Radio: WSHE - Clear Channel: 72 radio commercials, 60 seconds each.	19 Days, 3.8 Ads per Day
Run dates: June 2002	Orlando Metro Area	Radio: Free make good radio commercials.	
Run dates: June 2002	Orlando Metro Area	Radio: Free radio PSAS.	
Run dates: 6/7/02- 6/30/02.	Orlando Metro Area	Television: Time Warner Communications: 3,408 - 30 second commercials on 12 networks.	24 Days, 11.8 Ads per day
Run dates: July 2002 to October 2002	Orlando Metro Area	Television: Time Warner Communications: 1,400 free 30 second TV PSAs on 12 networks	120 Days, 1 Ad per Day

The measure used to determine how callers heard about the Florida Quitline is a question in the intake survey that asks them how they heard about the Quitline telephone number. Possible responses include 21 different answers, which are listed in Table 5 along with the frequency of responses for the fifteen month of the Quitline sample. This list of responses is fairly extensive, and makes it difficult to focus on discrete information pathways. To simplify the analysis, like modes of communication were grouped together; for example, radio, TV and the Internet are grouped as Electronic Media, and so forth. These groupings are also listed in Table 5 along with the frequency of response for each communication type.

Table 5. Comparison of Original Source of Information with Source Aggregated by Type of Communication

How Did Callers Hear About the Florida Quitline?					
Comparison of Original Sources and Sources by Type of Communication					
Original Source	Number of Callers	Percent of Callers	Source by Communication	Number of Callers	Percent of Callers
Newspaper story	148	3.9%	Print Media	386	10.1%
Newspaper ad	158	4.1%			
Flyer from school	8	0.2%			
Flyer from work	43	1.1%			
Flyer from community event	29	0.8%			
TV news story	103	2.7%	Electronic Media	1,688	44.2%
TV ad	1,220	31.9%			
Radio News Story	11	0.3%			
Radio Ad	282	7.4%			
Internet/Website	72	1.9%			
Doctor	104	2.7%	Medical Professional	445	11.6%
Dentist	2	0.1%			
Pharmacist	9	0.2%			
Nurse	19	0.5%			
ACS Office	116	3.0%			
County Health Department	46	1.2%			
Other health care provider	149	3.9%			
Friend	156	4.1%	Interpersonal Communication	275	7.2%
Relative	119	3.1%			
Transferred from NCIC	1	0.0%	Other	912	23.9%
Other	911	23.8%			
Missing	115	3.0%	Missing	115	3.0%
Total	3,821	100.0%	Total	3,821	100.0%

Looking at the response frequencies in Table 5, the first finding that should jump out is the large number of responses (N=1,220, 31.9% of all callers) that refer to TV ads as the source for callers hearing about the Quitline. The second largest source is Other (N=911, 23.8% of callers) and the third largest is Radio Ads (N=282, 7.4% of callers). When the Internet and TV and radio news stories are added to the commercials, the ensuing Electronic Media grouping comes to 1,688, which represents 44.2% of the Quitline callers. This overwhelming number alone should point to the importance of electronic media in providing Quitline information, and suggest that the radio and TV campaigns in Orlando had an impact in motivating callers. Medical professionals make up 11.6% of the referrals to the Quitline, and Print media accounts for 10.1% of the calls. These two findings suggest that the materials distributed by the Quit-for-Life Line made a difference in motivating people to call the Quitline. Finally, Interpersonal Communication accounts for 7.2% of referrals for callers; while this is a relatively small percentage, it, too, points to an important channel of communication – one that is often highly credible and motivating because of the relationship the caller has with the source.

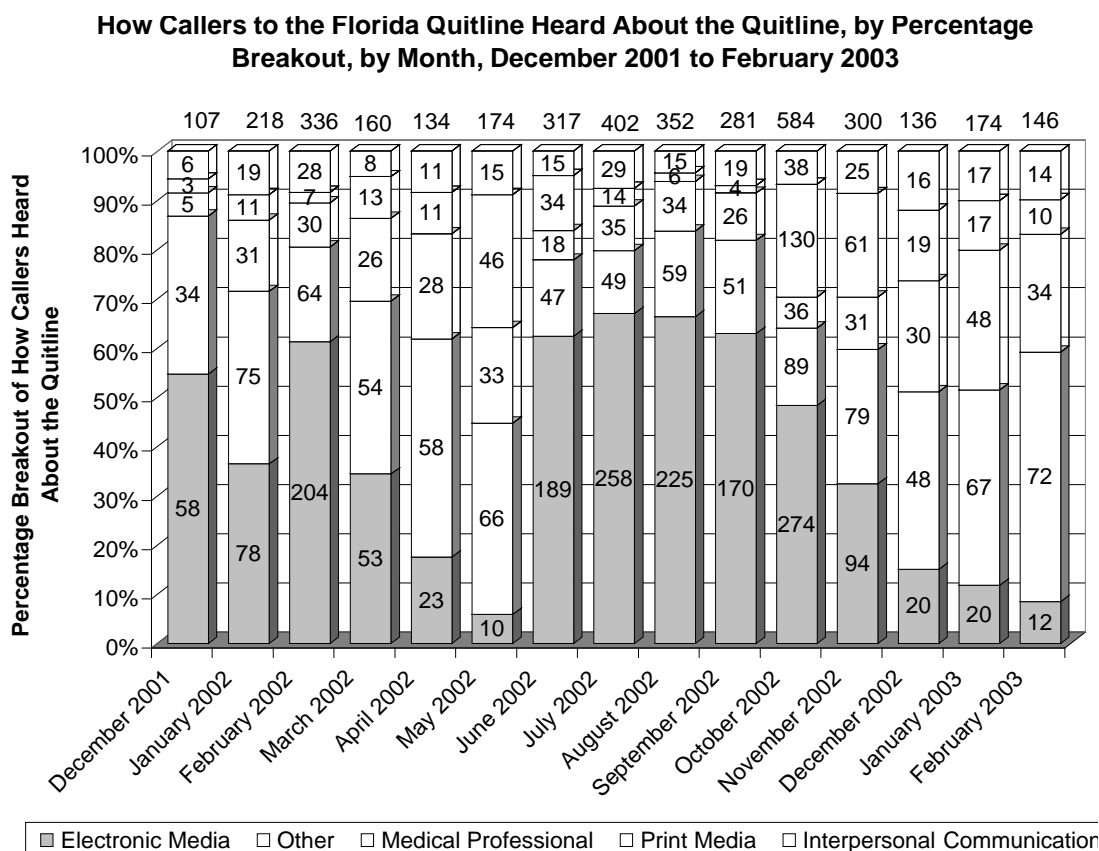
The “Other” category needs some explanation. When the caller cited this category, he or she was prompted to describe the source; 905 callers provided descriptions, many of which replicate other categories. For example, callers mention information from ACS brochures, booklets, pamphlets, TV commercials, and website. Other materials from organizations include pamphlets, brochures, flyers and ads from the AARP, American Heart Association, American Lung Association, Alcoholics Anonymous, American Legacy Association, Blue Cross/Blue Shield, CIGNA, Community Resource Directories, the County Health Department, the Department of Health, a dentist’s or doctor’s office, Dear Abbey columns, hospitals, the Mayo clinic, Medicare offices, Nicoderm and Nicorette packaging, the telephone book, the United Way and the Veteran’s Administration. There were numerous other citations of newspaper and magazine stories, interpersonal referrals and telephone numbers Other sources.

The majority of Other sources are print-based and most often provided by organizations or outlets with which the caller has an interpersonal relationship and that have a stake in the effects of tobacco smoking. The prevalence of this form of information dispersal is highly significant because it serves as a guide for future information campaigns. One of the benefits of this type of communication is that the presence of some form of relationship with the source enhances the credibility of the message, which in turn exerts a positive motivation on the person receiving the information.

Given the high percentage of calls that refer to TV and radio ads, it is instructive to look at the reference to communication sources over the course of the fifteen months covered by this analysis. Figure 30 provides a percentage breakdown of the sources cited by callers, by month. The importance of the electronic media as a source of information is clear in this chart, as it accounts for the majority of citations. The interesting pattern, though is that the electronic media account for a majority of referrals during the months of February, then June through September, when the Quit-for-Life Line was running its media campaigns in Orlando.

Another interesting pattern is the prevalence of Other referrals, especially in those months when the electronic media are not so prominent. During March – May 2002 and December 2002 – February 2003, the Other referrals actually account for more referrals than any other media. There was also a steady number of calls based on referrals from Medical Professionals that fluctuated between 30 and 40 per month. Finally, Print Media played a role in informing callers of the Quitline. In May, for example, and then again in October and November, more than 20% of the callers referred to the print media as their source of information. May was the month that

Figure 30. How Callers Heard About the Quitline by Month, December 2001 to February 2003



the Quit-for-Life Line distributed its press release for World No Tobacco Day, so perhaps some of the calls during that month came in because of newspaper or magazine coverage.

In order to focus in on the effects of the Quit-for-Life Line media campaign, a way to look at its impact is to consider how callers heard about the Quitline telephone number by the region of the state from which calls came in. Figure 31 shows this pattern of calls by regional source of call. The major finding in this chart is the overwhelming number of calls from Orlando referring to electronic media as the source of information. The total frequency of calls from the Orlando area and the information source that they refer to suggest that the media campaign was successful in motivating people to call the Quitline. A second piece of evidence comes in Figure 32, which shows the proportion of calls coming into the Quitline from Orlando, versus the rest of the state, which refer to electronic media as the source of information. During the radio ad campaign in February 83% of the calls came from Orlando. Compare this with the period when the radio and TV campaigns were running from June to September, when between 94% and 98% of all calls came in from Orlando. This type of frequency pattern strongly suggests that the Quit-for-Life Line media campaign was highly successful in motivating people to call the Quitline.

Figure 31. How Callers Heard About the Quitline Telephone Number by Region in Florida

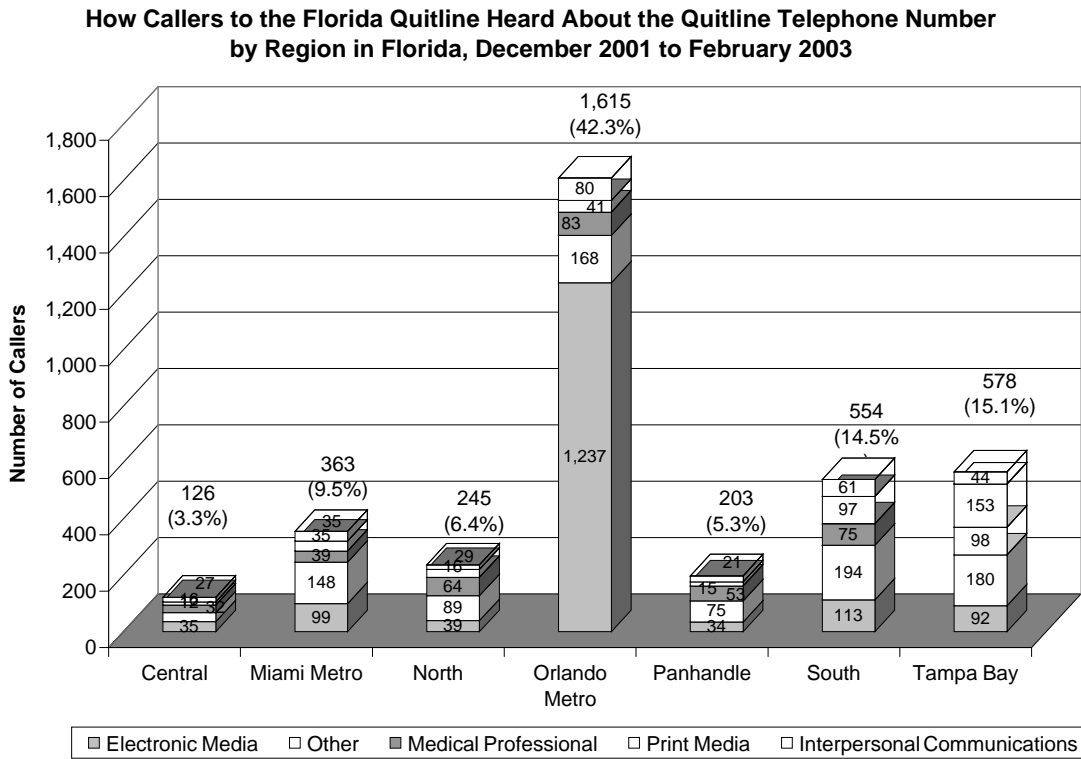
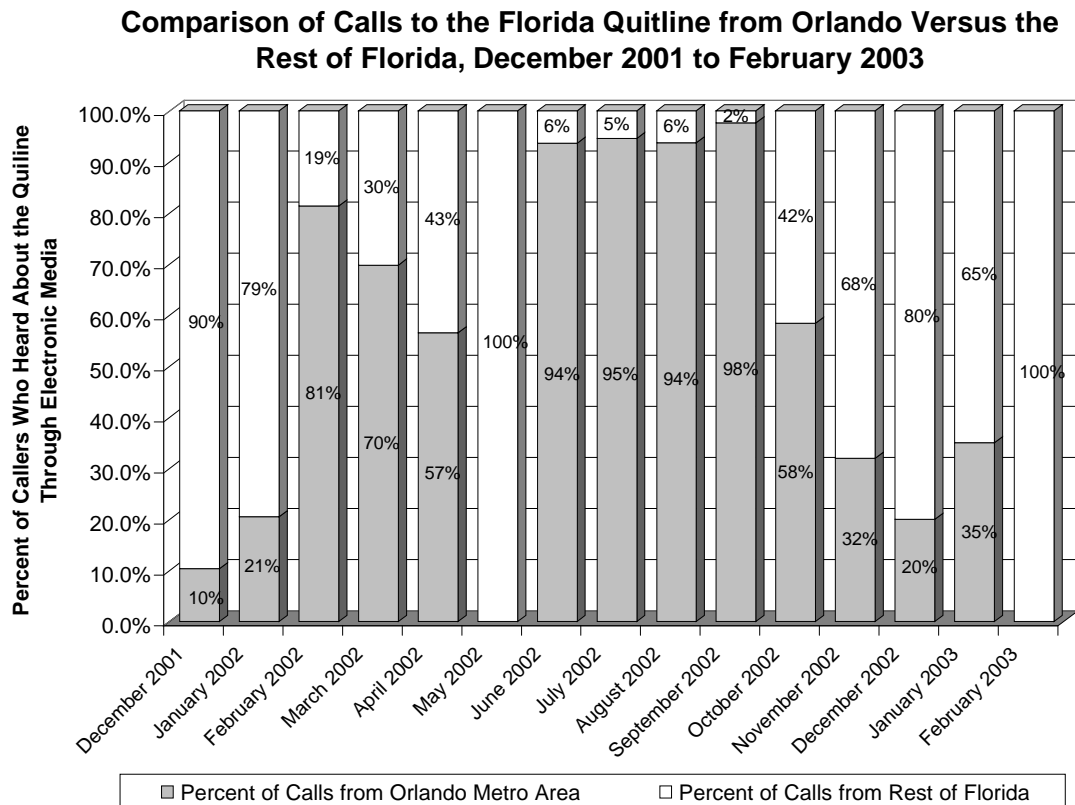
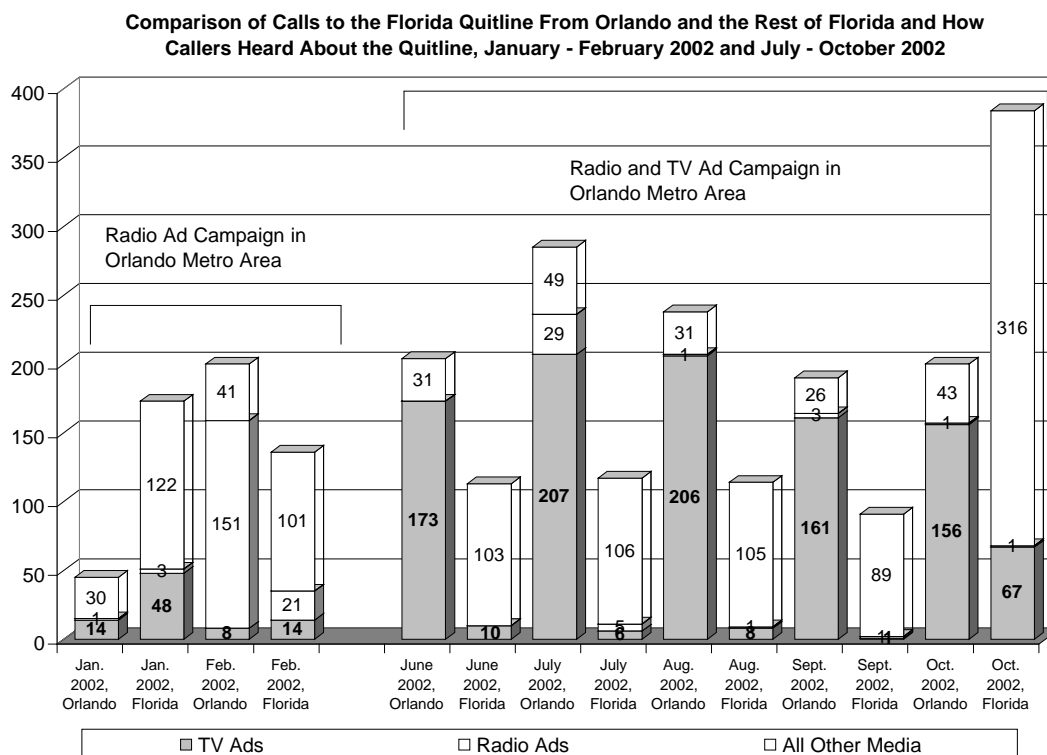


Figure 32. Callers Who Heard About the Quitline Telephone Number by Electronic Media, by Region and Month



A final check of the efficacy of the radio and TV campaign in Orlando focuses on just the radio and TV mentions, compared to all other sources, for just the months of the campaign. Figure 33 presents the results of this query. In this chart, the prevalence of Orlando callers referencing radio ads in February, 2002, provides strong evidence that the radio ads made a difference in that month. January, on the other hand, yielded only one caller who referred to a radio ad, even though ads were playing for three weeks. Another anomaly regarding radio ads is the absence of callers during June who reference radio ads as the source of information, and the small number of callers in July who mention the radio, even though PSAs were being run during those months.

Figure 33. Comparison of Callers Who Heard About the Quitline Telephone Number by Radio and TV versus All Other Media, by Region and Month



The figures for callers who refer to TV as the source of their information is impressive. The majority of all callers during June through September were located in Orlando, and referenced TV as the source of their information. In October there was a surge of calls from other parts of the state in large part referencing other media, but there were still a good number of calls from the Orlando area referring to TV as the source of information about the Quitline.

One can build up a picture of the way information about the Quitline was disseminated across the state. The most important source of information was from TV ads, followed by radio ads. The next most significant source was through printed materials distributed from health organizations and medical professionals. In each case the information distributed by the Quit-for-Life Line seems to have made its way into the hands of people ready to quit smoking. However, the media campaign in Orlando was by far the most important method of motivating people to call the Quitline.