

**Evaluation of the Florida Quit for Life Line
Spanish Language and African American
Radio Advertising Smoking Cessation Campaigns**

April, May and June 2006

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Evaluation of the Florida Quitline Spanish Language and African American Radio Advertising Smoking Cessation Campaigns, April, May and June 2006

Executive Summary

Introduction to the Smoking Cessation Media Campaigns

The Florida Department of Health, Division of Health Access and Tobacco, Tobacco Prevention Program conducted a smoking cessation media campaign targeting Spanish-speaking and African American smokers in April, May and June 2006.. The goal of the media campaign was to motivate Hispanic and African American smokers to seek smoking cessation counseling from the Florida Quitline.

The Spanish language campaign targeted Spanish speaking Floridians (operationally identified with the Hispanic ethnic group) in four cities in Florida, Miami, Fort Myers, Tampa and Orlando. The footprints of these Spanish radio stations cover the 26 counties surrounding these cities, in what are known as Designated Market Areas (DMAs). The advertising reached an estimated 458,798 Spanish speaking Floridians in these DMAs, for an overall media reach of 66.0% of the target audiences. During April to June, 2006, 503 Hispanic callers contacted the Florida Quitline, compared with 323 Hispanics who called the Quitline during the rest of the year.

The African American language campaign targeted Black Floridians in the same four cities in Florida, Miami, Fort Myers, Tampa and Orlando. The campaign used Adult-oriented advertising over black radio stations. The footprints of these black radio stations cover the same 26 counties included in these black radio Designated Market Areas. The advertising reached an estimated 1,059,200 African American Floridians in the Miami, Fort Myers, Tampa and Orlando DMAs, for an overall media reach of 69.0% of the target audiences. During April to June, 2006, 128 African American callers contacted the Florida Quitline, compared with 197 African Americans who called the Quitline during the rest of the year.

I. Target Audience of the Spanish Language Smoking Cessation Media Campaign

The Spanish language campaign targeted Spanish-speaking smokers in Miami, Fort Myers, Orlando and Tampa using Spanish language advertising over Spanish radio stations. The broadcast "footprints" of the radio stations are termed Designated Market Areas (DMA) and cover 26 counties surrounding these cities. The Spanish language advertising campaign reached an estimated 458,800 Spanish-speaking Floridians in the four DMAs. The Spanish-language radio stations played 1,438 advertising spots between April 1 and June 30, 2006, for a total cost of \$123,630. During these three months in 2006, 503 Hispanic callers contacted the Florida Quitline, compared with 128 who called during the other nine months of the year. There were 4.5 times the average number of calls per month during the media campaign (n=167.7 per month) than during the rest of the year (n=35.9 per month).

- The campaign was targeted to Spanish-speaking (Hispanic) smokers in four Designated Market Areas: Miami (three counties), Fort Myers (six counties), Orlando (seven counties) and Tampa.(ten counties).
- There are an estimated 481,684 Hispanic smokers in the 26 counties of the Designated Market Areas.
- The campaign aired 1,438 sixty second spots over three Spanish radio stations in Miami-Fort Lauderdale, one station in Fort Myers, two stations in Orlando and two radio stations in the Tampa-St. Petersburg DMAs.
- Advertising reached an estimated 458,798 Hispanics in the Miami-Ft. Lauderdale, Fort Myers, Orlando and Tamps-St.-Petersburg DMAs.
- 82% of Hispanic callers (n=392) in the Designated Market Areas cited radio as their source of information about the Quitline during April, May and June, 2006.
- The Spanish language media campaign cost \$251 per Hispanic smoker who called the Quitline.

Patterns of Calls to the Quitline During the 2005 Spanish Language Media Campaign

Calls to the Florida Quitline reached their second highest annual volume in 2006, with a total of 4,177 calls, with 826 of the calls from Hispanic Floridians. A contributing factor for the 2006 call volume is the Department of Health Spanish-language smoking cessation media campaign conducted in from April to June, 2006. The three months of the media campaign period saw considerably more calls from Hispanic callers than in nine months of the rest of the year.

- 503 Hispanic callers contacted the Florida Quitline during the media campaign, or an increase four and a half times more than the average monthly call rate with 492 of them, or 97.8% calling to quit smoking.
- 64.1% of all Quitline calls from Hispanic smokers during the media campaign months (n=466) came from the four Designated Market Areas.
- 49.5% of Quitline calls from the target Designated Market Areas to quit smoking were made by Hispanic smokers during the media campaign, compared to 18.1% of the call volume from these DMAs during the rest of 2006.
- 36.4% of Hispanic callers (n=183) were in the 18 to 34 targeted age group. 62.8% of Hispanic callers from the target DMAs were from adults older than the target age group.
- More Hispanic women, 54.9% (n=203), called the Quitline from the Designated Market Areas during the media campaign than men did, who accounted for 41% of calls (n=167) during the campaign months.

- 256 of the of Hispanic callers during the media campaign admitted living with children under 18 in the household, for an estimated total of 468 children at risk of second hand smoke.
- 63.1% of Hispanic smokers calling the Quitline from the four DMAs during the media campaign (n=301) requested smoking cessation counseling.

II. Target Audience of the African American Language Smoking Cessation Media Campaign

The African American radio campaign targeted Black smokers in the same four cities as the Spanish language campaign: Miami, Fort Myers, Tampa and Orlando, and covered the same broadcast Designated Market Area “footprint.”

The African American campaign used Adult-oriented advertising over black radio stations to reach an estimated 1,059,200 African American Floridians in the target DMA counties, for an overall media reach of 69.0% of the target audiences. The six black radio stations played 1,670 advertising spots between April 1 and June 30, 2006, for a total cost of \$76,227. During April to June, 2006, 128 African American callers contacted the Florida Quitline, compared with 197 African Americans who called the Quitline during the rest of the year. There were about twice as many callers on average per month during the media campaign (n=42.7 per month) than during the rest of the year (n=21.9 per month).

- The campaign was targeted toward African American smokers in four Designated Market Areas: Miami (three counties), Fort Myers (six counties), Orlando (seven counties) and Tampa.(ten counties).
- There are an estimated 401,467 African American smokers in the 26 counties of the Designated Market Areas.
- The campaign 1,670 aired sixty second spots over two radio stations in Miami-Fort Lauderdale, one station in Fort Myers, one station in Orlando and two radio stations in the Tampa-St. Petersburg DMA.
- Advertising reached an estimated 272,047 African Americans in the Miami-Ft. Lauderdale, Fort Myers, Orlando and Tamps-St.-Petersburg DMAs.
- 63% of Black callers (n=61) in the Designated Market Areas cited radio as their source of information about the Quitline during April, May and June, 2006..
- The African American language media campaign cost \$610 per Black smoker who called the Quitline.

Patterns of Calls to the Quitline During the 2006 African American Smoking Cessation Campaign

Calls to the Florida Quitline reached their second highest annual volume in 2006, with a total of 4,177 calls, with 325 calls from African Americans. A contributing factor for the 2006 call volume is the African American smoking cessation media campaign conducted in from April to June, 2006. The three months of the media campaign period saw

considerably more average calls per month and the calls from Black callers than in nine months of the rest of the year.

- 128 African American callers contacted the Florida Quitline during the media campaign, an increase of twice the average monthly call rate, with 125 African Americans, or 97.8% calling to quit smoking.
- 41.8% of all Quitline calls from African American smokers during the media campaign months (n=97) came from the four Designated Market Areas.
- 10.2% of Quitline calls from the target Designated Market Areas to quit smoking were made by African smokers during the media campaign, compared to 8.9% of the call volume from these DMAs during the rest of 2006.
- 38.3% of African American callers (n=49) were in the 18 to 34 targeted age group. 60.2% of Black callers from the target DMAs were from adults older than the target age group.
- More African American women, 57.0% (n=73), called the Quitline from the Designated Market Areas during the media campaign than men, who accounted for 43% of calls (n=55) during the campaign months.
- 49 of the of African American callers from the DMAs during the media campaign admitted living with children under 18 in the household, for an estimated total of 89 children at risk of second hand smoke.
- 59.8% of African American smokers calling the Quitline from the four DMAs during the media campaign (n=58) requested smoking cessation counseling.

Evaluation of the Florida Quitline Spanish Language and African American Smoking Cessation Campaigns, April, May and June 2006

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**Evaluation of the Florida Quitline Spanish Language and
African American Smoking Cessation Campaigns
April, May and June 2006**

I. Spanish Language and African American Smoking Cessation Media Campaign

The Florida Department of Health, Division of Health Access and Tobacco, Tobacco Prevention Program conducted a smoking cessation media campaign targeting Spanish-speaking and African American smokers in April, May and June 2006. The goal of the media campaign was to motivate Hispanic and African American smokers to seek smoking cessation counseling from the Florida Quitline.

The Spanish language campaign targeted Spanish speaking Floridians (operationally identified with the Hispanic ethnic group) in four cities in Florida, Miami, Fort Myers, Tampa and Orlando. The campaign used Spanish language advertising over Spanish radio stations, airing smoking cessation ads in Miami over three radio stations, over one station in Fort Myers, two radio stations in Orlando and three stations in Tampa. These stations are shown in Table 1. The footprints of these Spanish radio stations cover twenty-six counties surrounding these cities, in what are known as Designated Market Areas (DMAs). The analysis therefore counts all Hispanic listeners in each DMA as potentially being among the targeted audience. Indeed, the majority of Hispanic callers in between April to June, 2006 called from one of the targeted counties.

According to the media buyer, the advertising reached 458,798 Spanish speaking Floridians in the Miami, Fort Myers, Tampa and Orlando DMA areas, for an overall media reach of 66.0% of the target audiences. The nine Spanish language radio stations played 1,438 advertising spots between April 1 and June 30, 2006, for a total cost of \$123,630. During April to June, 2006, 503 Hispanic callers contacted the Florida Quitline, compared with 323 Hispanics who called the Quitline during the rest of the year.

Table 1. Media Buy for Spanish Language Media Campaign, April-June, 2006

Spanish Language Radio Media Buy for April to June 2006					
Market	Market Population Hispanics 18- 34	Reach	Frequency	Total Hispanics 18-34 Reached	Total Impressions
Ft. Myers	54,700	61.5%	20.1 x	33,641	676,174
Miami	443,000	61.2%	15.4 x	271,116	4,175,186
Orlando	104,850	87.0%	13.4 x	91,220	1,222,341
Tampa	92,250	68.1%	22.0 x	62,822	1,382,090
Total	694,800	66.0%	16.3 x	458,798	7,455,791

Population figures from Fall/Summer 2005 Arbitron. All figures compiled by Anson-Stoner, Inc.

The African American language campaign targeted Black Floridians in the same four cities in Florida, Miami, Fort Myers, Tampa and Orlando. The campaign used Adult-oriented advertising over black radio stations, airing smoking cessation ads in Miami over two black radio stations, over one station in Fort Myers and in Orlando and over two black radio stations in Tampa. These stations are shown in Table 2. The footprints of these black radio stations cover twenty-six counties surrounding these cities, in what are known as Designated Market Areas (DMAs). The analysis therefore counts all African American listeners in each DMA as potentially being among the targeted audience. Indeed, the majority of African American callers between April to June, 2006 called from one of the targeted counties.

According to the media buyer, the advertising reached 1,059,200 African American Floridians in the Miami, Fort Myers, Tampa and Orlando DMA areas, for an overall media reach of 74.7% of the target audiences. The six black radio stations played 1,670 advertising spots between April 1 and June 30, 2006, for a total cost of \$76,227. During April to June, 2006, 128 African American callers contacted the Florida Quitline, compared with 197 African Americans who called the Quitline during the rest of the year.

Table 2. Media Buy for Black Radio Media Campaign, April-June, 2006

Black Radio Media Buy for April to June 2006					
Market	Market Population Blacks 18-34	Reach	Frequency	Total Blacks 18-34 Reached	Total Impressions
Ft. Myers	13,100	N/A	N/A	N/A	167,732
Miami	209,650	81.4%	13.0 x	170,655	2,218,516
Orlando	69,400	62.5%	16.8 x	43,375	728,700
Tampa	72,250	80.3%	22.7 x	58,017	1,316,980
Total	364,400	74.7%	16.3 x	272,047	4,431,929

Population figures from Fall/Summer 2005 Arbitron. Ft. Myers Black figures taken from 2004-2005 Arbitron population estimates. All figures compiled by Anson-Stoner, Inc.

Target Audience of the 2006 Spanish Language Media Campaign

Table 1 shows the Hispanic population in each county within the four DMAs and presents data on the smoking prevalence among Hispanics. The Spanish language smoking cessation media campaign was undertaken to target the population of smokers in Florida who spoke Spanish., identified in general as Hispanic, between the ages of 18 and 34. The four populations of Spanish-speaking Floridians in Miami, Fort Myers, Tampa and Orlando do not necessarily comprise the same ethnic or national backgrounds. However, 36.5% of the people who called the Quitline between April and June 2006 identified themselves as Hispanic.

Census data for target populations come from the 2000 US Census,¹ the Florida Legislature and

¹ US Census (2000). Retrieved on June 3, 2004 from <http://www.census.gov/census2000/states/fl.html>.

the Office of Economic and Demographic Research, estimating conference, updated 4/2004.² Information on the smoking prevalence of ethnic groups comes from the Department of Health CHARTS database and the 2002 Behavioral Risk Factor Surveillance Survey.³

Figure 1. Designated Marketing Areas in South Florida



The four Designated Market Areas selected for the advertising campaign include a large number of Hispanics, totaling 2,351,937 people in 26 counties, as shown in Figure 1. The Miami DMA, is comprised of Broward, Miami-Dade and Monroe Counties. It has the largest Hispanic population in the state, with a total of 1,575,942 Hispanics, or 39.8% of the total 3,956,386 population, according to the 2000 US Census. The smoking prevalence of Hispanics in Miami is 22.3%, with an estimated number of 304,682 Hispanic smokers as shown in Table 3 (note that figures in the lined cells are estimates based on averaging the values that were reported in the 2002 BRFSS).

The Fort Myers DMA is made up of six counties, Charlotte, Collier, DeSoto, Glades, Hendry and Lee, with a total Hispanic population of 119,954. Smoking prevalence among Hispanics in this DMA is fairly high at 24.5%, for a total of 29,436 Hispanic smokers.

² Florida Legislature, Office of Economic and Demographic Research (2004). Retrieved on July 2, 2004 from <http://www.state.fl.us/edr/>

³ Behavioral Risk Factor Surveillance Survey (2002). Retrieved on May 17, 2004 from <http://www.floridacharts.com/charts/chart.aspx>.

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The Tampa/St. Petersburg DMA consists of ten counties: Citrus, Hardee, Hernando, Highlands, Hillsborough, Manatee, Pasco, Pinellas, Polk and Sarasota. Tampa is in Hillsborough county. The Tampa DMA population consists of 3,702,289 people, with 824,770 residents of Hispanic origin. The smoking prevalence among Hispanic smokers averages a high level at 26.5%, with an estimated 92,210 Hispanic smokers in the Tampa/St. Petersburg DMA.

The Orlando DMA includes seven counties: Flagler, Volusia, Lake, Seminole, Orange, Osceola and Brevard. Orlando is in Orange county. There are 2,223,970 people in these seven counties of whom 299,490 identify themselves as Hispanic. The estimated smoking prevalence among Hispanic smokers in the Orlando DMA is 15.5%, with an estimated 55,356 Hispanic smokers in the Orlando DMA.

Table 3. Hispanic Smoking Populations in the DMA Counties Targeted in the 2006 Florida Quitline Smoking Cessation Radio

Target DMA County	Total Population Florida (Census 2000)	Smoking Prevalence (BRFSS 2000)	Total Estimated Smokers	Total Hispanic Population (Leg. Est. Office, 2004)	Total Hispanic Smoking Prevalence (FL Dept of Health, 2002)	Total Estimated Hispanic Smoking Population
State Total	15,982,824	22.3%	7,165,385	2,682,715	19.5%	523,129
Miami DMA						
Broward	1,623,018	22.3%	361,529	271,652	13.5%	36,673
Miami-Dade	2,253,779	22.3%	502,094	1,291,737	20.6%	266,098
Monroe	79,589	22.5%	17,899	12,553	23.9%	3,000
Total Miami DMA	3,956,386	22.3%	881,522	1,575,942	19.3%	304,682
Fort Myers DMA						
Charlotte	141,627	22.3%	31,518	67	24.5%	1,144
Collier	251,377	22.4%	56,190	296	22.2%	10,944
Desoto	32,209	22.6%	7,285	19	29.0%	2,326
Glades	10,576	22.6%	2,386	94	9.4%	150
Hendry	36,210	22.6%	8,180	336	40.4%	5,792
Lee	440,888	22.3%	98,326	042	21.6%	9,081
Total Fort Myers DMA	912,887	22.4%	203,884	119,954	24.5%	29,436
Orlando DMA						
Brevard	476,230	22.3%	106,225	21,970	15.5%	3,413
Flagler	49,832	22.3%	11,093	2,537	15.5%	394
Lake	210,527	22.3%	46,907	11,808	15.5%	1,834
Orange	896,344	22.3%	200,141	168,361	22.2%	37,376
Osceola	172,493	22.3%	38,500	50,727	18.8%	9,537
Seminole	365,199	22.3%	81,458	40,731	5.6%	2,281
Sumter	53,345	22.5%	11,993	3,356	15.5%	521
Total Orlando DMA	2,223,970	22.3%	496,317	39,490	15.5%	55,356

Table 3. Hispanic Smoking Populations in the DMA Counties Targeted in the 2006 Florida Quitline Smoking Cessation Radio (continued)

Target DMA County	Total Population Florida (Census 2000)	Smoking Prevalence (BRFSS 2000)	Total Estimated Smokers	Total Hispanic Population (Leg. Est. Office, 2004)	Total Hispanic Smoking Prevalence (FL Dept of Health, 2002)	Total Estimated Hispanic Smoking Population
Tampa DMA						
Citrus	118,085	22.3%	26,291	3,141	26.5%	831
Hardee	26,938	22.5%	6,071	9,611	17.0%	1,634
Hernando	130,802	22.2%	29,094	6,587	26.5%	1,742
Highlands	87,366	22.3%	19,480	10,542	26.5%	2,788
Hillsborough	998,948	22.3%	222,805	179,692	21.4%	38,454
Manatee	264,002	22.3%	58,813	24,540	26.5%	6,491
Pasco	344,768	22.3%	76,756	19,603	21.8%	4,273
Pinellas	921,495	22.2%	205,017	42,760	26.5%	11,310
Polk	483,924	22.3%	107,959	45,933	45.6%	20,945
Sarasota	325,961	22.2%	72,484	14,142	26.5%	3,741
Total Tampa DMA	3,702,289	22.3%	824,770	356,551	26.5%	92,210
Total from the DMA Target Counties	10,795,532	22.4%	2,406,493	2,351,937	21.5%	481,684
Total from the Rest of Florida Counties	5,187,292	22.3%	4,758,892	330,778	22.3%	41,445

Target Audience of the African American Media Campaign

Table 4 identifies the African American population in the four DMAs and presents data on smoking prevalence among this population (note that numbers in lined cells are estimates based on averaging the prevalence reported in the 2002 BRFSS). The black radio smoking cessation media campaign was targeted at African American smokers in these communities, between the ages of 18 and 34. A total of 128 African Americans called the Quitline during April to June, 2006, or 9.3% of all callers in that period. Another 197 African Americans called during the rest of 2006.

Census data for target populations come from the 2000 US Census,⁴ the Florida Legislature and the Office of Economic and Demographic Research, estimating conference, updated 4/2004.⁵

⁴ US Census (2000). Retrieved on June 3, 2004 from <http://www.census.gov/census2000/states/fl.html>.

⁵ Florida Legislature, Office of Economic and Demographic Research (2004). Retrieved on July 2, 2004 from <http://www.state.fl.us/edr/>

Information on the smoking prevalence of ethnic groups comes from the Department of Health CHARTS database and the 2002 Behavioral Risk Factor Surveillance Survey.⁶

Table 4. African American Smoking Populations in the DMA Counties Targeted in the 2006 Florida Quitline Smoking Cessation Radio

Target DMA County	Total Population Florida (Census 2000)	Smoking Prevalence (BRFSS 2000)	Total Estimated Smokers	Total Black Population (Leg. Est. Office, 2004)	Total Black Smoking Prevalence 2002	Total Estimated Black Smoking Population
State Total	15,982,824	22.3%	7,165,385	2,626,263	14.90%	391,313
Miami DMA						
Broward	1,623,018	22.3%	361,529	383,901	9.0%	34,551
Miami-Dade	2,253,779	22.3%	502,094	506,269	12.3%	62,271
Monroe	79,589	22.5%	17,899	4,144	10.7%	48,411
Total Miami DMA	3,956,386	22.3%	881,522	894,314	10.7%	145,233
Orlando DMA						
Brevard	476,230	22.3%	106,225	44,741	9.8%	8,823
Flagler	49,832	22.3%	11,093	5,395	8.9%	480
Lake	210,527	22.3%	46,907	19,845	9.8%	8,823
Orange	896,344	22.3%	200,141	195,909	11.4%	22,334
Osceola	172,493	22.3%	38,500	18,013	9.8%	8,823
Seminole	365,199	22.3%	81,458	40,609	9.0%	3,655
Sumter	53,345	22.5%	11,993	44,927	9.8%	8,823
Total Orlando DMA	2,223,970	22.3%	496,317	369,439	9.8%	61,761
Fort Myers DMA						
Charlotte	141,627	22.3%	31,518	7,588	14.2%	2,183.8
Collier	251,377	22.4%	56,190	15,808	14.2%	2,183.8
Desoto	32,209	22.6%	7,285	4,253	11.5%	489
Glades	10,576	22.6%	2,386	1,134	20.3%	230
Hendry	36,210	22.6%	8,180	5,364	15.5%	831
Lee	440,888	22.3%	98,326	74,841	9.6%	7,185
Total Fort Myers DMA	912,887	22.4%	203,884	108,988	14.2%	13,103

⁶ Behavioral Risk Factor Surveillance Survey (2002). Retrieved on May 17, 2004 from <http://www.floridacharts.com/charts/chart.aspx>.

Table 4. African American Smoking Populations in the DMA Counties Targeted in the 2006 Florida Quitline Smoking Cessation Radio (continued)

Target DMA County	Total Population Florida (Census 2000)	Smoking Prevalence (BRFSS 2000)	Total Estimated Smokers	Total Black Population (Leg. Est. Office, 2004)	Total Black Smoking Prevalence 2002	Total Estimated Black Smoking Population
Tampa DMA						
Citrus	118,085	22.3%	26,291	3,153	19.3%	18,137
Hardee	26,938	22.5%	6,071	2,543	19.3%	18,137
Hernando	130,802	22.2%	29,094	6,009	19.3%	18,137
Highlands	87,366	22.3%	19,480	8,712	19.3%	18,137
Hillsborough	998,948	22.3%	222,805	172,248	21.6%	37,206
Manatee	264,002	22.3%	58,813	24,252	17.5%	4,244
Pasco	344,768	22.3%	76,756	8,497	19.3%	18,137
Pinellas	921,495	22.2%	205,017	89,812	20.8%	18,681
Polk	483,924	22.3%	107,959	71,777	17.3%	12,417
Sarasota	325,961	22.2%	72,484	15,175	19.3%	18,137
Total Tampa DMA	3,702,289	22.3%	824,770	402,178	19.3%	181,370
Total from the DMA Target Counties	10,795,532	22.4%	2,406,493	1,774,919	13.5%	401,467*
Total from the Rest of Florida Counties	5,187,292	22.3%	4,758,892	851,344	22.3%	N/A

* The Total Estimated Black Smoking Population from the DMA counties is increased by the estimated number of Black smokers in counties without BRFSS prevalence figures, so it appears larger than the total Black smoking population in Florida. This is an artifact of the estimation process and serves as a placeholder for the correct estimate.

The four Designated Market Areas selected for the advertising campaign include a large number of African Americans in the target areas, with a total of 1,774,919 people in 26 counties. The Miami DMA, comprised of Broward, Miami-Dade and Monroe Counties has the largest population in the state, with a total of 3,956,386 people, according to the 2000 US Census. There are 894,314 African Americans in these three counties. The smoking prevalence of African Americans in these three counties averages is a low 10.7%, with an estimated black smoking population of 145,233 in the Miami DMA, as shown in Table 4.

The Fort Myers DMA is made up of six counties, Charlotte, Collier, DeSoto, Glades, Hendry and Lee, with a total of 108,988 African Americans living in them. Smoking prevalence is still low at 14.2%, for a total of 13,103 black smokers.

The Orlando DMA includes seven counties: Flagler, Volusia, Lake, Seminole, Orange, Osceola and Brevard. Orlando is in Orange county. There are 2,223,970 people in these seven counties of whom 369,439 are African American. The estimated smoking prevalence among African American smokers is a low 9.8%, for a total of 61,761 African American smokers in this DMA.

The Tampa / St. Petersburg DMA consists of ten counties: Citrus, Hardee, Hernando, Highlands, Hillsborough, Manatee, Pasco, Pinellas, Polk and Sarasota. Tampa is in Hillsborough county. The Tampa DMA population totals 3,702,289 people, with 402,178 African American residents. The smoking prevalence among black smokers averages a relatively high level of 19.3%. There are an estimated 181,370 African American smokers in the Tampa/St. Petersburg DMA.

Spanish Language and African American Smoking Cessation Media Campaign Goals

The Spanish language media campaign undertaken in 2007 was aimed at Hispanic smokers, with advertising aired over popular Spanish language radio stations in Miami, Fort Myers, Orlando and Tampa. The African American media campaign was aired in the same period over black radio stations in the same four cities. The two ad campaigns ran for three months, from April 1 to June 30, 2006, targeting Spanish-speaking and African American Floridians between the ages of 18 and 34. The purpose of the advertising was to motivate Hispanic and African American smokers in Florida who smoke and want to quit smoking to call the Quitline. The Quitline is a toll-free telephone-based tobacco cessation service that is available 24 hours a day.

The goal of the media campaign was to inform and motivate the target audiences to call the Quitline. The advertising message should offer an emotional appeal that moves the viewer to action; this is the motivational appeal. The ads were then designed to provide enough information to members of the attending audience that they remembered the basic message in the ad. The final element of the ads gave the audience a behavioral step, which offered a pathway to resolution, for example a number to call. In the case of the smoking cessation campaign, the number was to the Florida Quitline. The Spanish language radio ad was a sixty-second spot titled "Mañana," that was developed in Spanish rather than translated from English. It featured a man talking to himself about quitting smoking "tomorrow." It then switches to a woman's voice endorsing the Florida Quitline and providing the Quitline telephone number. Two ads were aired on black radio stations, "Young" and "Hypnosis." Neither of the black radio ads featured an African American sounding voice, but were geared to the general adult population.

The goals of this analysis are threefold. The first goal is to assess whether the media campaign reached its targeted audiences in each DMA by analyzing the demographic characteristics of Floridians who call the Quitline during that period of the media campaign. The second goal is to determine whether the media campaign was successful in motivating members of the target audiences to call the Florida Quitline. The third goal is to assess the effectiveness of the media campaign in supporting the overall Florida Quitline goals of increasing smoking cessation, reducing second-hand smoke and reducing tobacco use in the general population. The expected outcome of the media campaign was for Spanish-speaking and African American smokers to call the Florida Quitline for counseling in smoking cessation. The major source of measurement for the outcome of calls is from the American Cancer Society intake surveys, delivered to every person who calls the Florida Quitline.

Media Strategy for Spanish Language and African American Smoking Cessation Media Campaigns

The media buying company for the media campaign focused on Spanish radio advertising as the primary medium for its Spanish language smoking cessation message. The Miami DMA advertising spots were aired over three Spanish language radio stations, WAMR-FM, Spanish

A/C format, WMGE-FM, Hispanic Urban format and WXDJ-FM, Tropical Salsa format. Between April 1 and June 30, 2006 the Miami stations aired 438 spots, at a total cost of \$76,250. The stations cover an estimated 443,000 Spanish language speakers, and it is estimated that the spots reached 271,116 for a cost of \$22.15 per thousand listeners.

In the Orlando DMA ads were aired over two radio stations, WRUM-FM, a Clear Channel station playing Spanish Tropical format and WNUE-FM, Spanish Contemporary radio. The two stations aired 346 spots during the campaign period, reaching 87% of the target audience at 91,220 Hispanic smokers. The total cost for the advertising was \$19,450, for a cost estimated at \$20.96 per thousand listeners.

The three radio stations in the Tampa/St. Petersburg DMA were WLCC-AM, a Spanish Variety format station, WYUU, a Spanish format station and WMGG-AM, playing Spanish Oldies. The three stations aired 480 spots between April 1 and June 30, 2007, reaching 62,822 Hispanics in the target audience, 68.1% of the total target population of 18 to 34 year olds. The campaign cost a total of \$21,450, for an estimated \$27.71 per thousand listeners.

The Fort Myers DMA has only one radio station airing Spanish language ads, WTLQ-FM, a Spanish Contemporary format. The station reached 61.5% of the target audience, or 33,641 Hispanics between 18 and 34, for a total cost of \$6,480 or \$12.29 per thousand audience members. Table 5 displays the media statistics for each of these radio stations.

The African American smoking cessation campaign ads were aired by two Miami black radio stations, WMIB-FM playing a Urban Contemporary format and WTPS-FM, playing an Urban Talk format. The two stations aired 810 ads between April 1 and June 30, 2007. the ads reached 170,655 African Americans between 18 and 34, amounting to 81% of the total black target population. The campaign cost \$31,724, for an average of \$13.94 per thousand listeners in the audience.

Only one station aired ads in Orlando, WJHM-FM, a Rhythmic CHR format station. A total of 300 ads were broadcast, reaching 62.5% of the target African American audience or 43,375 people. The ad campaign in Orlando cost \$22,350 for an estimated cost of \$21.25 per thousand listeners.

Two radio stations aired ads in Tampa-St. Petersburg, WBTP-FM playing an Urban Contemporary format and WLLD-FM with a Rhythmic CHR format. The two stations aired a total of 410 spots, reaching 58,817 members of the target audience, which amounted to 80.3% of the total target population. The campaign in Tampa cost \$19,380 for an estimated \$18.68 per thousand listeners in the audience.

Only one radio station in Fort Myers aired the spots, WBTT-FM playing Rhythmic CHR. There are a total of 13,100 African Americans between 18 and 34 in the target population, but there are no estimates of the number of blacks reached. The ad campaign cost a total of \$2,772 for an estimated \$12.28 per thousand people in the audience. These numbers can be seen in Table 6.

Table 5. Media Market Profiles for the Spanish Language Smoking Cessation Campaign

Hispanic Radio									
Market	Station Call Letters	Dollars Spent	Paid Spots	Bonus Spots	Bonus PSAs & Promos	Total Spots	Hispanic Adults 18-34 Rating Points	Reach and Frequency	CPM
Ft Myers	WTLQ-FM (97.7) Spanish Contemp.	\$6,480	72	72	30	174	959.4	48.4% 19.9x	\$12.29
Miami-Ft. Lauderdale	WAMR-FM (107.5) Spanish A/C	\$21,120	48	48	12	108	174	21.8% 8.0x	\$27.50
Miami-Ft Lauderdale	WMGE-FM (94.9) Hispanic Urban	\$13,130	63	63	0	126	214.3	24.8% 8.6x	\$13.85
Miami-Ft Lauderdale	WXDJ-FM (95.7) Tropical Salsa	\$42,000	90	90	24	204	378	22.9% 16.5x	\$25.10
Orlando	WRUM-FM (100.3) Spanish Tropical	\$8,350	50	50	24	124	356.4	58.6% / 16.0x	\$22.48
Orlando	WNUE-FM (98.1) Spanish Contemp.	\$11,100	96	96	30	222	549	52.6% / 10.4x	\$19.43
Tampa-St. Petersburg	WLCC-AM (760) Spanish Variety	\$6,000	60	60	30	150	456	21.4% / 21.4x	\$14.18
Tampa-St Petersburg	WYUU (92.5) Spanish	\$12,450	90	90	20	200	515	22.9% / 225x	\$24.17
Tampa-St. Petersburg	WMGG-AM (820) Spanish Oldies	\$3,000	60	60	10	130	73	6.4% / 114x	\$44.78
Totals		\$123,630	629	629	180	1,438	N/A	66.0% 16.3x	\$16.58

Table 6. Media Market Profiles for the African American Smoking Cessation Campaign

Black Radio									
Market	Station Call Letters	Dollars Spent	Paid Spots	Bonus Spots	Bonus PSAs and Promos	Total Spots	Black Adults 18-34 Rating Points	Reach and Frequency	CPM
Ft. Myers	WBTT-FM (105.5) Rhythmic CHR	\$2,772	60	60	30	150	1082.4	N/A	\$1,652
Miami-Ft. Lauderdale	WMIB-FM (103.5) Urban Contemp.	\$22,125	150	150	0	300	705	45.6% 15.4x	\$15.05
Miami-Ft. Lauderdale	WTPS-AM (1080) Urban Talk	\$9,600	240	240	30	510	357	658% 15.4x	\$12.83
Orlando	WJHM-FM (101.9) Rhythmic CHR	\$22,350	102	102	96	300	1051.8	62.5% 16.8x	\$2,125
Tampa-St. Petersburg	WBTP-FM (95.7) Urban Contemp.	\$11,880	120	120	20	260	1426	62.9% 22.6x	\$11.58
Tampa-St. Petersburg	WLLD-FM (98.7) Rhythmic CHR	\$7,500	60	60	30	150	405	46.7% 18.6x	\$25.77
Totals		\$76,227	732	732	206	1,670	N/A	74.7% 18.3x	\$17.20

* Source: of Media Market data: Anson-Stoner personal communication

Methodology for Evaluating the Media Campaign

The methodology for evaluating the Spanish language and African American smoking cessation campaign in April, May and June 2006 is based on two datasets, an input dataset that summarizes the important elements of the advertising campaign and an output dataset based on the ACS intake survey which collects demographic data on the target audience taking calling the Quitline. The first is composed of the data provided by the media buyer concerning media play during the campaign. These data include only the target audiences for each DMA in the campaign, the total number of ads broadcast during the campaign, the target audience reach of radio ads in two of DMAs and the total and per capita cost of the campaign.

The second dataset provides measures for assessing the behavior of the target audiences based on the American Cancer Society Quitline intake survey that is administered to each client who calls the Quitline number prior to setting up a counseling session. Quitline intake survey data for the entire twelve months of 2006 are used to provide a comparison of the calling patterns during the media campaign versus all other months of the year. Data categories include demographic data, service data related to the Quitline, personal and social data, communication-related data, and behavioral data relevant to smoking and smoking cessation. This study uses data fields from a subset of the data categories:

- a) Demographic data: Gender, Age, Ethnicity, Florida County of Caller.
- b) Personal data: Number of Children in Household, and Children Under 18 in Household, Number of Cigarettes Smoked per Day.
- c) Service data related to the Quitline: Reason for Call, Service Requested by Client.
- d) Communication-related data: How Client Heard About the Quitline

Other sets of data from the 2000 US Census and the 2002 Florida Behavioral Risk Factor Surveillance Survey (BRFSS) are used as a background to the study.

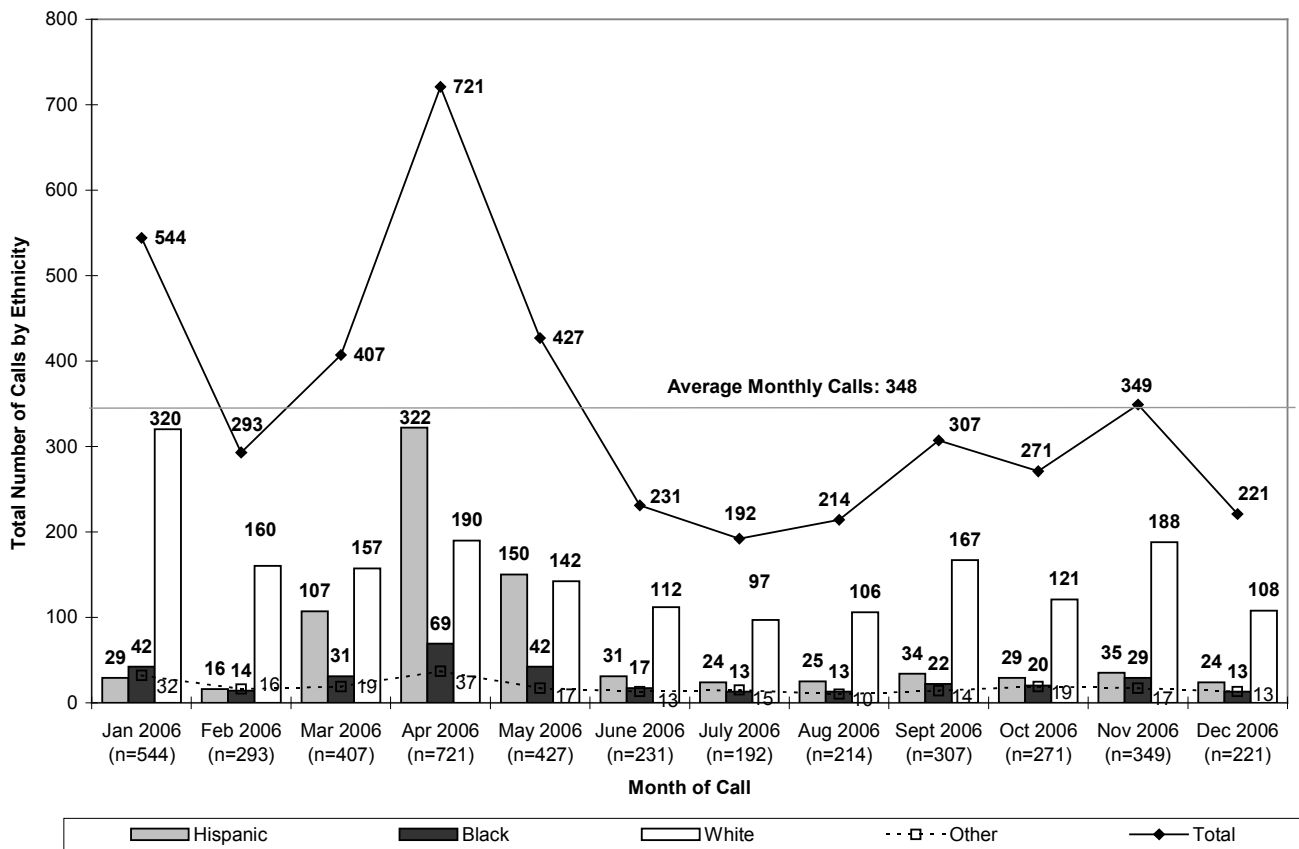
The populations used for this analysis focus on the target audiences of interest, Hispanic and African American smokers. Hispanics callers are self-identified during the ACS intake survey. African Americans are identified as Black and Caucasians are identified as White in the dataset. Other ethnic identities included with Asian, Native American, Native Hawaiian and Other. All of these ethnic groups were rolled up into one indicator of 'Other.' The number of Missing ethnic identifications amounts to 17.2% of all respondents. Most often, Hispanic and African American audiences are compared, and occasionally White callers are included to add to the comparison.

The methodology uses tables that allow the comparison of ethnic groups along behavioral, demographic and service-oriented indicators. Comparisons are made between ethnic groups and Quitline calls from their total population and just from smokers, by gender and by age to determine of the messages were being received by the target age group of 18 to 34. Ethnic groups are also compared by how they heard about the Quitline, whether they have children under 18 in the household, how many children and how many cigarettes they smoke. Finally, the ethnic groups are compared on the services requested from the Quitline. To composite picture built up by these multiple comparisons should serve to demonstrate the success of the smoking cessation media campaigns from April to June 2006.

Patterns of Calls to the Quitline During the 2006 Spanish Language and African American Media Campaigns

Calls to the Florida Quitline reached their second highest annual volume in 2006, with a total of 4,177 calls. The average number of calls was 348.1 per month, 88 more calls per month on average than the 260 calls per month in the first five years of the Quitline, 2002-2006. One explanation for the 2006 call volume is the smoking cessation media campaigns conducted by the Department of Health April, May and June. It can be seen in Figure 1 that calls in March, April and May clearly outpaced the calls during the rest of the year. Media publicity from the Great American Smokeout in November appears to have precipitated an increased number of calls, just up to the average. The monthly call volume in 2006 is shown in Figure 1 with a comparison of the number of calls per month by the ethnicity of the caller.

Figure 2. Comparison of 2006 Quitline Calls by Ethnicity



It can be seen in Figure 2 that the radio campaign months of April (721 calls) and May (427 calls) brought in a significantly higher number of calls than in any other month of the year from Hispanic, African American and Other callers (made up of Asians, American Indians and Native Americans and Other designations), and a slight increase among white callers. In May, the number of African American and Hispanic callers remained higher than average, while the number of White and Other callers declined after the first month of radio ads. In June, the general pattern of calls is re-established, with White callers in the majority, followed by Hispanic, Black and Other callers. It is apparent that the first two months of the Spanish-language and black radio media campaign, the spots were successful in motivating Hispanic and African

American smokers to call the Quitline. In June, the ads seem to have lost their impact, perhaps due to message fatigue. It is unclear why the number of calls increased in March, with 407 calls, about a quarter of which are from Hispanic callers, and a higher number than average from Black callers.

Another way to look at the call volume from different ethnic groups through the year is to consider the proportion of calls coming from each group in any month. Table 7 compares the percentage of calls coming from Hispanic, Black and White callers for each month in 2006 (note that percentages will not total 100% because not all ethnic groups are reported). Looking at April 2006, the month with the largest call volume of the year, 322, or 44.7% of all calls were made by Hispanic callers, who typically averaged 35.9 calls per month during the non-campaign months of the year. Calls from African Americans totaled 69, or 9.6% of the total calls in April, compared to an average of 21.9 calls per month in the rest of the year. There are more calls from the White population than average in April, but with a lower proportion of calls than normal.

Table 7. Calls to the Quitline in 2006 from Hispanic, African American and White Floridians

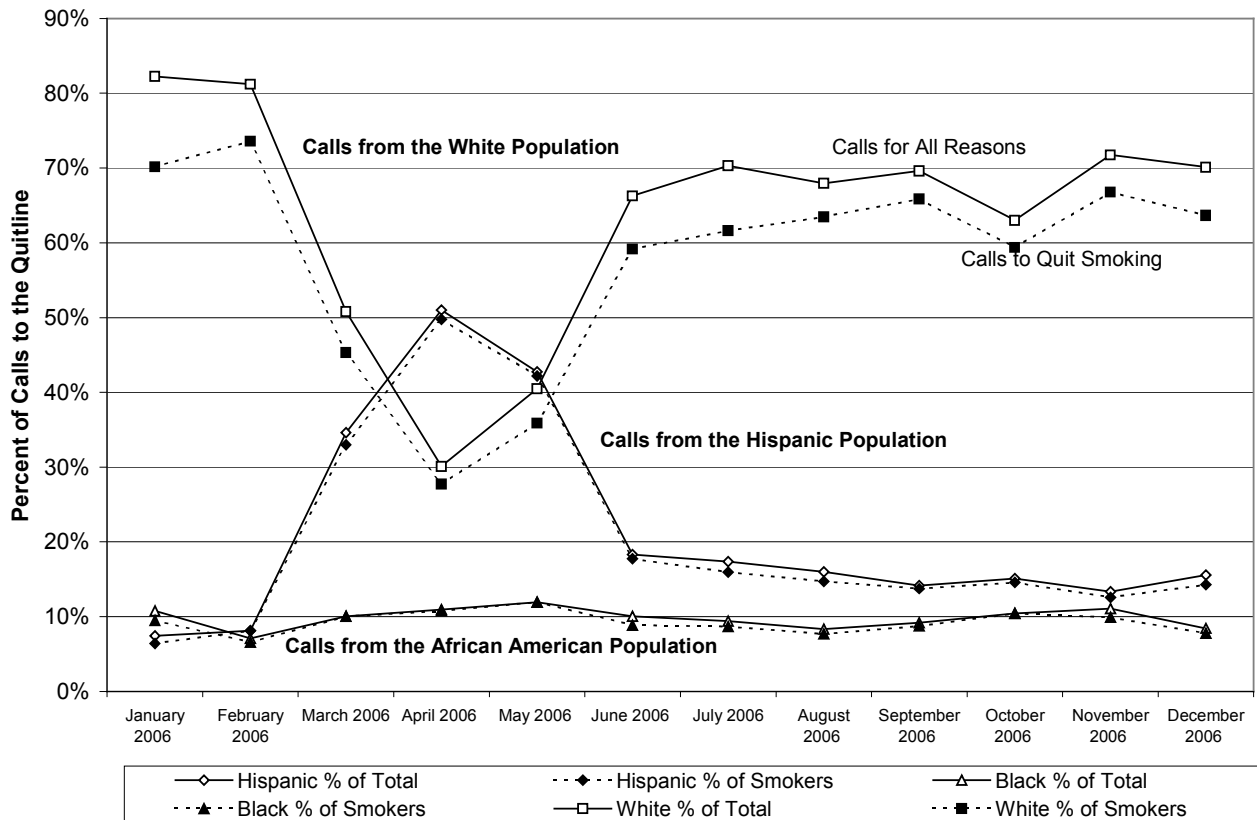
Month of Call	Hispanic		Black		White		Total
	n	% of Total	n	% of Total	n	% of Total	
January 2006	29	5.3%	42	7.7%	320	58.8%	544
February 2006	16	5.5%	14	4.8%	160	54.6%	293
March 2006	107	26.3%	31	7.6%	157	38.6%	407
April 2006	322	44.7%	69	9.6%	190	26.4%	721
May 2006	150	35.1%	42	9.8%	142	33.3%	427
June 2006	31	13.4%	17	7.4%	112	48.5%	231
July 2006	24	12.5%	13	6.8%	97	50.5%	192
August 2006	25	11.7%	13	6.1%	106	49.5%	214
September 2006	34	11.1%	22	7.2%	167	54.4%	307
October 2006	29	10.7%	20	7.4%	121	44.6%	271
November 2006	35	10.0%	29	8.3%	188	53.9%	349
December 2006	24	10.9%	13	5.9%	108	48.9%	221
Total	826	19.8%	325	7.8%	1,868	44.7%	4,177
Average	69	16.4%	27	7.4%	156	46.8%	348
Average Media Campaign	167.7	31.1%	42.7	8.9%	148.0	36.0%	459.7
Total, Rest of 2006	323		197		1,424		2,798
Average, Rest of 2006	35.9	11.5%	21.9	6.9%	158.2	50.4%	310.9

Across the three months of the media campaign, Hispanics called the Quitline at an average rate of 167.7 calls per month, which is about five times the average of 35.9 for the rest of the year. Blacks called the Quitline with an average volume of 42.7 per month during the media

campaign, about twice the average volume of 21.9 call per month for the rest of 2006. On average, White callers contacted the Quitline somewhat less frequently during the media campaign, at 148.0 calls per month, than they did the rest of the year, at 158.2 calls per month.

The increased frequency of call volume among Hispanics and African Americans during the media campaign months seems to indicate that the radio ads were successful in motivating the Hispanic and Black audiences to call the Quitline. If the increase in the number of calls is an indicator of advertising success, then the Spanish language ads were vastly more successful than the ads aired on black radio. A more secure indicator of success would be to consider the actual number of smokers who called the Quitline during the media campaign. Table 7 shows all calls to the Quitline, which includes smokers, family members, already quit and calls for information. Figure 3 compares all calls in 2006 with calls from smokers, by ethnicity.

Figure 3. Percentage Comparison of the Proportion of Target Ethnic Audiences Calling the Quitline for All Reasons with Calls from Smokers in 2006



In this chart the proportion of calls from Hispanics and African Americans for all reasons is compared to the proportion of calls just to quit smoking. For both target audiences, the greatest number call to quit smoking, particularly during the three months of the media campaign, when almost all Hispanic and African American calls were to quit smoking. These numbers can be compared with the White calls, in which a much larger percentage of the calls are for reasons other than quitting smoking. The evidence points to positive effects of the media campaign.

Another comparison of calls to the Quitline can be made between the target DMA counties and the rest of the counties in Florida. Table 8 does this by displaying the number and percentage of

Quitline calls by smokers from these two geographical areas, during the campaign months and the rest of 2006, among Hispanic, African American and White callers. Again, it is clear that the majority of Quitline calls from Hispanic smokers, 64.1%, came during the campaign months and from within the target DMA counties. Fully 91% of calls from Hispanics in 2006 came from within the DMA counties. There is a similar pattern among Black callers, with the majority calling from the DMA counties, though the African American response during the media campaign was not as strong as that from Hispanics. Only 42.9% of African Americans in the target counties called the Quitline during the media campaign; with the larger proportion, 57.1%, calling during the rest of 2006. This proportionate mix repeats itself in the rest of Florida, though with fewer numbers. This suggests that the smoking cessation campaign on black radio was less successful than among Hispanic smokers. Calls from White smokers followed a different pattern, with only about a quarter of calls occurring during the media campaign month, either within the DMA counties and the rest of Florida. These proportions suggest that neither of the advertising campaigns had an impact on White callers.

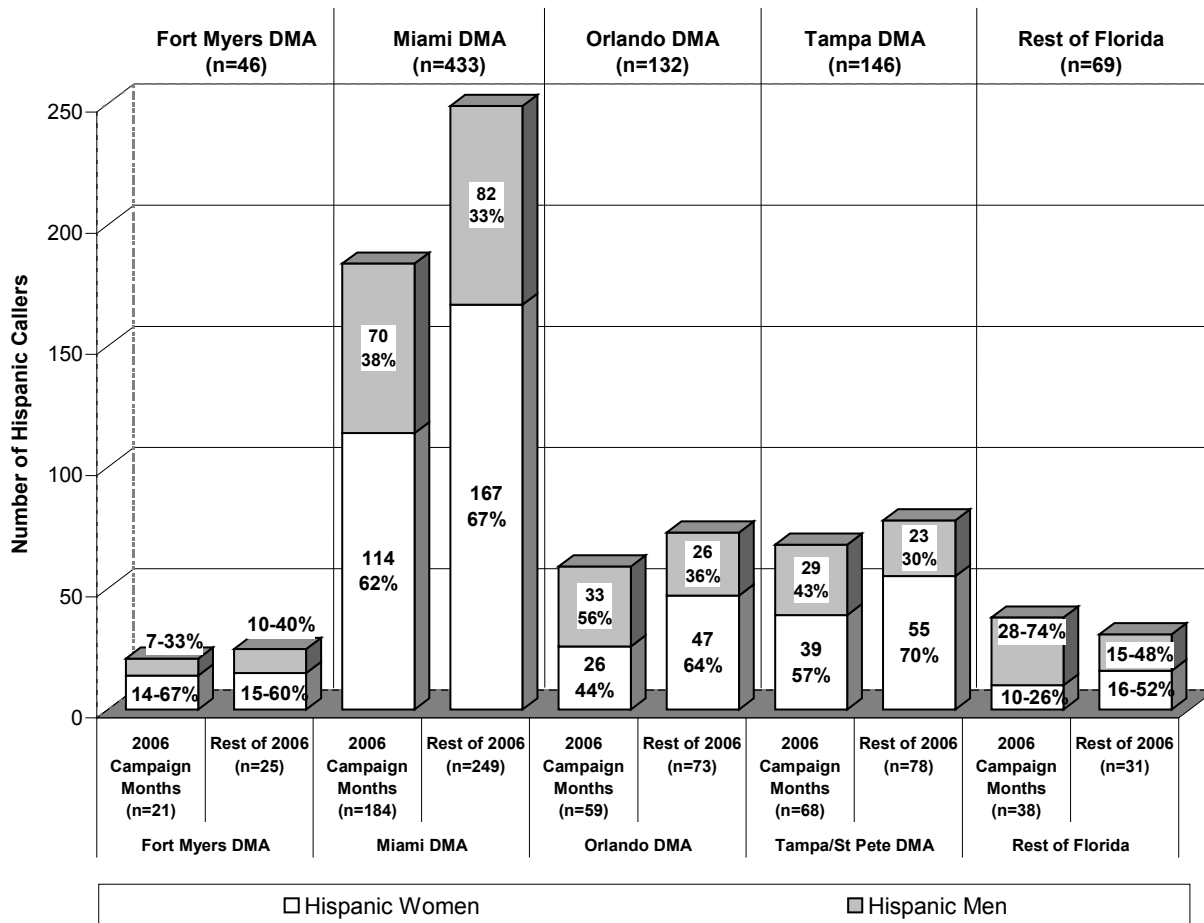
Table 8 Number and Percentage of Calls to Quit Smoking, by Ethnicity, Location and Time of Year

		Hispanic		Black		White		Total	
		n of Smokers	% of Callers	n of Smokers	% of Callers	n of Smokers	% of Callers	n of Smokers	% of Callers
2006 Target DMA Counties	Campaign Months	466	64.1%	96	42.9%	273	23.9%	941	39.5%
	Rest of 2006	261	35.9%	128	57.1%	868	76.1%	1,443	60.5%
	Subtotal	727	100%	224	100%	1141	100%	2,384	100%
Rest of Florida	Campaign Months	26	37.7%	29	34.1%	128	23.4%	210	26.1%
	Rest of 2006	43	62.3%	56	65.9%	419	76.6%	594	73.9%
	Subtotal	69	100%	85	100%	547	100%	804	100%
Total		796		309		1,688		3,188	

When calls are compared across the DMA counties, different patterns of calling behavior occur between Hispanic and African American callers in each county. Figure 1.3 compares calls from Hispanic men and women the number of calls in each DMA county and the rest of Florida, both during the media campaign months and the rest of the year. The majority of Hispanic callers were from Miami, with 433 calls, or 52.4% of all Hispanic calls in 2006. This is followed by 146 calls from Orlando and 132 calls from Tampa over the whole year. In general, there were only 86 more calls from Hispanics during the rest of 2006, 456, than during the media campaign, 370. This difference is fairly consistent across the target counties.

Figure 4 supports the consistent finding that more women than men call the Quitline. Across all target counties, the ratio of Hispanic women to men calling the Quitline is about two women to one man. Of some interest is that during the media campaign months, in general a greater proportion of Hispanic men called the Quitline than during the rest of the year. For example in the Miami DMA, 38% of the callers during the campaign months were men, compared to only 33% during the rest of the year. The same can be seen in the Orlando DMA, in which 56% of the calls during the media campaign were men, compared to only 36% of callers in the rest of the year. Tampa, too, had 43% of Quitline calls from men in April through June, and only 30% in the rest of the year. This could suggest that men are more motivated to call the Quitline due to radio advertising than are women, who tend to be more responsive to their doctor’s advice.

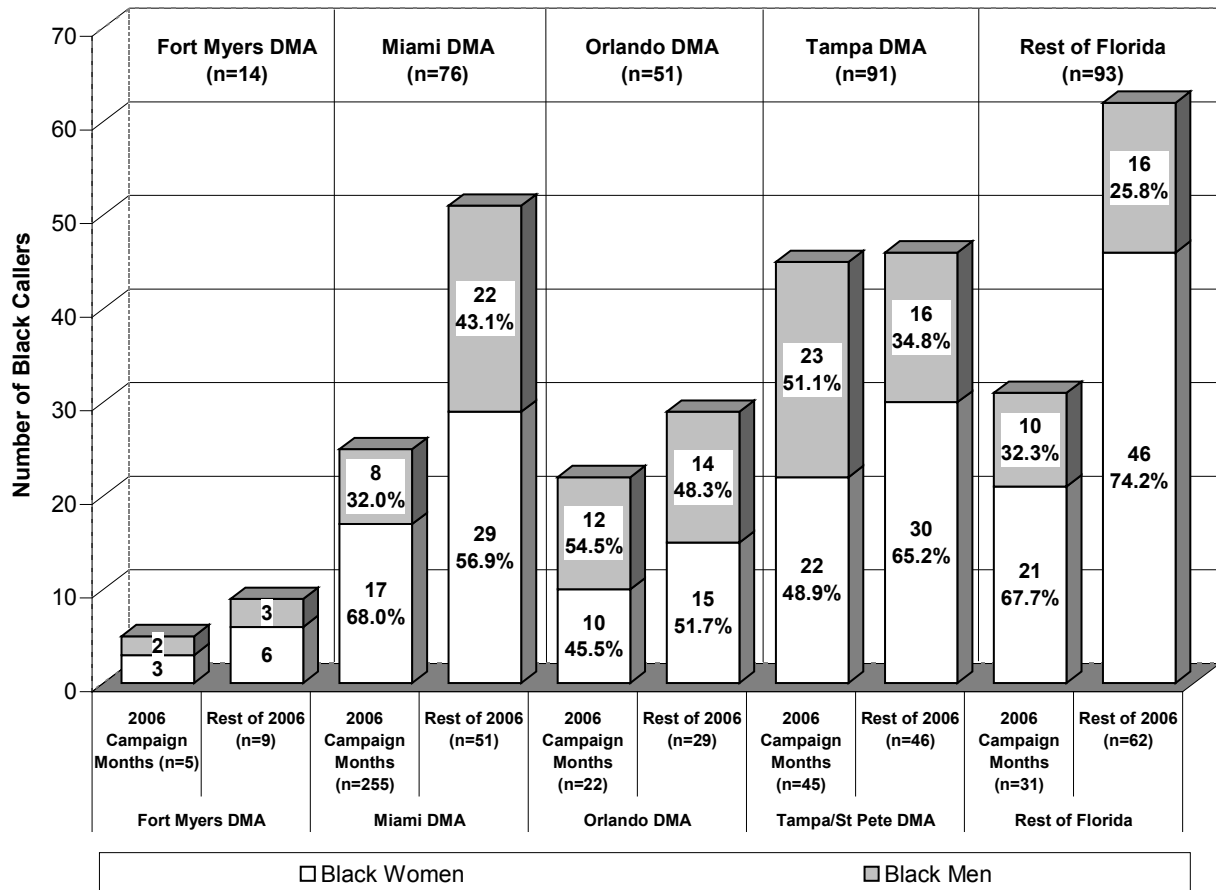
Figure 4. Comparison of Quitline Calls from Hispanic Men and Women in the DMA Target Counties and from the Rest of Florida During the Rest of 2006



When the same comparison is made among African American men and women in the targeted DMA counties, there are similar findings, as shown in Figure 5. More African American callers were from the Tampa/St. Petersburg DMA, 91, followed by the Miami DMA, with 76 and then Orlando with 51 over the whole year. Calls from the months of the media campaign made up 39.4% of all African American calls during the year (n=128), so it would appear the ad campaign over black radio did motivate calls from the African American community. Again, in most cases more black men called the Quitline during the media campaign months than during the rest of

the year. For example, across all DMA counties, 43% of the calls were from men (n=55) during the media campaign, compared to 36% during the rest of the year (n=71). Miami is an exception, with a smaller percentage of men calling during the campaign months than in the rest of the year.

Figure 5. Comparison of Quitline Calls from Black Men and Women in the DMA Target Counties and from the Rest of Florida During the Rest of 2006



Another question of interest in the media campaign is whether the ads appealed to the target age groups of 18-34 year olds, as demonstrated by calls to the Quitline from this age group. In general, the majority of calls to the Quitline come from middle aged smokers between 30 and 65. Table 9 displays the distribution of calls from both Hispanics and African Americans under 18, between 18 and 34 and 35 and above. From the table it is clear that the majority of calls come from adults above 34, by about 60% to 40% for the target age group. When calls from the target DMAs are examined, the African American 18-34 age group did account for a slightly larger proportion of calls during the media campaign months, 42.3% of the calls, compared to 36.1% of Hispanics in this age group, which is about the same as the percentage for the year. From the data, it would appear that the media campaign did not motivate smokers in the 18 to 34 year old age group to call in a significantly greater proportion than during the rest of 2006.

Table 9. Calls to the Quitline by Target Age Groups for Hispanics and African Americans within the DMA Target Counties and From the Rest of Florida, During the Media Campaign and the Rest of 2006

Calls from Hispanic Clients, from Target DMAs with Spanish Language Radio								
	Target DMAs		Rest of Florida		Total		Total %	
	Campaign Months (n=477)	Rest of 2006 (n=280)	Campaign Months (n=26)	Rest of 2006 (n=43)	Campaign Months (n=503)	Rest of 2006 (n=323)	Campaign Months (n=128)	Rest of 2006 (n=197)
Under 18	3	1	1	1	4	2	0.8%	0.6%
Target Ages 18-34	172	113	11	20	183	133	36.4%	41.2%
Over 34	302	166	14	22	316	188	62.8%	58.2%
Total	477	280	26	43	503	323	100.0%	100.0%

Calls from Black Clients, from Target DMAs with Black Radio Advertising								
	Target DMAs		Rest of Florida		Total		Total %	
	Campaign Months (n=87)	Rest of 2006 (n=135)	Campaign Months (n=31)	Rest of 2006 (n=62)	Campaign Months (n=128)	Rest of 2006 (n=197)	Campaign Months (n=128)	Rest of 2006 (n=197)
Under 18	2	0	0	1	2	1	1.6%	0.5%
Target Ages 18-34	41	47	8	25	49	72	38.3%	36.5%
Over 34	54	88	23	36	77	124	60.2%	62.9%
Total	97	135	31	62	128	197	100.0%	100.0%

The Spanish language advertising campaign was carried solely over Spanish language radio stations. One indicator of a successful media campaign is if Hispanic callers identified the radio as a prime source of information when they called the Quitline between April and June 2006. We would expect the same result from African American callers, whose ads were played over black radio. As can be seen in Table 10, 82% of Hispanics from the targeted DMA counties identified radio as the medium from which they learned about the Quitline (n=392). In like measure, 63% of Blacks cited radio as the medium through which they heard about the Quitline (n=61). Conversely, White callers identified radio only 18% of the time (n=56). These findings again demonstrate the impact of the radio campaign in motivating Hispanic and African American smokers to call the Quitline.

If we compare the citation of radio as the source of information about the Quitline during the rest of 2006, the percentage of times it is mentioned drops significantly, as shown in Table 10. Only 31% of Hispanic callers in the target counties mentioned radio as a source of information, and the majority of these called in March. In the rest of Florida, Hispanics mention the radio only 5% of the time. The same pattern holds for African American callers, with only 13% noting the radio in the target counties and no mention of radio in the rest of Florida. Among the White callers across Florida, and both Black and Hispanic callers outside the target DMA counties, medical professionals are mentioned as the source of information about the Quitline more often than any other communication channel.

Table 10 How Callers Heard About the Quitline in the DMA Counties and Rest of Florida in 2006, by Ethnicity

Medium Cited	April – June 2006			Hispanic			Black			White			Total		
	Target	DMA	Rest of Florida	Target	DMA	Rest of Florida	Target	DMA	Rest of Florida	Target	DMA	Rest of Florida	Target	DMA	Rest of Florida
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n
Radio	392	82%	17	65%	61	63%	8	26%	56	18%	7	5%	588	53%	
Television	11	2%	0	0%	6	6%	0	0%	18	6%	10	7%	38	3%	
Print Media	15	3%	1	4%	2	2%	7	23%	31	10%	27	19%	66	6%	
Medical Professional	13	3%	3	12%	14	14%	9	29%	82	27%	33	23%	153	14%	
Interpersonal Comms	29	6%	3	12%	4	4%	3	10%	28	9%	18	13%	68	6%	
Other Electronic Media	3	1%	0	0%	3	3%	1	3%	32	11%	12	9%	52	5%	
Other	14	3%	2	8%	7	7%	3	10%	56	18%	34	24%	130	12%	
Total	477	100%	26	100%	97	100%	31	100%	303	100%	141	100%	1105	100%	
Medium Cited	Rest of 2006			Hispanic			Black			White			Total		
	Target	DMA	Rest of Florida	Target	DMA	Rest of Florida	Target	DMA	Rest of Florida	Target	DMA	Rest of Florida	Target	DMA	Rest of Florida
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n
Radio	86	31%	2	5%	18	13%	0	0%	14	1%	7	1%	146	7%	
Television	14	5%	6	14%	24	18%	21	34%	119	12%	96	21%	199	10%	
Print Media	49	18%	11	26%	22	16%	7	11%	144	15%	70	15%	282	14%	
Medical Professional	40	14%	8	19%	36	27%	14	23%	229	24%	82	18%	416	21%	
Interpersonal Comms	21	8%	1	2%	8	6%	3	5%	107	11%	43	9%	165	8%	
Other Electronic Media	28	10%	8	19%	8	6%	4	6%	94	10%	43	9%	200	10%	
Other	42	15%	7	16%	19	14%	13	21%	249	26%	127	27%	503	26%	
Total	280	100%	43	100%	135	100%	62	100%	956	100%	468	100%	1948	100%	

An important issue to consider next is the problem of second hand smoke and the potential of the Quitline to reduce the risk for children under 18 by helping their parents to quit smoking. Tables 11 and 12 provide data on the number of children living in the households of Hispanic and African American smokers, based on responses given by smokers who called the Quitline. Along with the number of households with children under 18, the table shows the average number of children reported in smoking homes, an estimated number of children affected, the average number of cigarettes smoked per day and the average age of the smoker.

Table 11 Children Under 18 in Households of Hispanic Smokers, Comparing Cigarettes Smoked and the Average Age of Client in the Target County DMAs versus the Rest of Florida

	Location of Hispanic Calls to the Quitline	Children Under 18 in Household	Average Number of Children in Household	Total Number of Children	Average Number of Cigarettes Smoked per Day	Average Age of Hispanic Clients
April-June 2006	Spanish Language Target DMA Counties	256	1.8	468	17	38
	Rest of Florida	13	1.4	18	16	35
Rest of 2006	Spanish Language Target DMA Counties	120	1.9	234	N/A	39
	Rest of Florida	20	1.6	32	N/A	37

Table 10 shows that 256 Hispanic smoking households reported having children under 18 living in them. This number is much greater than the number of Hispanic smoking homes in the rest of Florida, at 13 households. These numbers may reflect to some degree the residential dispersion of Hispanic families in the state, with a majority of them living within the targeted DMA counties. The average number of children in the Hispanic households was 1.8 in the target counties and 2.0 in the rest of Florida. This gives an estimated total of 468 children at risk of second hand smoke in the home. Based on the quit rate for the Florida Quitline, 18.2%, this indicates that 85 children in this group could have their risk of second hand smoke eliminated if this percentage of parents quit smoking. The average Hispanic smoker consumes just under one pack of cigarettes per day, and is in his or her late 30s. It is interesting to note that during the rest of 2006, smokers in another 120 households with children under 18 called the Quitline, for a total of 234 children at risk. Based on the quit rate, this indicates that another 43 children could have their risk reduced.

Table 12 shows a similar, but smaller pattern of risk for children under 18. During the media campaign, a total 49 African American smokers reported children under 18 living in their households. At 1.8 children per household, this indicates that about 89 Black children are at risk of second hand smoke in these homes. Interestingly, during the rest of 2006 another 48 African American callers reported having children in the household, for another 91 children at risk. Based on the Quitline quit rate, this would indicate that another 33 children in the target counties would have their risk of second-hand smoke eliminated when their parent(s) quit. The average number of cigarettes smoked in these households is about 14, and the average age is late 30s.

Table 12 Children Under 18 in Households of Black Smokers, Comparing Cigarettes Smoked and Average Age of Client in the Target County DMAs versus the Rest of Florida

	Location of Black Calls to the Quitline	Children Under 18 in Household	Average Number of Children in Household	Total Number of Children	Average Number of Cigarettes Smoked per Day	Average Age of Black Clients
April-June 2006	Black Radio Target DMA Counties	49	1.8	89	14	36
	Rest of Florida	18	1.8	29	13	42
Rest of 2006	Black Radio Target DMA Counties	48	2.1	91	15.4	43
	Rest of Florida	20	2.3	45	15	37

The final concern is to consider the services requested by the target Hispanic and African American populations, to determine their interest in receiving counseling to quit smoking. Table 13 compares the services requested by Hispanic, African American and White callers. Upon inspection it is clear that the majority of Hispanic callers, 63.1%, living in the target counties, who called during the media campaign, requested counseling (n=301). The same can be said for African American callers, who requested counseling 59.8% of the time (n=58), as well as for White callers, who requested counseling 58.4% of the time (n=177).

What is of more interest, though, is that the percentage of Hispanics requesting counseling during the media campaign is lower than the percentage of Hispanics calling from the target counties in the rest of 2006, 68.2% (n=191). Hispanic calling from outside the target counties also request counseling about 73% of the time, though with lower numbers of callers. More African American callers requested counseling during the rest of the year, both in the target counties at 68.9% (n=93) and in the rest of Florida at 66.1% (n=41). White callers requested counseling about 63% of the time during the rest of the year. From this evidence it would appear that the radio ad campaign was successful in motivating more smokers to call the Quitline, but was not as successful in causing them to seek counseling.

Table 13. Comparison of Services Requested by Clients During May 2005 and the Rest of the Year, in the Target County DMAs and the Rest of Florida

Requests for Service during the 2006 Media Campaign, April – June 2006									
	Hispanic		Black		White		Other	Missing	Total
2006 Target DMA	n	%	n	%	n	%	n	n	n
Counseling	301	63.1%	58	59.8%	177	58.4%	35	6	577
Info	15	3.1%	2	2.1%	11	3.6%	2	163	193
Missing	11	2.3%	4	4.1%	18	5.9%	1	1	35
Self-Help	150	31.4%	33	34.0%	97	32.0%	16	4	300
Total	477	100%	97	100%	303	100%	54	174	1105
Rest of Florida									
Counseling	19	73.1%	16	51.6%	89	63.1%	10	0	134
Info	0	0.0%	4	12.9%	3	2.1%	1	59	67
Missing	0	0.0%	1	3.2%	5	3.5%	1	0	7
Self-Help	7	26.9%	10	32.3%	44	31.2%	1	4	66
Total	26	100%	31	100%	141	100%	13	63	274
Requests for Service from the Rest of 2006									
	Hispanic		Black		White		Other	Missing	Total
2006 Target DMA	n	%	n	%	n	%	n	n	n
Counseling	191	68.2%	93	68.9%	605	63.3%	67	1	957
Info	12	4.3%	3	2.2%	43	4.5%	9	460	527
Missing	8	2.9%	4	3.0%	35	3.7%	3	0	50
Self-Help	69	24.6%	35	25.9%	273	28.6%	30	7	414
Total	280	100%	135	100%	956	100%	109	468	1948
Rest of Florida									
Counseling	32	74.4%	41	66.1%	292	62.4%	32	2	399
Info	3	7.0%	3	4.8%	15	3.2%	2	223	246
Missing	1	2.3%	0	0.0%	12	2.6%	0	2	15
Self-Help	7	16.3%	18	29.0%	149	31.8%	12	4	190
Total	43	100%	62	100%	468	100%	46	231	850

Conclusions from Spanish Language and Black Radio Media Campaigns

Calls to the Florida Quitline reached their second highest annual volume in 2006, with 4,177 calls total, 19.8% of which were from Hispanic callers (n=826) and 7.8% from African American Callers (n=325). There were an average of 348 calls per month across the state, with an average of 69 per month for Hispanic callers and 27 per month for African American callers. A total of 721 calls were logged in April 2006, the first month of the smoking cessation radio campaign., with 44.7% of the calls from Hispanic callers (n=322) and 9.6% from Black callers (n=69). Across the three months of the media campaign, Hispanics called the Quitline at an average rate of 168 calls per month, which is about four and a half times the average of 36 for the rest of the year. Blacks called the Quitline with an average volume of 43 per month during the media campaign, about twice the average volume of 22 call per month for the rest of 2006.

The radio campaigns appear to be successful in motivating the targeted Hispanic and Black audiences to call the Quitline, based on the increased frequency of calls among Hispanics and African Americans during the media campaign in 2006.

If the increase in the number of calls is an indicator of advertising success, then the Spanish language ads were more successful than the ads aired on black radio.

When we compare the proportion of calls to quit smoking versus all other reasons to call by Hispanics and African Americans the greatest number call to quit smoking, particularly during the three months of the media campaign, when almost all Hispanic and African American calls were to quit smoking. The evidence points to positive effects of the media campaign.

Another comparison of call volume to the Quitline can be made between the target DMA counties and the rest of the counties in Florida. 91% of the calls from Hispanics in 2006 came from within the DMA counties. The majority of Quitline calls from Hispanic smokers, 64.1%, came during the campaign months and from within the target DMA counties.

The data indicate a similar pattern among African American callers, with the greatest number calling during the media campaign from the DMA counties. The African American response during the media campaign was not as strong as the Hispanic response, with Only 42.9% of African Americans in the target counties calling the Quitline during the media campaign; and the larger proportion, 57.1%, calling during the rest of 2006.

These findings suggest that the smoking cessation campaign on black radio was less successful than among Hispanic smokers. Calls from White smokers followed a different pattern, with only about a quarter of calls occurring during the media campaign month, either within the DMA counties and the rest of Florida. These proportions suggest that neither of the advertising campaigns had an impact on White callers.

In general more women than men call the Quitline and in general the ratio of Hispanic and African American women to men calling the Quitline is about two women to one man. During the media campaign months, however, a greater proportion of Hispanic men called the Quitline during April to June 2006 than during the rest of the year. This might suggest that Hispanic men were more motivated to call the Quitline due to radio advertising than are women, who tend to be more responsive to their doctor's advice. When the same comparison is made among African American men and women in the targeted DMA counties, there are similar findings. While more Black women call the Quitline, during the media campaign more Black men call the Quitline, 43% of callers compared to 36% the rest of the year.

The majority of calls come from adults above 34, by about 60% to 40% for the target age group. When calls from the target DMAs are examined, the African American 18-34 age group did account for a slightly larger proportion of calls during the media campaign months, 42.3% of the calls, compared to 36.1% of Hispanics in this age group, which is about the same as the percentage for the year. From the data, it would appear that the media campaign did not motivate smokers in the 18 to 34 year old age group to call in a significantly greater proportion than during the rest of 2006.

The Spanish language advertising campaign was carried solely over Spanish language radio stations, resulting in 82% of Hispanic callers from the targeted DMA counties identifying radio as the medium from which they learned about the Quitline (n=392). In like measure, 63% of Blacks cited radio as the medium through which they heard about the Quitline (n=61). White callers identified radio only 18% of the time (n=56). These findings again demonstrate the impact of the radio campaign in motivating Hispanic and African American smokers to call the Quitline.

Comparing the identification of radio as the source of information about the Quitline during the rest of 2006, only 31% of Hispanic callers in the target counties mentioned radio and African American mention it only 13% of the time. Only 1% of White callers identified radio as the source of information about the Quitline.

During the media campaign, 256 Hispanic smoking households reported having children under 18 living in them, with an estimated total of 468 children at risk of second hand smoke in the home. Based on the quit rate for the Florida Quitline, 18.9%, this indicates that 85 children in this group could have their risk of second hand smoke eliminated if this percentage of parents quit smoking. During the media campaign, a total 49 African American smokers reported children under 18 living in their households, with about 89 Black children at risk of second hand smoke in these homes. Based on the Quitline quit rate, this would indicate that another 33 children in the target counties would have their risk of second-hand smoke eliminated when their parent(s) quit.

The majority of Hispanic callers, 63.1%, living in the target DMA counties requested counseling. African American callers in the target counties requested counseling 59.8% of the time, which can be compared to the 58.4% of White callers who request counseling. Of interest is that proportionately fewer Hispanics and African Americans requested counseling during the media campaign than they did during the rest of the year. It would appear that the radio ad campaign was successful in motivating more smokers to call the Quitline, but was not as successful in causing them to seek counseling.

In general, the Spanish language media campaign in April, May and June 2006 was highly successful in motivating Hispanic smokers to call the Florida Quitline. The black radio campaign was not as successful in motivating African American smokers to call. Proportionately more Hispanic smokers called in response to the smoking cessation advertising campaign than did African American callers. For some reason the ads aired on black radio stations did not seem to impel African American smokers to call the Quitline as effectively as the Spanish language ad. The Spanish language media campaign could thus be summarized as successful, which the African American media campaign was not as successful.

Recommendations

Spanish Language Radio Advertising Campaign

1. The Spanish language ad was successful in motivating callers who identified themselves as Hispanics to contact the Quitline. Its appeal could stem from the way the message is presented in Spanish idiom, a result of being developed in Spanish. This being the case, more radio ads should be developed in Spanish to reach a predominantly Spanish-speaking population of smokers.
 - a. The use of Spanish language radio stations to air the media campaign should be continued.
2. It might be a good idea to develop several ads in English featuring a clearly Hispanic character speaking in English to reach the young Hispanic population of smokers who do not listen to Spanish language radio.
 - a. English language Hispanic ads can be aired on popular radio stations, based on the patterns of listenership.
3. The response to the Spanish language advertising was overwhelming in the first month of air play, declined in the second month, then fell to the average monthly volume by the third month. It might be better to air the ads with two or three months in between to prevent "message fatigue." Careful tracking of call volumes will indicate whether this pattern of air play is successful.
 - a. If several Spanish-language ads are developed, they can be used in rotation among the Target Designated Market Area to present different spots to listeners.
4. While the Designated Market Areas in south Florida selected for this advertising campaign hold the largest populations of Spanish-speaking smokers, another estimated 41,445 Hispanic smokers live in the rest of Florida. The ad campaign might also focus on areas of north and central Florida where these smokers live.
 - a. One spot might be played in each North Florida target Designated Marketing Area per month, through the year.

Black Radio Advertising Campaign

1. The response to the adult ads aired on black radio was positive, but somewhat tepid compared to the response from Hispanic callers. One problem may be the ads themselves, which were generic adult ads, and were not shaped for the target audience as was the Spanish language ad. A new set of ads should be developed using a message style that is more in tune with popular Black culture. For example, ads may be more successful using a hip hop, or other message style.
 - a. Focus groups from the African American target population should be engaged to develop targeted ads.
 - b. A set of two or three ads should be developed based on the findings of the focus groups.

5. The frequency of calls from African Americans slowed down in May and June, indicating that there was some “message fatigue” in the listeners. Ads should be played over the year, with several months in between each one.
 - a. If more than one ad is developed, then the set can be played in rotation through the year in each target Designated Market Area.
6. Advertising campaigns should be targeted to the areas of Florida not covered by this campaign, to address the large African American population living in north and central Florida.
 - a. A set of ads could be played in a different Designated Market Area each month in rotation to offer staggered coverage of the north and central Florida target populations.

Appendix A

A Tale of Two Quitline Media Campaigns: One Message, Divergent Outcomes

Presentation at the Southeast Evaluation Association 2007 Annual Conference