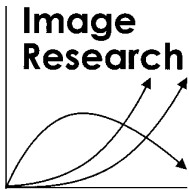


Evaluating the Effectiveness of a Smoking Cessation Media Campaign in Florida

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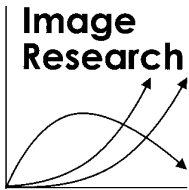
**Christopher B. Sullivan, Ph.D.
Image Research**



Evaluating the Effectiveness of a Smoking Cessation Media Campaign in Florida

Florida Quitline Smoking Cessation Media Campaign, May-June 2005

- In June 2005, the Tobacco Prevention Program and Maternal and Child Health Services in the Department of Health ran a smoking cessation media campaign targeting pregnant women and Spanish-speaking adults in nine Florida counties.
- The campaign encouraged viewers to call the Florida Quitline at 1-877-U-CAN-NOW for help in quitting smoking.



Evaluating the Effectiveness of a Smoking Cessation Media Campaign in Florida

Background to the Florida Quitline

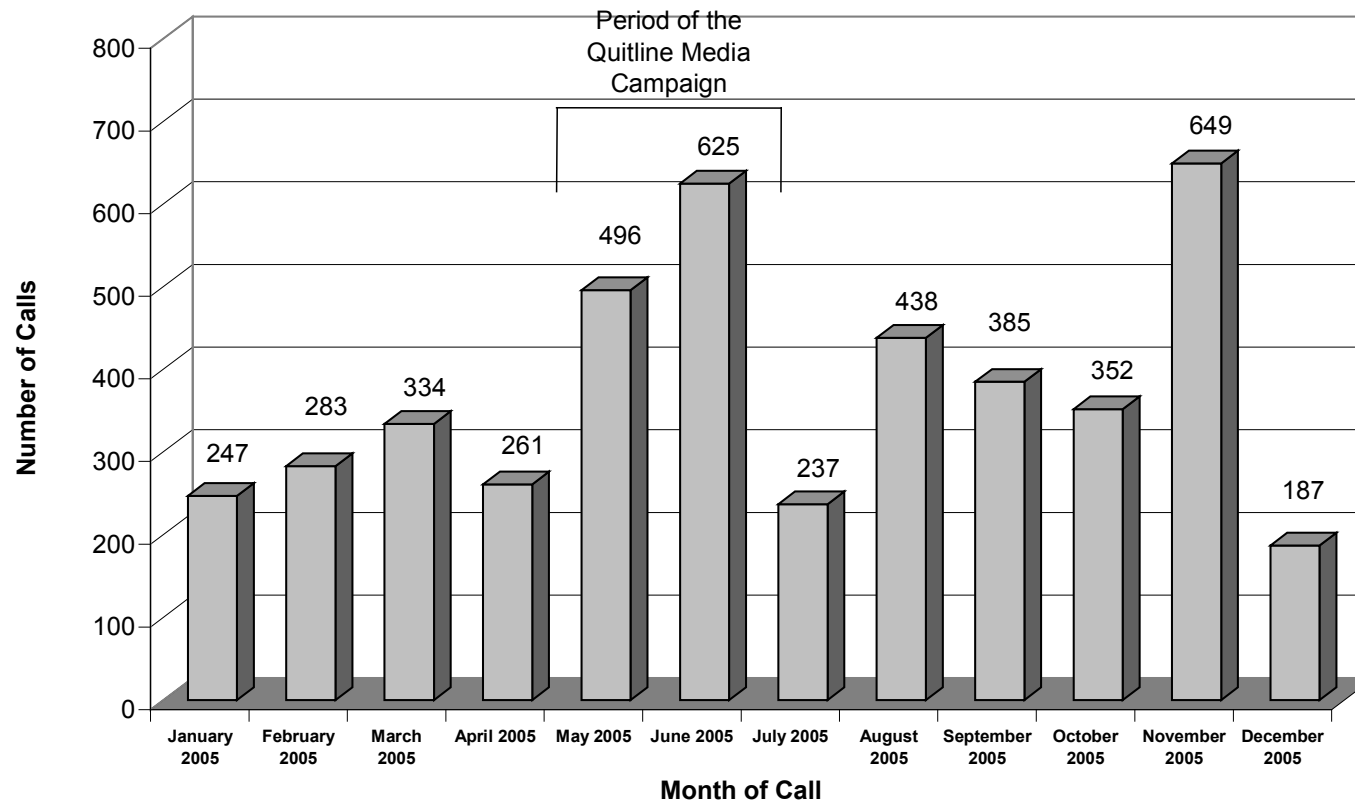
- The Florida Quitline is a telephone-based tobacco cessation service offered at no charge to help Floridians who want to quit tobacco use
- Smokers who call the Quitline receive counseling from the American Cancer Society to help them quit tobacco use
- The Quitline service is available 24 hours a day, seven days a week.



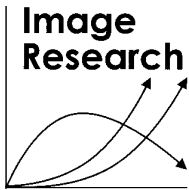
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Quitline Basics: Calls per Month

Number of Quitline Calls per Month, January - December 2005



■ Total Number of Calls to the Quitline

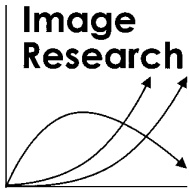


Evaluating the Effectiveness of a Smoking Cessation Media Campaign in Florida

Quitline Basics: Quite Rate for Callers

Quit Rates at Three-Month and Six-Month Follow-up Evaluations

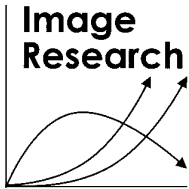
Question on Evaluation	Response to Evaluation Question	Three Month Follow-up	Point Prevalence Quit Rate	Intent to Quit Rate	Six Month Follow-up	Point Prevalence Quit Rate	Intent to Quit Rate
Have you used tobacco at all?	No, Have Not Used Tobacco	383	17.4%	6.0%	297	18.2%	4.6%
	Yes, Used Tobacco	135			114		
	Total in Sample	518	23.5%		411	25.1%	
	Missing	1,682	76.5%		1,224	74.9%	
	Total	2,200	100.0%		1,635	100.0%	



Evaluating the Effectiveness of a Smoking Cessation Media Campaign in Florida

Background to the Media Campaign

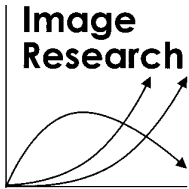
- The smoking cessation campaign used radio and television ads to air Quitline ads in Spanish in three counties during May 2005.
- The campaign aired radio and television ads during June 2005, targeting pregnant women who smoke in the nine counties with the highest proportion of pregnant smokers.
- Both media campaigns urged viewers to call the Florida Quitline.



Evaluating the Effectiveness of a Smoking Cessation Media Campaign in Florida

Goals of a Communication Campaign

- Inform - Provide enough information to the listening audience that they remember the basic message
- Motivate - Offer an emotional appeal that moves the viewer to action
- Behavioral Step - Give the motivated viewer a pathway to resolution, for example a number to call



Evaluating the Effectiveness of a Smoking Cessation Media Campaign in Florida

Purpose of the Quitline Media Evaluation

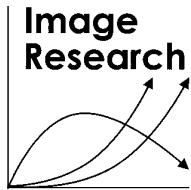
- To assess whether the media campaign reached its targeted audiences in each county by analyzing the demographic characteristics of Floridians who call the Quitline during that period of the media campaign
- To determine if the media campaign was successful in motivating members of the target populations to call the Florida Quitline



Evaluating the Effectiveness of a Smoking Cessation Media Campaign in Florida

Purpose of the Quitline Media Evaluation

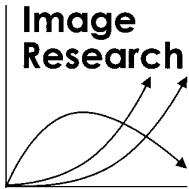
- Evaluating the effectiveness of the media campaign in supporting the Quitline goals of:
 1. Smoking cessation
 2. Reducing second-hand smoke and
 3. Reducing tobacco use in the general population



Evaluating the Effectiveness of a Smoking Cessation Media Campaign in Florida

Input Measures for the Media Evaluation

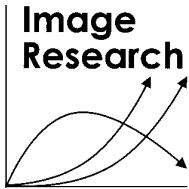
- For the media campaign targeted at pregnant smokers, all of the advertising agency media logs were available, which included:
- Television and Radio Reach and Frequency for each designated market area (DMA)
- Total adults reached
- Individual market profiles for each DMA
- Airtime logs for all advertising



Evaluating the Effectiveness of a Smoking Cessation Media Campaign in Florida

Output Measures for the Media Evaluation

- Output measures are based on the the Behavioral Step - Calling the Quitline
- Output measures include demographic information asked during the intake survey prior to counseling: Gender, Ethnicity, Age, Education, Pregnancy, and whether Children Under 18 live in the household
- Callers are also asked why they call, what service they would like and how they heard about the Quitline

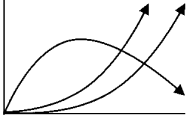


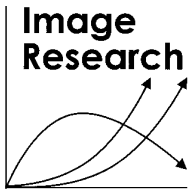
Evaluating the Effectiveness of a Smoking Cessation Media Campaign in Florida

Pregnant Smokers Campaign

- The Top Nine counties for pregnant smokers were targeted - with an average smoking prevalence of 23.7%
- Counties included: Calhoun, Charlotte, Citrus, Dixie, Franklin, Gulf, Holmes, Wakulla, Walton
- See map on next slide

Image Research



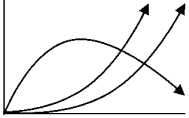


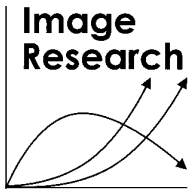
Evaluating the Effectiveness of a Smoking Cessation Media Campaign in Florida

Pregnant Smokers Campaign

- Because radio and television create a broadcast “footprint,” advertising in each county overlaps into neighboring counties
- Strategic purchasing of advertising time allowed the ad agency to buy media time in five designated market areas but achieve advertising coverage in four times as many counties.
- See map on next slide

Image Research





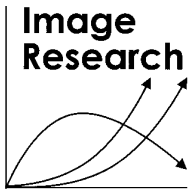
Evaluating the Effectiveness of a Smoking Cessation Media Campaign in Florida

Television Reach and Frequency

Metro	Total Population Women 18-34	Reach	Frequency	Total Adults 18-34 Reached	Adult 18-34 GRPs	Total Impressions
Ft. Myers	85,540	98.90%	13.5x	84,599	1,337.3	1,307,000
Gainesville	45,100	90.20%	14.1x	40,680	1,271.9	659,000
Panama City	33,327	97.70%	13.5x	32,560	1,316.2	498,000
Tallahassee	86,082	96.70%	13.6x	83,241	1,317.9	1,182,000
Tampa-St.Pete	361,968	74.50%	7.2x	269,666	538.0	1,948,000
Total	612,017	83.50%	N/A	510,747	N/A	5,594,000

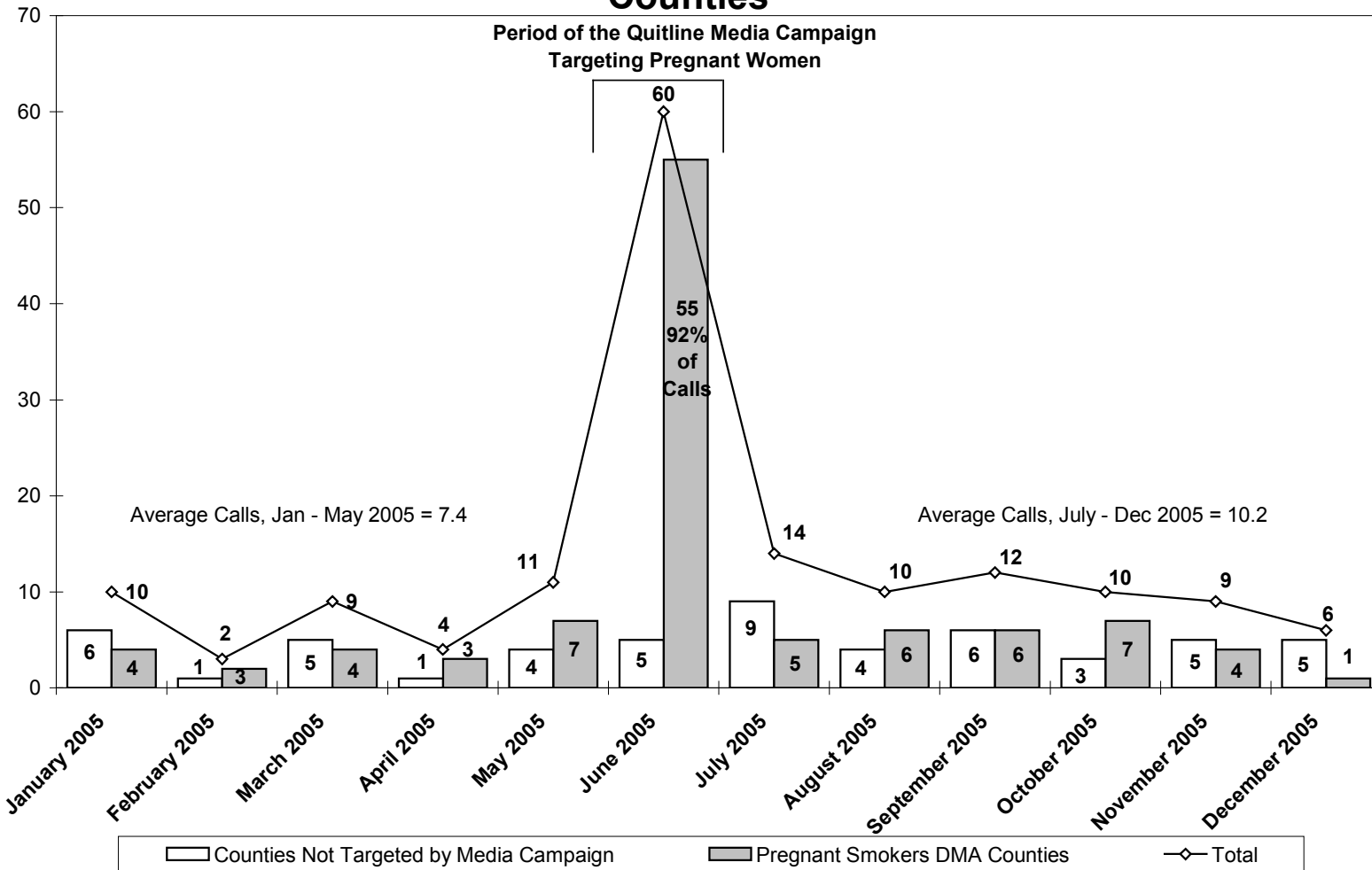
Radio Reach and Frequency

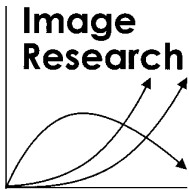
Metro	Total Population Adults 18-34	Reach	Frequency	Total Adults 18-34 Reached	Adult 18-34 GRPs	Total Impressions
Ft. Myers	143,100	56.50%	14.4x	80,852	816	1,165,100
Gainesville	146,900	50.70%	15.6x	74,478	804.8	1,162,400
Panama City	33,300	68.00%	11.9x	22,644	810.6	270,200
Tallahassee	95,500	66.60%	12.4x	63,603	815.6	790,700
Citrus/Hernand	35,100	34.40%	19.2x	12,074	656.2	231,600
Total	453,900	55.90%	N/A	253,651	N/A	3,620,000



Evaluating the Effectiveness of a Smoking Cessation Media Campaign in Florida

Comparison of Pregnant Callers from DMA and Non-Targeted Counties

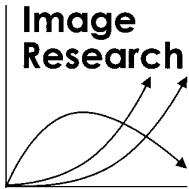




Evaluating the Effectiveness of a Smoking Cessation Media Campaign in Florida

Pregnant Smokers Campaign

- 87.3% of the pregnant smokers (n=48) in the DMA who called the Quitline, heard about the Quitline through the electronic media in June, 2005
- Only 40% of pregnant smokers (n=2) in the non-targeted areas cited the media as a source of information
- The other major source of information about the Quitline was from medical professionals



Evaluating the Effectiveness of a Smoking Cessation Media Campaign in Florida

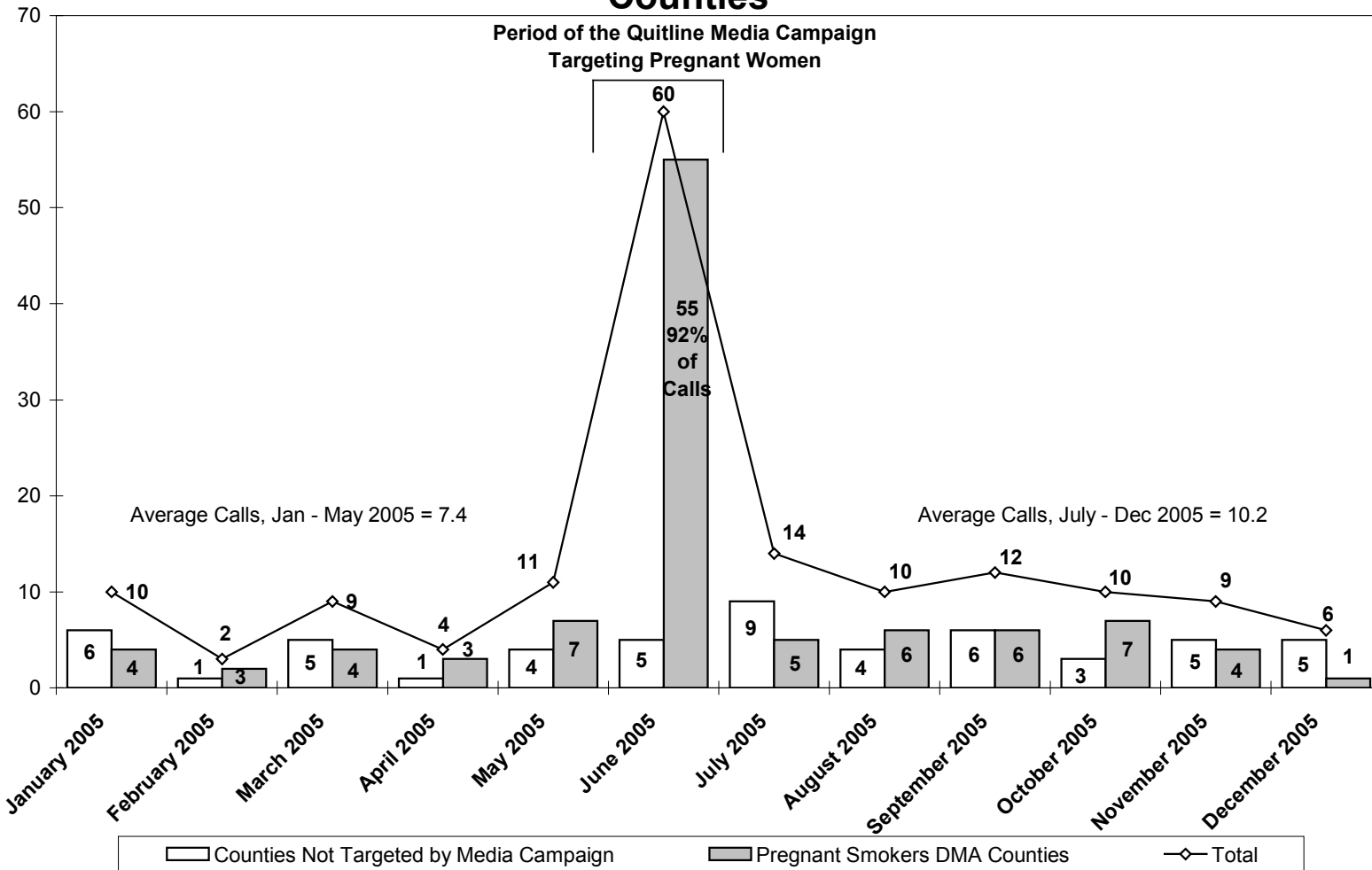
Pregnant Smokers Campaign

- 56.7% of pregnant women calling the Quitline in June 2005 (n=34) had children under 18 in the house - for 51 children total
- 91.2% of these calls (n=31) were from the targeted DMA
- 98.3% of pregnant women called to quit smoking



Evaluating the Effectiveness of a Smoking Cessation Media Campaign in Florida

Comparison of Pregnant Callers from DMA and Non-Targeted Counties

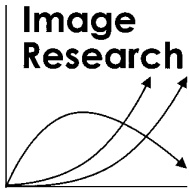




Evaluating the Effectiveness of a Smoking Cessation Media Campaign in Florida

Pregnant Smokers Campaign

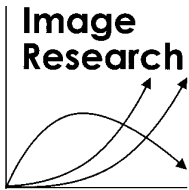
- Note that calls to the Quitline return to average pre-campaign levels within a month after the media campaign
- Does this indicate a need for continuous information feeds or advertising?
- It does demonstrate the effectiveness of media campaigns in motivating short term behavior



Evaluating the Effectiveness of a Smoking Cessation Media Campaign in Florida

Spanish Language Media Campaign

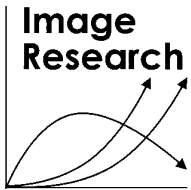
- For the media campaign targeted at Spanish speaking smokers, none of the advertising agency media logs were available
- Targeted Counties – Miami-Dade, Orange and Hillsborough
- DMA Counties came to 22 counties targeted with Spanish advertising



Evaluating the Effectiveness of a Smoking Cessation Media Campaign in Florida

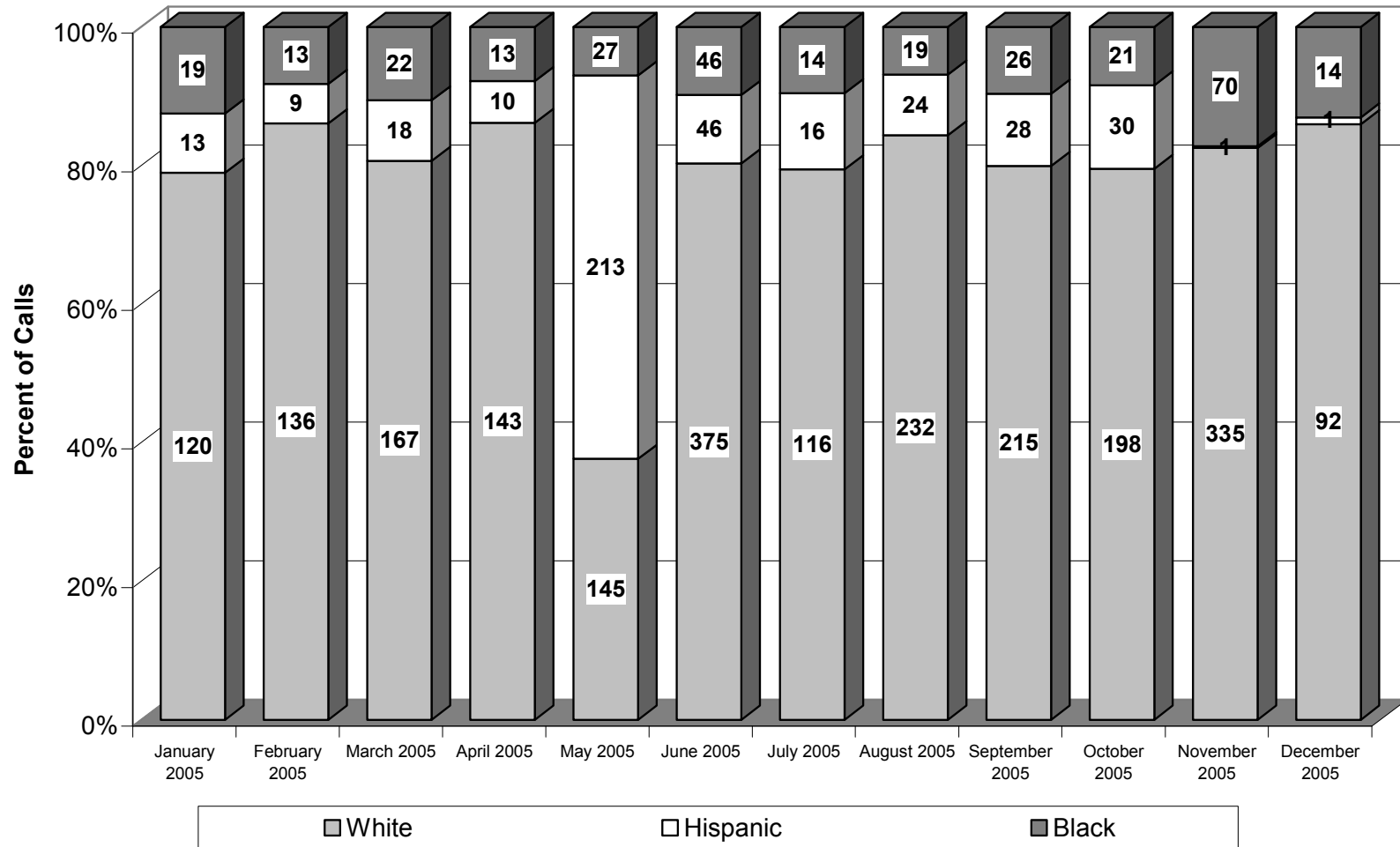
Smoking Population Estimates and Call Rates to the Quitline for White, Black and Hispanic Populations in Florida

	White	Black	Hispanic
Population, 2000 Census	10,452,475	2,269,498	2,685,040
Smoking Prevalence, 2002 BRFSS	23.9	14.9	19.5
Estimated Number of Smokers	2,498,142	338,155	523,583
Calls to the Quitline from Smokers 2003-2004	856	98	105
Call Rate to the Quitline 2003-2004	0.034%	0.029%	0.020%
Calls to the Quitline from Smokers 2004-2005	1,237	142	353
Call Rate to the Quitline 2004-2005	0.050%	0.042%	0.067%



Evaluating the Effectiveness of a Smoking Cessation Media Campaign in Florida

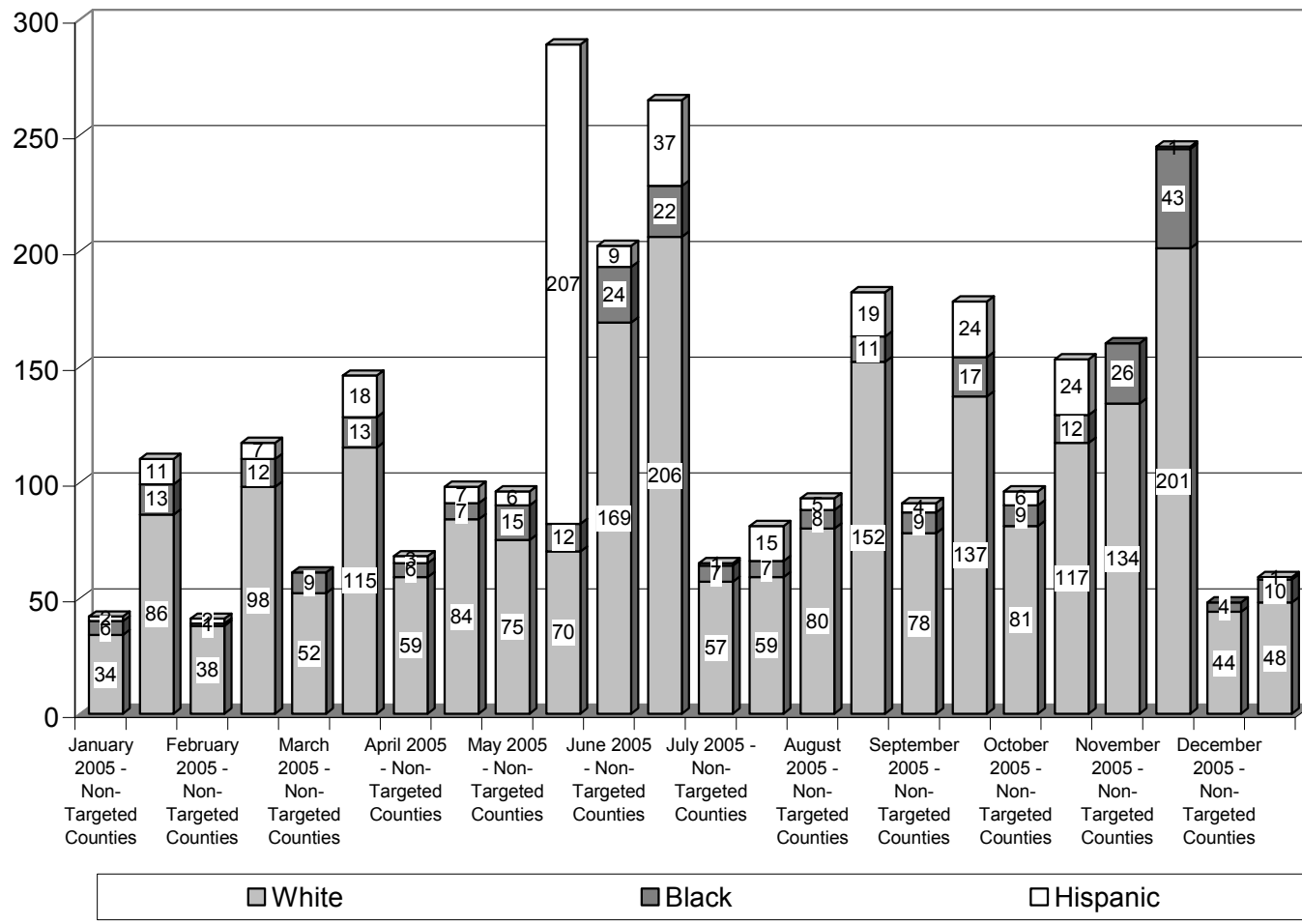
Percentage of Calls to the Quitline from Three Ethnic Groups Jan - Dec 2005

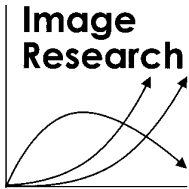




Evaluating the Effectiveness of a Smoking Cessation Media Campaign in Florida

Comparison of Calls to the Quitline by Ethnic Groups in Targeted and Non-Targeted Counties

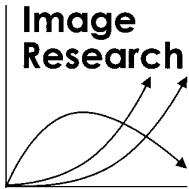




Evaluating the Effectiveness of a Smoking Cessation Media Campaign in Florida

Spanish Language Media Campaign

- 92% of Hispanic callers cited electronic media as their source of information about the Quitline
- 42.1% of White callers cited electronic media as a source of information and only 29.6% of Black callers.
- 98.6% of Hispanic callers wanted to quit smoking



Evaluating the Effectiveness of a Smoking Cessation Media Campaign in Florida

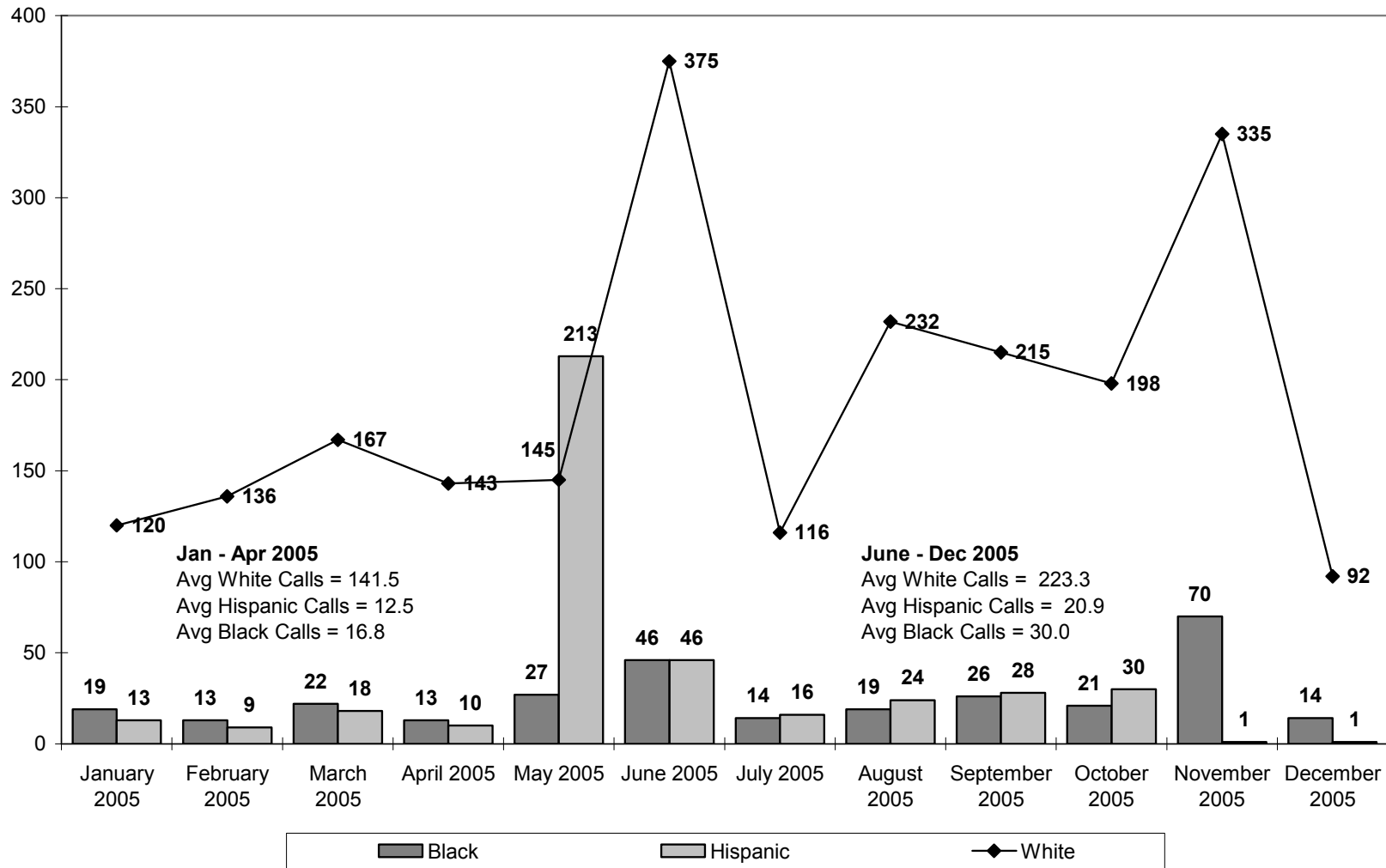
Spanish Language Media Campaign

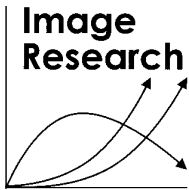
- In May 2005, 56.3% of Hispanic callers (n=120) have children under 18 in the household, compared to 48.1 % of Black callers (n=13) and 31.7% of White callers (n=46).
- There are 224 children under 18 in the homes of Hispanic callers



Evaluating the Effectiveness of a Smoking Cessation Media Campaign in Florida

Comparison of Quitline Calls by Ethnicity, Jan - Dec 2005

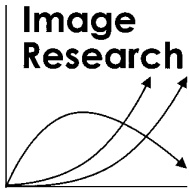




Evaluating the Effectiveness of a Smoking Cessation Media Campaign in Florida

Spanish Language Media Campaign

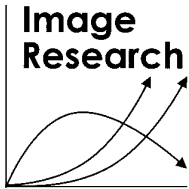
- Note that Hispanic calls drop down to pre-campaign levels within one month after the advertising campaign and almost disappear by the end of the year
- Calls from Whites peak in June, 2005, but stay higher than average for the rest of the year
- Black calls remain stable throughout the year, though slightly higher in the last half



Evaluating the Effectiveness of a Smoking Cessation Media Campaign in Florida

Outcomes of the Media Campaign

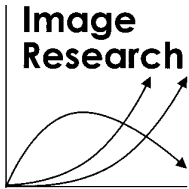
- Goals Achieved from the Campaign?
- Yes – There is an immediate increase in Quitline calls that appear related to the media campaign. Insofar as it motivates people to call the Quitline, the campaign is a success
- Yes - With one out of five people quitting smoking after calling the Quitline, the number of people calling indicates an increased number potentially quitting smoking



Evaluating the Effectiveness of a Smoking Cessation Media Campaign in Florida

Outcomes of the Media Campaign

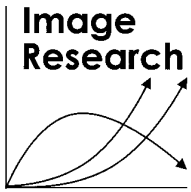
- Goals Achieved from the Campaign?
- No – There is a need for a continuous feed of information to maintain awareness and motivation about the Quitline - running an advertising campaign for just one month will achieve only short-term goals
- No - Awareness of the Florida Quitline does not appear to be higher after the campaign.



Evaluating the Effectiveness of a Smoking Cessation Media Campaign in Florida

Outcomes of the Media Campaign

- Conclusions?
- The short term effectiveness of the media campaign in motivating target audiences to call the Quitline is clear
- The Quitline smoking cessation was a success, in reducing smoking and potentially reducing second hand smoke for children
- But more consistent advertising is needed



Evaluating the Effectiveness of a Smoking Cessation Media Campaign in Florida

The End