

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

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**Christopher B. Sullivan, Ph.D.  
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**Florida Quitline Smoking Cessation Media Campaign, April to June 2006**

- From April to June 2006, the Tobacco Prevention Program in the Department of Health ran a smoking cessation radio campaign targeting Spanish-speaking and African American adults in four Florida cities.
- The campaign encouraged listeners to call the Florida Quitline at 1-877-U-CAN-NOW for help in quitting smoking (1-877-822-6669).

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### 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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### Goals of the Florida Quitline

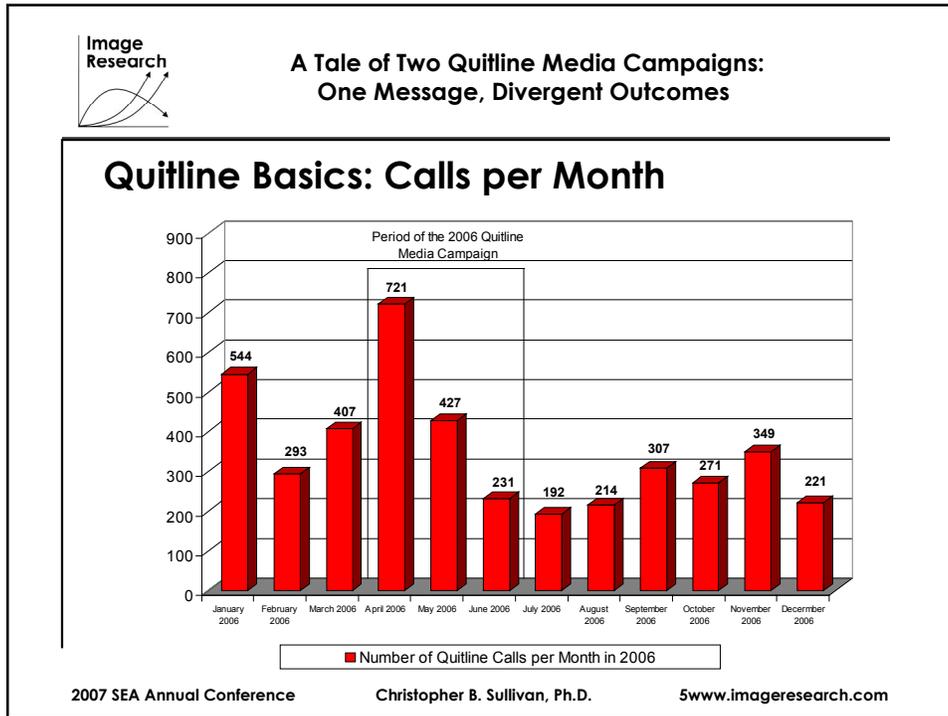
- The goals of the Florida Quitline are directed toward eliminating or reducing tobacco smoking among teens and adults in Florida.
- Specifically:
  1. Smoking cessation
  2. Reducing second-hand smoke and
  3. Reducing tobacco use in the general population

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**Success in Quitting After Quitline Counseling**

**Quit Rates at Six-Month Follow-up Evaluations for Callers between December 2001 and April 2005**

Question on Evaluation	Response to Evaluation Question	Six Month Follow-up	Percent of Six Month Sample
Have you used tobacco at all?	No, Have Not Used Tobacco	498	18.90%
	Yes, Used Tobacco	183	6.90%
	Total in Sample	681	25.80%
	Missing	1,960	74.20%
	Total	2,641	100.00%

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### Media Used in the 2006 Media Campaign

- The smoking cessation campaign aired Quitline ads in Spanish over Spanish-language radio stations in four cities during April, May and June 2006.
- During the same period, the smoking cessation campaign aired Quitline ads over Black Radio stations in the same four cities.
- Both media campaigns urged viewers to call the Florida Quitline.

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### Strategy of the 2006 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

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### Two Purposes of the Quitline Media Evaluation

- To assess whether the media campaign reached Hispanic and African American smokers in each of the Designated Market Areas.
- To determine if the media campaign was successful in motivating Hispanic and African American smokers in each Designated Market Area to call the Florida Quitline.

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### Measures of Media Activity

- For the media targeted at Hispanic and African American smokers, the advertising agency media statistics were available, which included:
  - Radio Reach to target audience
  - Frequency of ad play in each designated market area (DMA)
  - Total adults reached in target age group
  - Total impressions from the radio advertising

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### Measures of Motivated Behavior

- Behavioral measures are based on the the Behavioral Step - Calling the Quitline
- 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

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### Spanish Language and African American Media Campaigns

- The Spanish language campaign aired ads on Spanish language radio in Miami, Fort Myers, Tampa and Orlando.
- The African American campaign aired ads on Black radio stations in the same four cities.
- Because radio and television create a broadcast "footprint," advertising in any one city overlaps into neighboring counties.

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### Audiences in Designated Marketing Areas

- Broadcast “footprints” on surrounding counties are grouped into regions called Designated Marketing Areas.
- The strategic purchasing of advertising time allowed the ad agency to buy radio time in four cities but achieve advertising coverage in four designated market areas, covering 26 counties.
- See map on next slide

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### Designated Marketing Areas in Florida

#### Tampa

- Citrus
- Hardee
- Hernando
- Highlands
- Hillsborough
- Manatee
- Pasco
- Pinellas
- Polk
- Sarasota

#### Fort Myers

- Charlotte
- Collier
- Desoto
- Glades
- Hendry
- Lee



#### Orlando

- Flagler
- Volusia
- Lake
- Seminole
- Orange
- Osceola
- Brevard

#### Miami

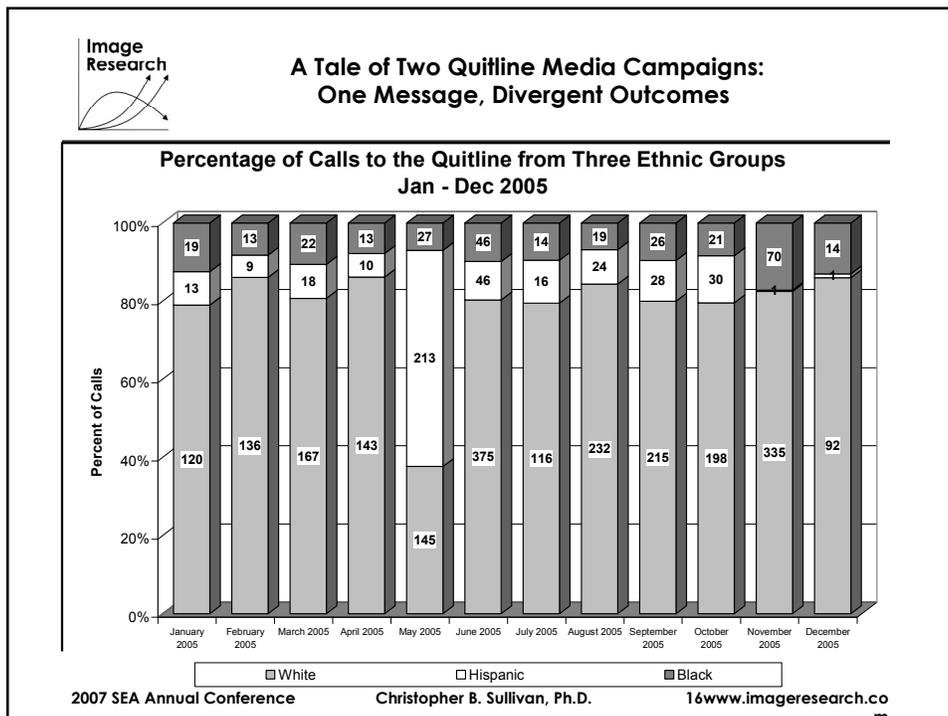
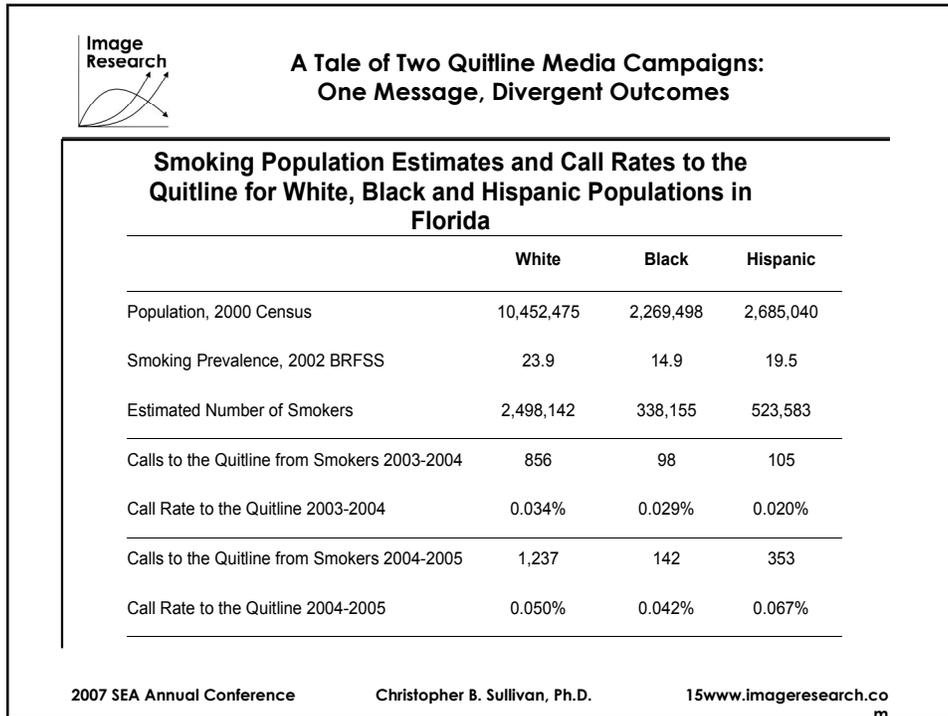
- Broward
- Miami-Dade
- Monroe

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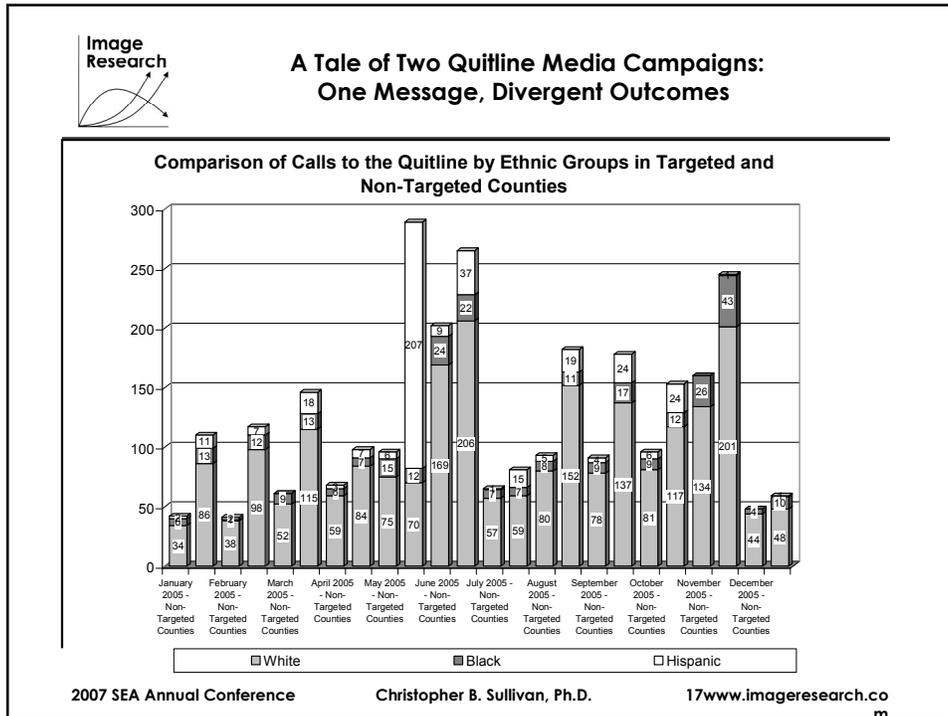
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### Spanish Language Media Campaign

- 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

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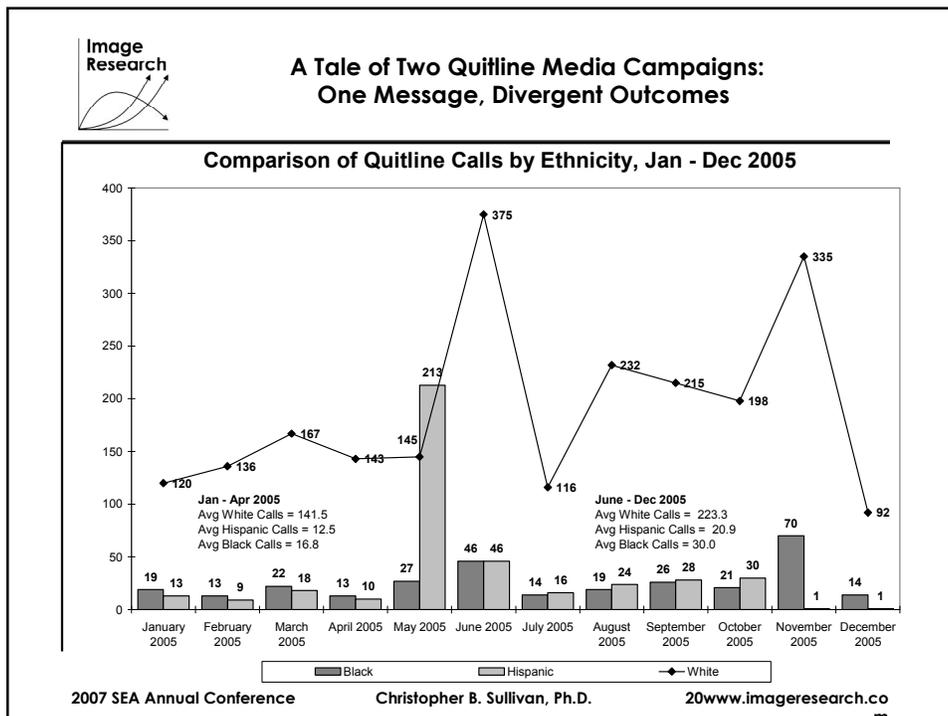
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### Spanish Language Media Campaign

- 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

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### 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

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### 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

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## 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.

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## 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

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**The End**

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