



# Colorado QuitLine Media Campaigns

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**STEP P**

STATE TOBACCO EDUCATION  
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# Background

- Colorado QuitLine since 2002
  - Served 179,000 callers to date
  - 507 calls/month 1st year vs 4,000/month currently
- Services
  - Offers up to 5 proactive coaching sessions
  - NRT since December 2005
- Promotion
  - Mass Media
  - Health care provider – fax referral

# NRT Service Delivery

Three periods of NRT delivery:

- Pre-NRT (Dec. 2002 - Dec. 2005)
- First NRT protocol (Dec. 2005 - June 2007)
  - Up to 8 weeks NRT in two 4-week shipments
- Second NRT protocol (July 2007 - present)
  - 4 weeks for all callers and up to 8 weeks to those smoking > 20 cigarettes

# Media Development

1. Data
2. Literature Review
3. In-depth Interviews
4. Focus Groups
5. Work Group
6. Creative Concepting
7. Focus Groups
8. Work Group
9. Implementation
10. Adjustments
11. Evaluation

# Who Responds to Media Campaigns?

Need to know caller response to campaigns:

- Predicts effect on call volume
- Informs design of future campaigns

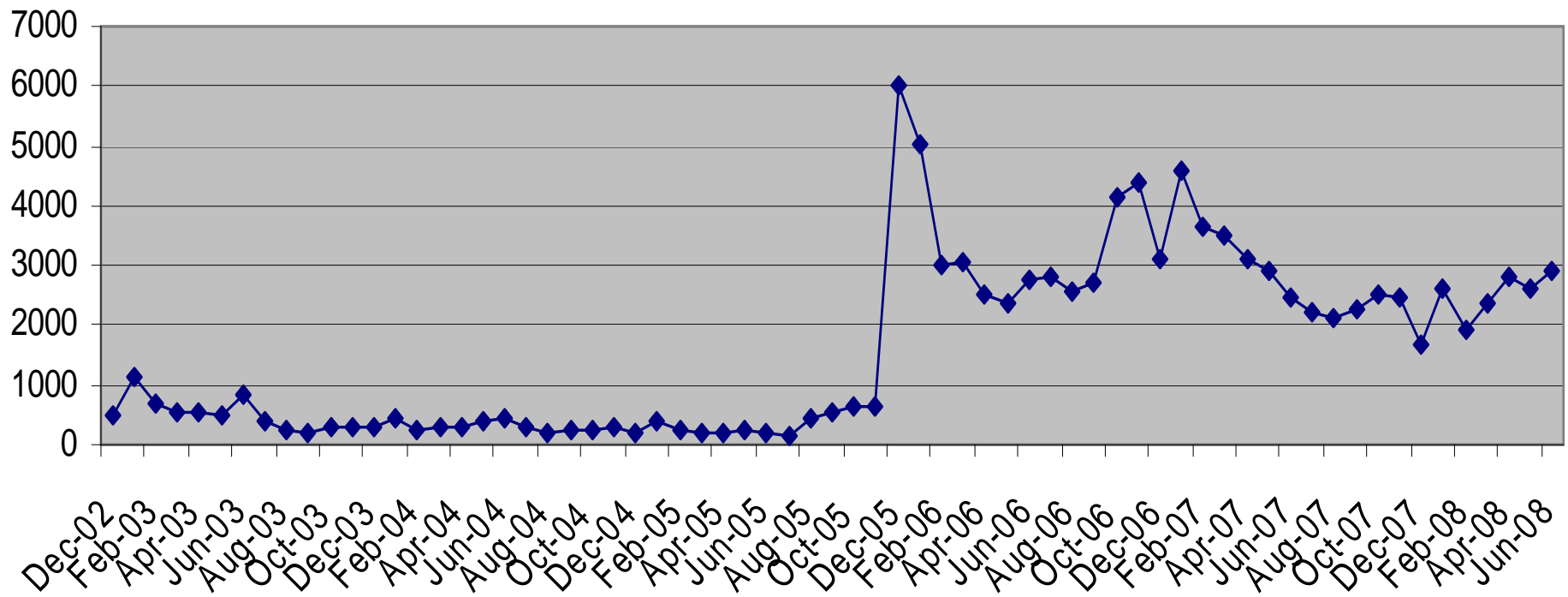
## 8 Different Media Campaigns

1. John Lynch
2. QuitDoingIt
3. Denver events
4. GLBTQ
5. Spanish Latino
6. English Latino
7. CBS
8. Spit tobacco



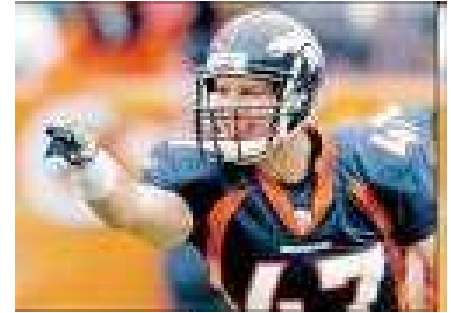
# Overall Call Volume

QL intake call volume, by month





# John Lynch/Kyle Johnson

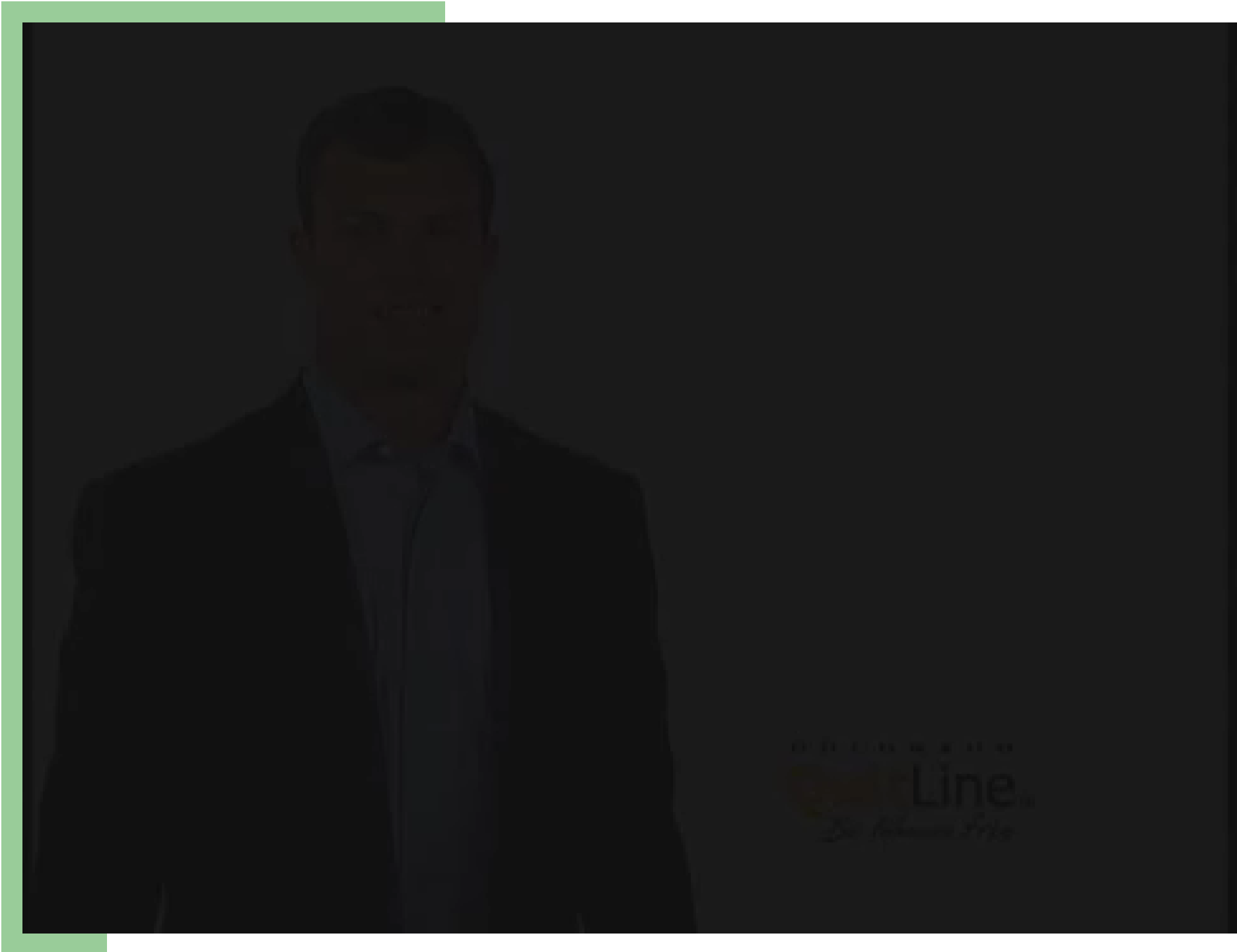


- Target audience: Low SES and African-American males
- Spokespersons: Broncos John Lynch and Kyle Johnson
- “Coaching” message to call the QL

# John Lynch/Kyle Johnson



- Media Placement:
  - September 2006 - November 2006
  - January 2007 - February 2007
  - Stopped campaign Dec 1 to Jan 15 - call volume exceeded QL capacity
- :30 second TV spots
  - Comcast and CBS4 - heavy NFL schedule
- Cost: \$320,000

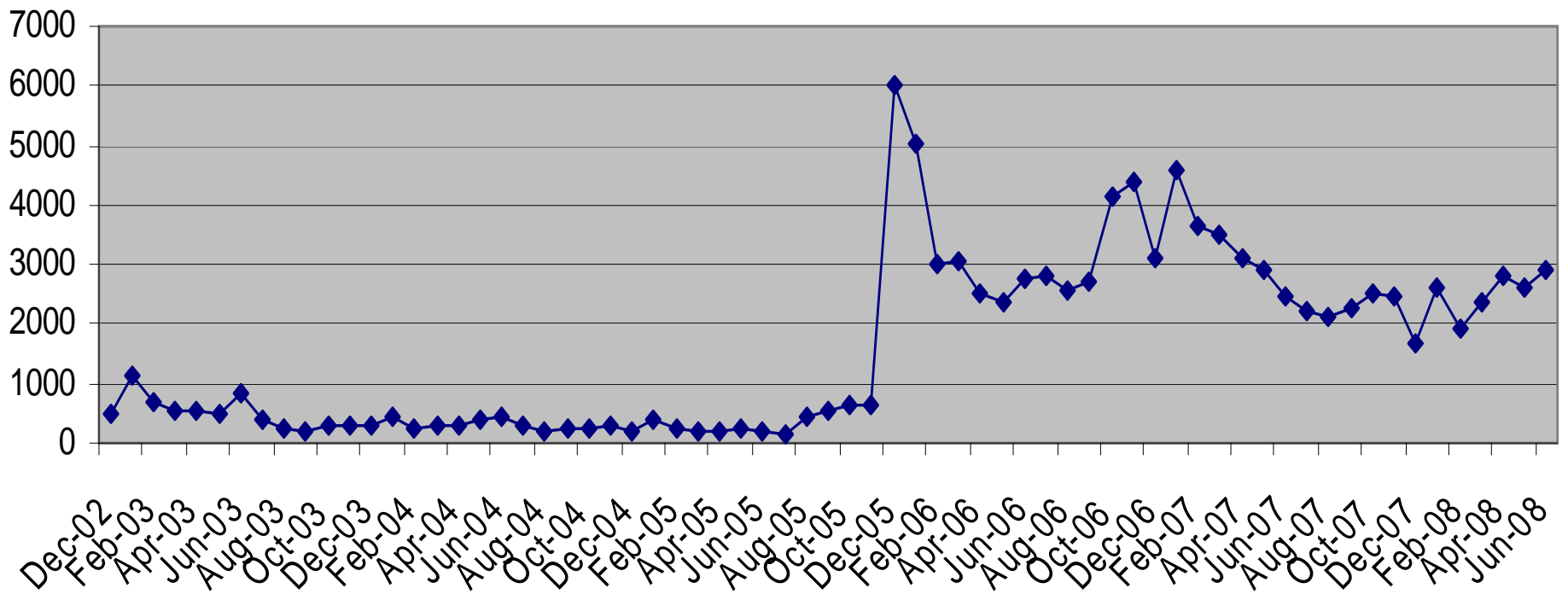




## John Lynch: Overall Results

- Calls increased dramatically among all subgroups
- Overall calls to QL:
  - Increased by ~60%
  - Produced biggest post-NRT spike
  - Biggest increase among Anglo men

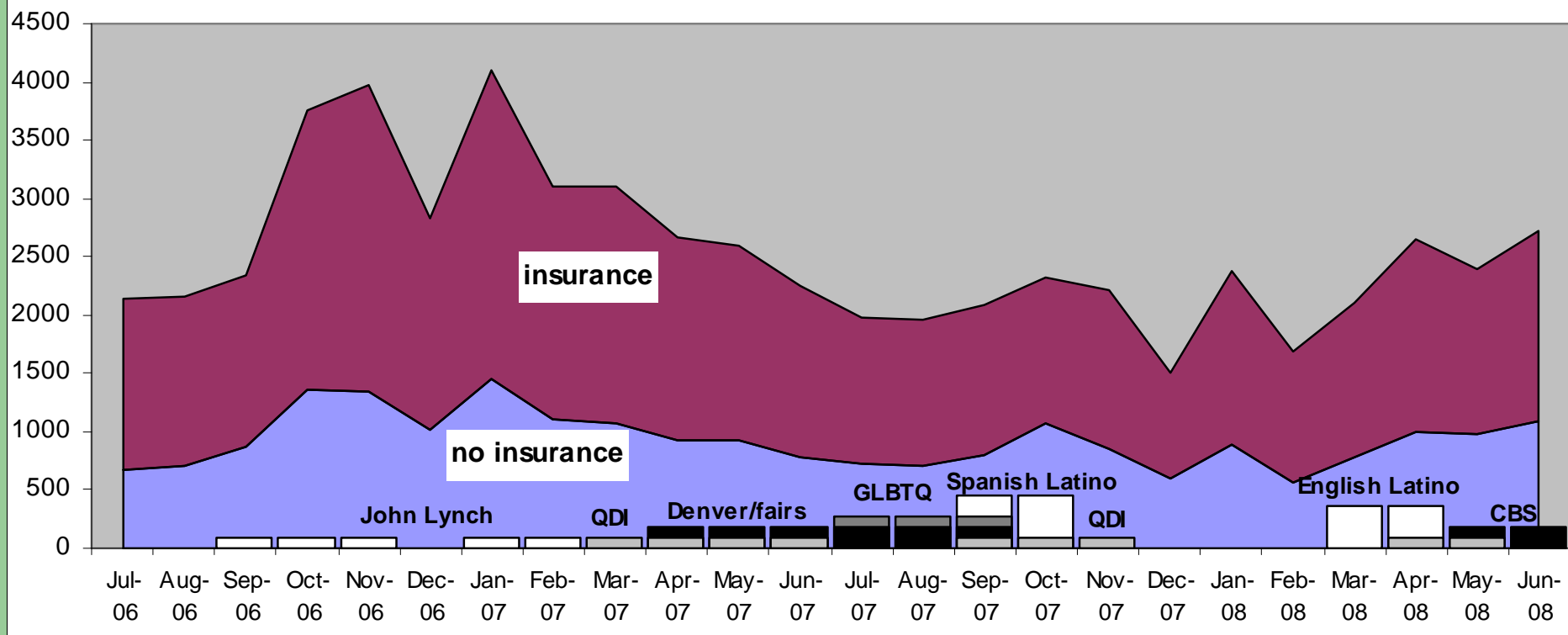
### QL intake call volume, by month





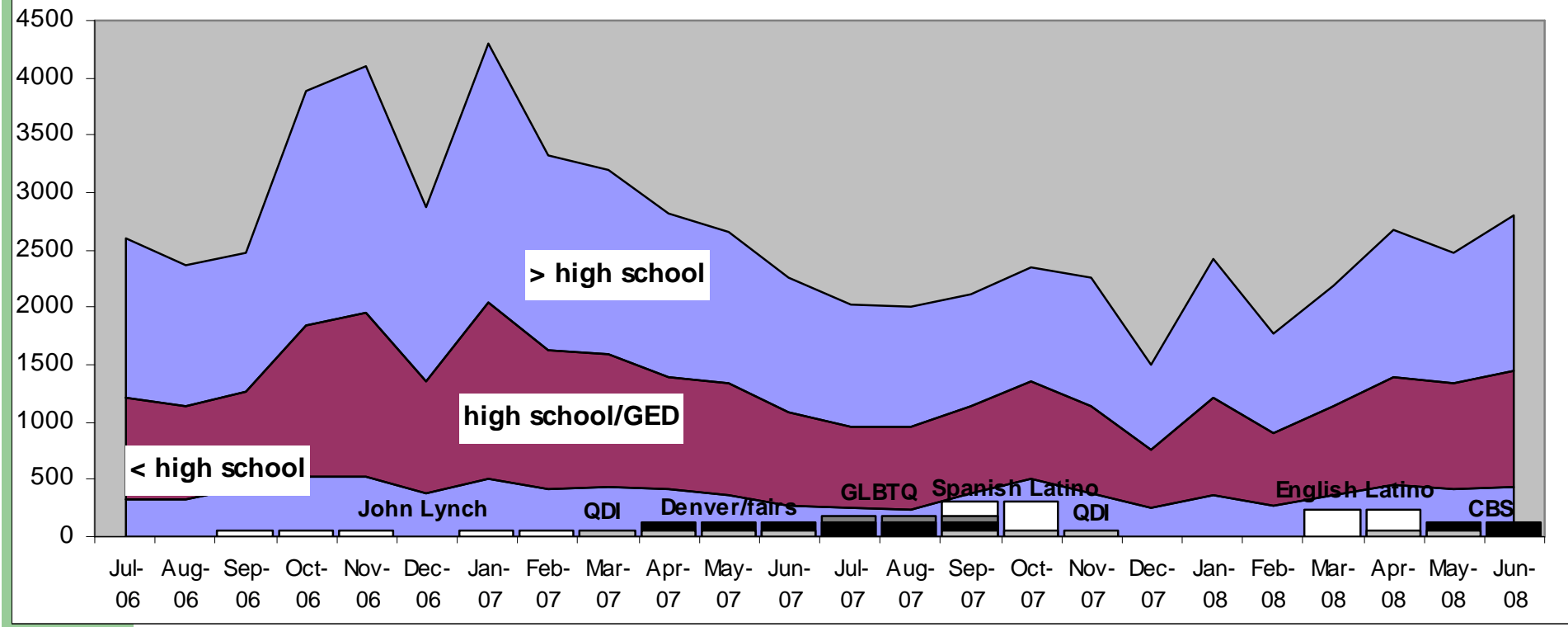


**Monthly QL calls by insurance status**





### Monthly QL calls by education





## John Lynch: What We Learned...

- Assure that QuitLine can accommodate calls
- Simple, inexpensive creative with right spokesperson works
- Pre-planning = better media schedules
- Excellent reach among all sub-populations

# QuitDoingIt



- Target audience: 18-24 yrs, straight to work (STW) and college
- College tactics:
  - Campus visits by Street Teams w/ promotional swag
  - Print ads in campus newspapers and posters
  - Mobile marketing: wallpapers, ring tones, and text messaging
- STW tactics:
  - Direct mail to worksites and trade schools
  - Street team tactics

# QuitDoingIt



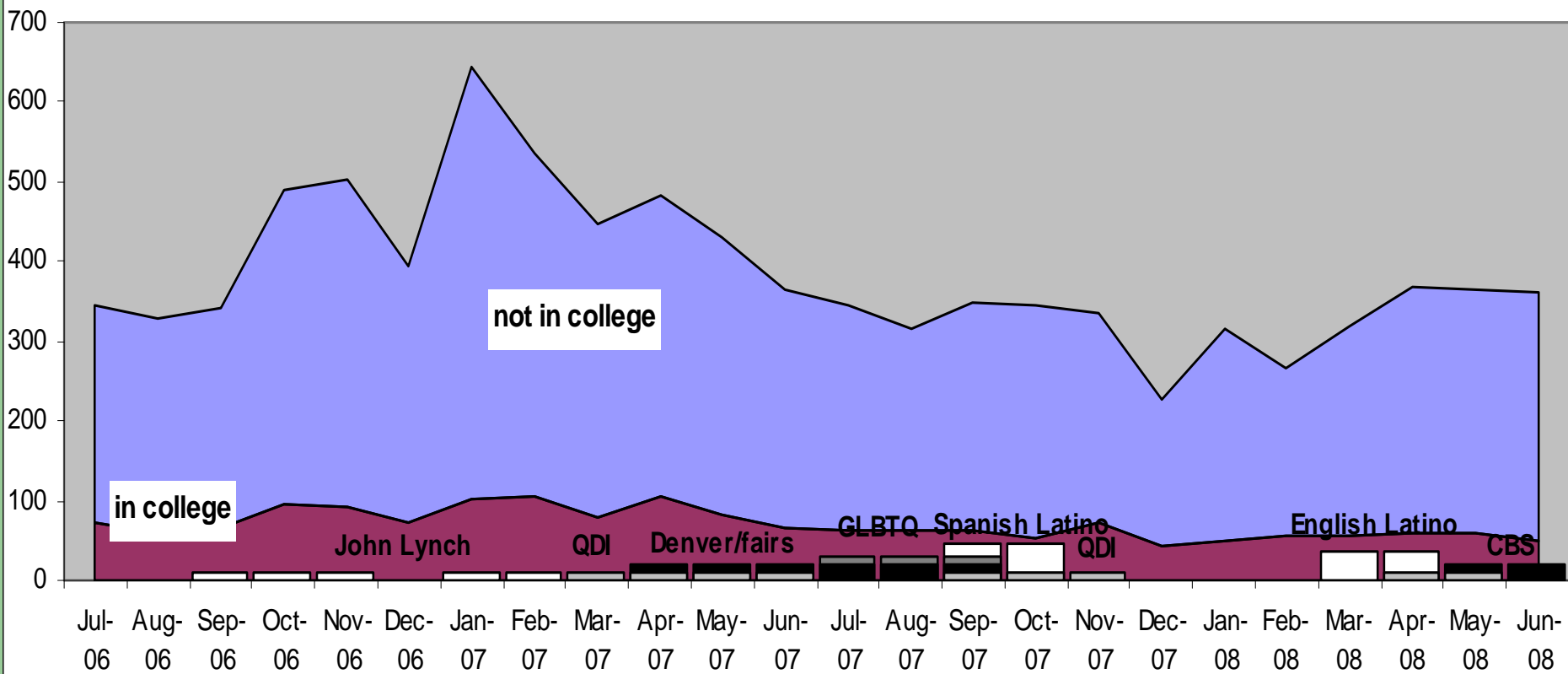
- Mass Media elements
  - Three :30 second radio spots
  - Earned media – radio
  - Three print executions
  - Flash banner ads
- Call to Action:
  - Drive audience to QuitLine and to [www.QuitDoingIt.com](http://www.QuitDoingIt.com) (and FixNixer)

# QuitDoingIt



- Media placement
  - 3 flights 2007-08
- Cost
  - College campaign: \$ 778,000
  - STW: \$ 618,079

**Monthly QL calls, 18-24 year olds, by college status**



# QuitDoingIt: Results



- Small increase in calls among 18-24 year olds
- John Lynch campaign drove significantly higher numbers to the QL, especially among the non-college 18-24 year olds
- Other calls to action such as FixNixer and QuitDoingIt website



## QuitDoingIt: What We Learned...

- Get involved in concerts/shows?
- Radio promotions must be more simple
- Test effectiveness of print ads
- Give more thought to radio station selection
- Make on-line more in-depth
- Did not drive significant QL calls



# Denver Events/Community Fairs

- Target audience: Adult Latino/as, GLBT, LSES, African American, and Asian American
- Venues: April – Sept 2007
  1. 9Health Fairs, 16 locations
  2. Cinco de Mayo, (Latino/a)
  3. Capitol Hill People's Fair, (Low SES)
  4. PrideFest, (GLBTQ)
  5. Black Arts Festival, (African American)
  6. Dragon Boat Festival, (Asian American)
  7. El Grito, (Latino/a)

# Denver Events/Community Fairs

- Event Selection Criteria

- Sponsorship cost
- Attendance levels
- Coordination time
- Themes of events
- Method by which to reach the community



- Provided non-threatening “rest areas”

- Staffed by a trained community member
- Engaged in discussion and provided “QL tip card”

# Denver Events/Community Fairs

- Additional QuitLine exposure
  - Programs, posters, event guides
  - Websites announcing event
  - 2-4 banners per event
- Cost: \$50,000

# Denver Events/Community Fairs: Results

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- Total attendance at all events :1.2 million
- Small to no increase in calls from targeted populations...at most perhaps a small increase for a week

## Denver Events/Community Fairs: What We Learned...

- Sponsorship costs and benefits can be negotiated
- Plan early for best location at event
- Rest areas at events, street teams, and one-on-one interaction well-received
- Small tip cards (not brochure) preferred
- Small overall QL call gain, but inexpensive and good community relations

# GLBTQ

- Target audience: Adult GLBTQ
- July - Sept 07
- Message based on research
  1. Smoking is personal choice
  2. Positive, hopeful message can influence quit

“Be your **Proud Smoke-Free** self”

“Be your **hot dancing queen, out, loud and proud Smoke-Free** self”

Be your  
**PROUD**  
**SMOKE-FREE**  
self.

To help you  
quit smoking:

COLORADO  
**QuitLine™**  
*Be tobacco free.*

**1.800.QUIT.NOW**

**1-800-784-8669**  
[www.coquitline.org](http://www.coquitline.org)

# GLBTQ



- Venues:
  - Billboards
  - Bus sides and tails
  - Full page print ads
  - Posters and coasters in bars and restrooms
  - Online banner advertising
- Cost: \$275,000

# GLBTQ: Results

- Little change in proportion of GL callers over media campaign period
- 4-5% when sexual preference data first collected
- Peaked at 5.5% in June 2007, before GLBTQ campaign





# GLBTQ: What We Learned.



- Early planning for best media options
- Involve broader statewide perspective from GLBTQ audience in work group
- Consider doing individual campaigns focused on sub-sets of the GLBTQ population. Tough to do, but may be necessary
- Need more media options to reach GLBTQ

# Spanish Latino/a

- Target audience: Low-income Latino/a adults, monolingual and bilingual
- September-October 2007
- 6 focus groups
- Positive, supportive messages about quitting
- Themed around family
- TV, radio, and Latino/a movie theaters
- Posters, brochures and print ads
- 8-week supply of NRT if mentioned campaign
- Cost: \$91,287 for media buy, \$145,900 for creative

# English Latino/a

- March 2008-April 2008
- Target audience: Hispanic, English dominant adults and low SES
- TV, radio
- Cost: \$121,681 for media buy, \$141,900 for creative

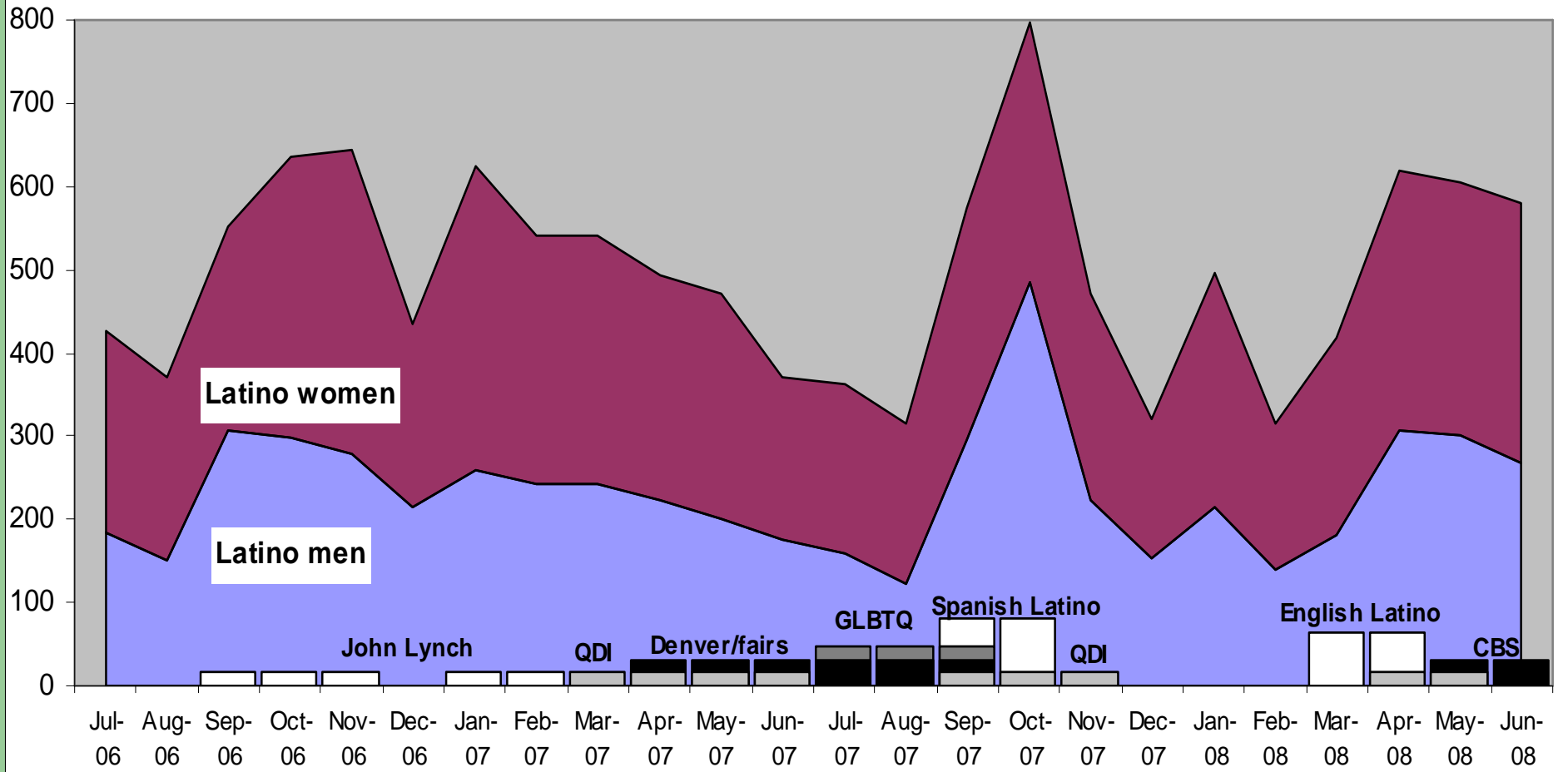




# Latino/a Media Campaign Results

- Historically, Latino/as comprised 16.6% of QL enrollees (21.7% of smoker population)
- Latinos increased to 25-32% of enrollees during Spanish campaign
- Latinos increased to 22-23% of enrollees during English Latino media campaign

## Monthly QL calls from Latino/a men and women



## Spanish Latino/a Media Campaign Results

- Pre-/post- campaign targeted follow-up study
- Latino callers were younger, less educated, less insured, less motivated and less confident in quitting during campaign
- Similar or slightly higher utilization patterns (# of calls and NRT shipments) during campaign
- Better outcomes during the campaign
  - 6 month abstinence: 9.6% → 18.8% ( $p < 0.05$ )
  - 7-day abstinence: 29.6% → 41.0% ( $p = 0.06$ )

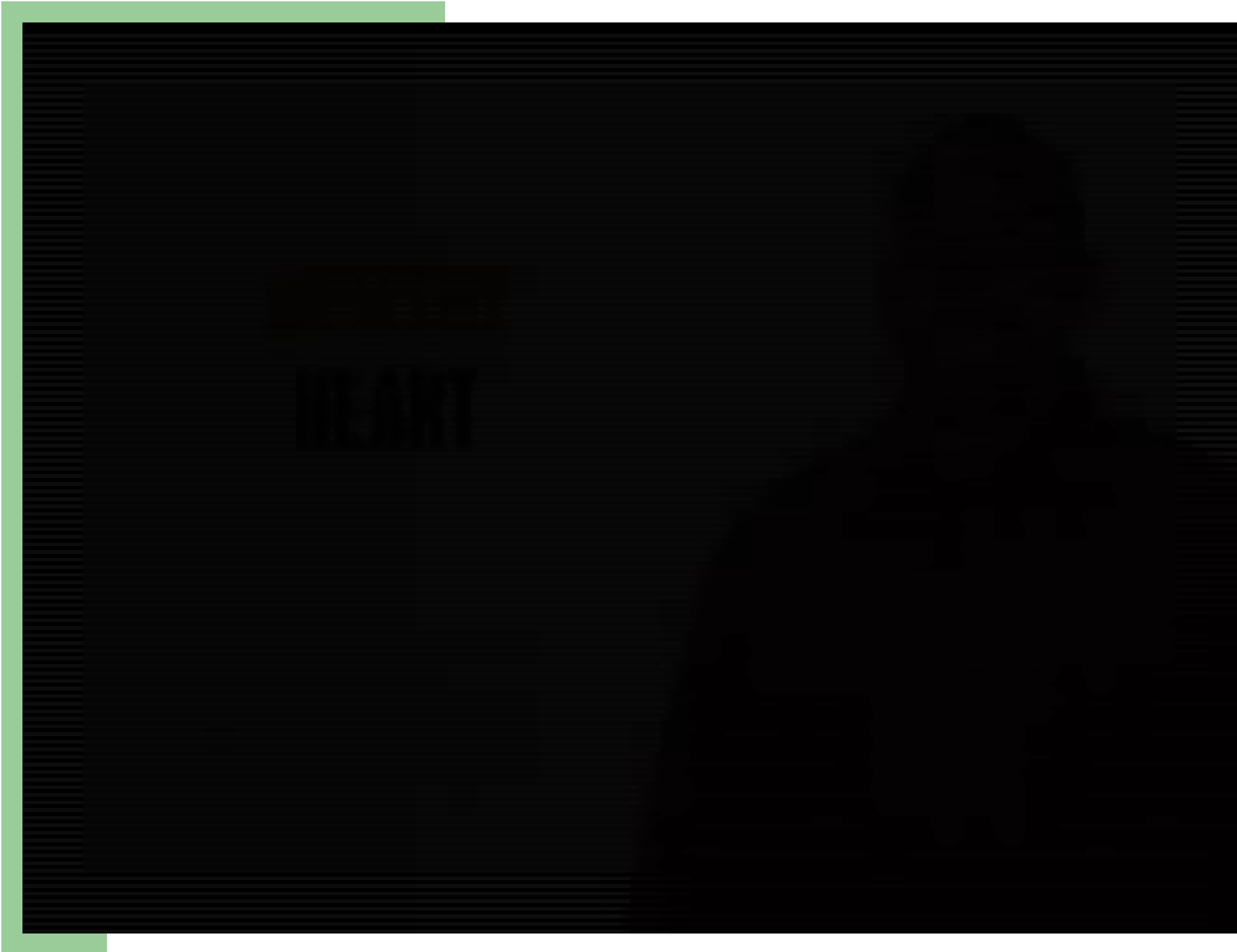
# Latino/as: What we learned...

- Spanish campaign:
  - Very effectively increased reach to high risk Latino population
  - Reached most Latino/as of all media campaigns
  - Resulted in good utilization and outcomes among those who called
- English campaign:
  - Resulted in slightly more overall calls to QL than Spanish but not as many among Latino/as



# CBS Broncos Campaign

- Target Audience: Low SES and African-American males
- Ran off-season - mid-April through June 2008
- Spokesperson: African American and Caucasian Bronco
- Cost: \$300,000



## CBS Broncos results

- Similar increase in calls as the English Latino campaign
- Broad response across most sub-groups

## CBS Bronco lessons learned

- Off-season campaign may be less effective than in-season
- Or, timing of media campaign after NRT availability or spokesperson personality might affect response

# Spit Tobacco



- Target audience: rural, adult male spit users
- August-Sept. 2006
- Female influencers (wives, girlfriends, sisters, grandmothers, daughters)

# Spit Tobacco

- Campaign components:
  - Radio ads, posters, brochure
  - Quit Kits
  - Print ads
- County fairs & rodeos
  - Rodeo cowboy sponsorship
  - Event sponsorship
  - Street teams
  - Exhibits
  - Ads in programs
- Cost: \$75,000

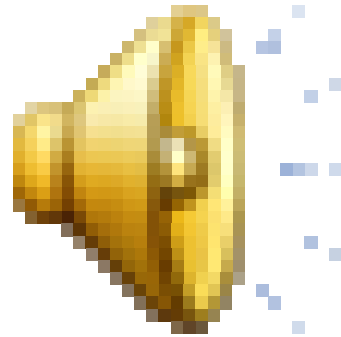
COLORADO  
**QuitLine**  
*Be tobacco free*

## FREE PATCHES

CAN HELP YOU QUIT  
CHEWING FOR GOOD.

START NOW.

1.800.QUIT.NOW

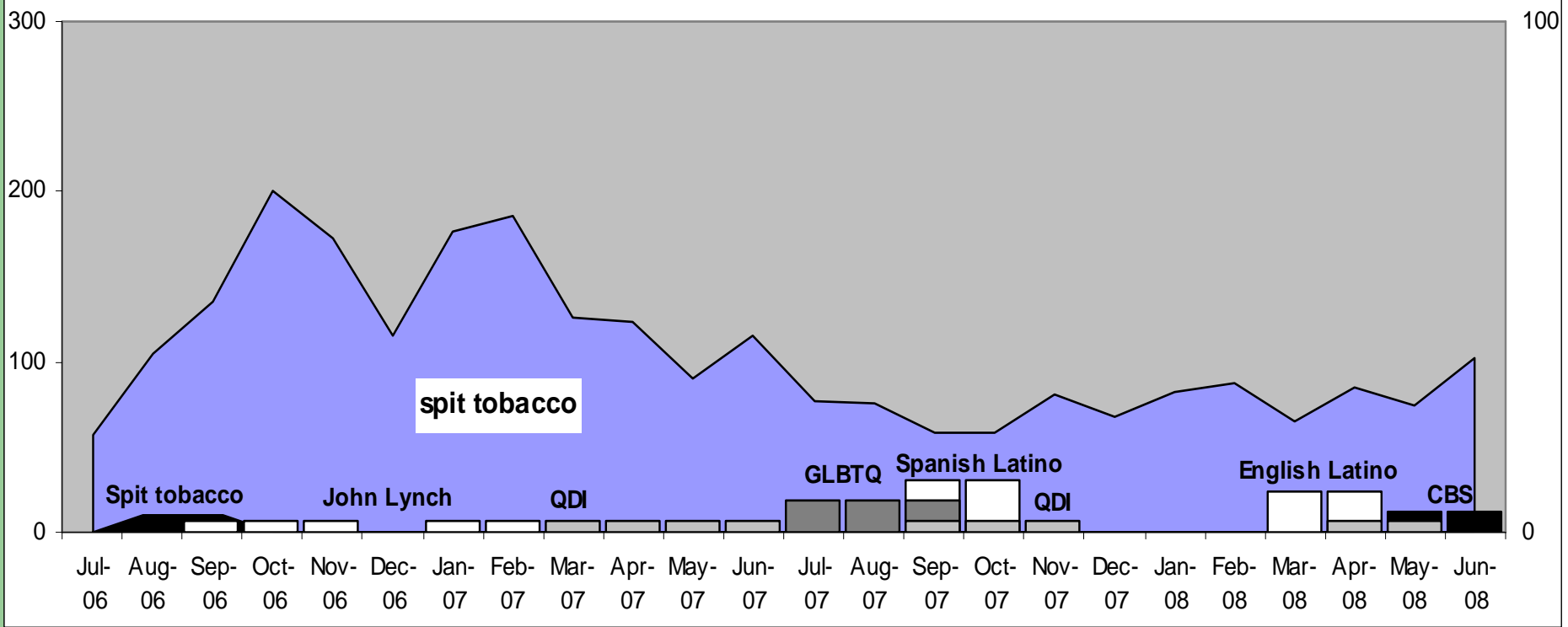


## Spit Tobacco: Results

- Spit tobacco users peaked at 5.0% (2-3% prior to campaign) of all callers during September 2006
- Call numbers from spit tobacco users doubled during the John Lynch campaign



### Monthly QL calls by spit tobacco users



## Spit Tobacco: What we learned...

- Concentrate on events in the larger population areas to maximize dollars
- Encourage local health agencies to sponsor events to expand state-wide coverage
- Expanded training for street teams: more effective 1-on-1 interaction at events

## Spit Tobacco: What we learned...

- Expand QL Cowboy sponsorship (very well received); add QL Cowgirl
- Add strong public/media relations component to benefit from earned media
- Possible phase 2: urban/white collar spit users (conduct research among urban spit users first)
- Non spit-tobacco focused campaign (John Lynch) can successfully attract spit-tobacco users

# Conclusions

- Broad, spokes-person campaign had overall highest numbers reached among every subpopulation
- Targeted campaign, such as the Spanish Latino campaign, had highest reach in the targeted population
- English vs. Spanish Latino campaign differences were interesting and helpful for targeting

## Conclusions (continued)

- 'Denver events' were low-cost and low-yield, but may still have a role in community relationship
- Evaluating reach from over-lapping campaigns helps with planning
- External evaluation can supplement media campaign evaluation
- Important to compare media reach with the smoker population and prevalence to determine if reach is 'adequate'
- STEPP is now looking at trying to level out call volume over time

# Thank you!!

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