Colorado QuitLine
Media Campaigns

NAQC Annual Conference
Phoenix, AZ - June 2009

Emily Burns, MD, MSPH
Deb Montgomery Osborne, MPH
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
| Campaign             | J-06 | A-06 | S-06 | O-06 | N-06 | D-06 | J-07 | F-07 | M-07 | A-07 | M-07 | J-07 | J-07 | A-07 | S-07 | O-07 | N-07 | D-07 | J-08 | F-08 | M-08 | A-08 | M-08 |
|----------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|      |
| John Lynch           |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
| QDI (18-24)          |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
| Denver/fairs         |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
| GLBTQ                |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
| Spanish Latino       |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
| English Latino       |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
| CBS                  |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
| Spit tobacco         |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
Overall Call Volume

QL intake call volume, by month
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

- Dec-02 to Jun-03: Steady increase
- Dec-03 to Jun-04: Steady decrease
- Jul-04 to Dec-04: Steady increase
- Jan-05 to Jul-05: Steady increase
- Aug-05 to Dec-05: Steady decrease
- Jan-06 to Jul-06: Steady increase
- Aug-06 to Dec-06: Steady decrease
- Jan-07 to Jul-07: Steady increase
- Aug-07 to Dec-07: Steady decrease
- Jan-08 to Jun-08: Steady increase
Monthly QL calls from black/other men and women

- Black/other men
- Black/other women

Graph showing the number of QL calls from black/other men and women from July 2006 to June 2008.
Monthly QL calls by education

- < high school
- high school/GED
- > high school

John Lynch
QDI
Denver/fairs
GLBTQ
Spanish Latino
English Latino
CBS
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

- in college
- not in college
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

- 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”
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
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.
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 overlapping 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!!

- Emily Burns
  - Emily.burns@ucdenver.edu
- Deb Montgomery Osborne
  - Debbie.Montgomery@state.co.us