Reaching Young Adults Via Digital and Social Media

2012 NAQC Conference
August, 2012
Nancy Korstanje
Presentation Overview

- Purpose
- Landscape and partners
- Strategy
- Digital & social campaign
- Results
- Next steps
Purpose

- To engage English-speaking young adults throughout SK, MB, ON, NB, NS and PEI in a cessation promotion initiative through social media
- To pilot practical solutions to providing cessation support through digital and social media
- To provide valuable information regarding the development of future and existing smoking cessation services for 19 to 29 year-olds
Young Adults age 19-29 have the highest smoking prevalence in Canada at 24.4%.

The assistance and engagement of friends & family are known to increase the success of quit attempts.

On Facebook, 27% of Canadian users are age 18-24, and 28% of Canadian users are age 25-34, representing a total of approximately 9.6M Canadians.

Relatively few campaigns have seized the opportunity to leverage social networks to reach this population, who are consistent and savvy users.
The Collaborative Partners

- **Health Canada**
  - Federal department responsible for helping Canadians maintain and improve their health

- **Canadian Cancer Society**
  - National community-based organization whose mission is the eradication of cancer and the enhancement of the quality of life of people living with cancer.

- **Smokers’ Helpline**
  - Free, confidential service operated by the Canadian Cancer Society offering support and information about quitting smoking and tobacco use
  - Provides cessation support in SK, MB, ON, NS, NB, PE & YK

- **Propel Centre for Population Health Impact**
  - Research, evaluation and knowledge exchange organization based at University of Waterloo
The Collaborative Model

- Funding was provided by Health Canada
- Break it Off was created in collaboration with the Smokers’ Helpline (SHL) 6 partner provinces
  - SK, MB, ON, NS, NB, PE
- Canadian Cancer Society (CCS) and Government representatives from each province provided support & input
  - CCS – Ontario Division led campaign development
  - Collaborative & Advisory committees were formed to provide input at key points in development and post-launch
- Propel provided evaluation expertise
Objectives & Target

- Target Audience:
  - 19-29 year-old smokers & tobacco users

- Primary Objectives:
  - Increase awareness of cessation options & supports
  - Encourage discussion of cessation
  - Pilot engagement through Social Media

- Secondary:
  - Increase quit attempts
  - Increase usage of SHL support services
Development Model

- Strategy and digital campaign were developed by a digital agency
- *Smokers’ Helpline* provided content expertise and project direction
- The six province Collaborative provided expertise, guidance and support
- Target population & evaluation insight provided by:
  - Leave The Pack Behind – College & University-based tobacco control organization
  - Ontario Public Health staff
  - Propel Centre for Population Health Impact
Central theme identified through on-the-street smoker interviews

“It’s a strong quality to be able to stop something you love. It’s like a bad relationship. Boys suck and cigarettes also suck.” – Kristy-Ann, Age 22

Mapped metaphor of “Bad Relationship” to stages of change, starting with “preparation” and moving through “maintenance”

Get it Over With, Stay Split Up, Move On With Life

Consistent language & style applied to all materials:
- Quit methods = Break-up methods
- Online counselling = Internet break-up support
- Facts about quitting/smoking = The ugly truth
Multi-tier Engagement Strategy

- Based on 90-9-1 online engagement principle
  - 90% of visitors will consume (Lurkers)
  - 9% will comment/share/click (Contributors)
  - 1% will create (Creators)

- Need to address all three levels to provide best possible community
- Content provided to first 90% provides context & subject matter to “Creators”
- “Contributors” will engage on both supplied and generated content
Twofold Evaluation

- **Online measurement:**
  - Google analytics
    - Visits, user behaviour, time spent, page depth analysis, etc.
  - Engagement in campaign discussion
    - #BreakItOff hashtag use
    - Comments on Facebook, Blogs, etc.
  - App usage tracking

- **Formal evaluation**
  - Provided by Propel Centre for Population Impact
    - Funded by CCS Research Institute
  - Will measure cessation outcomes as a result of the initiative
Stakeholder & Audience Resonance

- **Focus testing**
  - Propel held focus groups in Winnipeg, Moncton, Hamilton & Waterloo with both English & bilingual participants
  - Members of the target audience showed a strong understanding and resonance of the theme.

- **Consultations**
  - Subject matter and population experts echoed the results of the focus tests

- Ultimately, the concept was seen to provide effective cessation advice and information within a package attractive to the target audience
The Website – BreakItOff.ca

Stay Split Up
How to overcome old habits and cravings

Break-up Methods
World’s Biggest Break-up
The Ugly Truth

Get It Over With
You know you have had enough of your smokes.

Get up to $25 for iTunes
Tell us what you think about BreakItOff.
Fill out the survey

Join the world’s biggest break-up!
Make it official by telling the world exactly what you think of smoking. Have ‘the talk’ now.

2012 Canadian Cancer Society. All rights reserved.
Stay Split Up with Smoking
How to survive the break-up without falling back into old habits.

Get help on the go!
Download the FREE Break It Off App and get break-up help when you need it most.

What To Expect
Getting through the first few days.

No excuses!
Overcoming situations that remind you of the past.

Slip-ups
So you messed up. Dust yourself off and move on.
The Website – BreakItOff.ca

In-Person Counselling

What it is:
Trained counsellors give confidential one-on-one support to people interested in quitting smoking.

How it works:
Quit counsellors can help you develop a structured “Quit Plan,” answer your questions about quitting and refer you to services in the community.

Getting Started:
Anyone interested in quitting smoking can speak to a quit counsellor. Talk with a Health Care Professional about getting a referral. They’ll be able to point you in the right direction and answer any questions you may have about quitting.

Thoughts? Comments? Stories?
Past! The opinions below are not necessarily the opinions of Smokers’ Helpline. Just wanted to make that clear.

Add a comment…

Niki Fortune - University of Brasilia
THE TIME HAS COME…ONCE AGAIN…JUST “DO IT!”
(Do whatever it takes!)
Reply: “rt” 2 Likes - February 26 at 9:07am

Facebook social plugins
The activity hub for the Break it Off campaign

Includes information on:
- Quit methods
- What to expect when quitting
- Smoke chemistry, addiction, health risks
- Coping methods
- Tips on staying smoke-free

Provides multiple touch points for social interaction
The Social Components - Website

- **World’s Biggest Break-up**
  - Encouraged users to post “Break-up Rants” with smoking
  - Could record or upload directly from the site
  - Used YouTube for hosting – no cost, easily shared & embedded, accesses another community platform
  - Facebook integration offered seamless sharing with friends & family
  - Provided robust content for sharing on blogs, twitter, etc.
  - Encourages public pledges – shown to increase quitting success

- [http://www.youtube.com/watch?feature=player_embedded&v=6DsKVBs5S4s](http://www.youtube.com/watch?feature=player_embedded&v=6DsKVBs5S4s)
The Social Components - Website

- Facebook Relationship Status Change
  - Allowed users to easily “Break up” with smoking on Facebook
  - Appeared as a relationship status change in Facebook user stream
  - Generated interest & engaged friends & family
  - Very easy way to encourage public pledge
The App – Break it Off Mobile
The App – Break it Off Mobile

I can’t relax
Smoking won’t help you relax, it’ll raise your heartbeat, make you breathe faster and increase your blood pressure. What a heartless monster smoking is. If you want to relax, find a quiet spot and try this instead:

Yoga Video

Call a Quit Coach
The App – Break it Off Mobile

- Free, Bilingual, Android & iPhone app
- Designed to help deal with triggers and cravings.
- User selects from a list of common triggers
- App offers advice and coping mechanism to help them get through their craving
- User is able to create their own unique triggers
- Feedback is provided to user by showing:
  - Money saved
  - Cigarettes not smoked
  - Most common triggers
  - Most vulnerable time of day
  - Map of trigger locations
The Social Components - App

- **Milestone Sharing**
  - Users can share trophies (x days smoke-free, x cigarettes dumped, etc) on Facebook
  - Weekly progress can be automatically shared on Facebook

![Image of text that reads: Would you like to share your weekly break-up status on Facebook? I've dumped [XXX] cigarettes.]

_Break It Off_
Multi-tier Engagement Strategy

- **Lurkers** – informational content  
  - Quit methods, What to expect, Life afterwards, etc.
- **Contributors** – easy engagement touchpoints  
  - Facebook comment system, Relationship status change, Mobile app use
- **Creators** – high value broadcast platform  
  - World’s Biggest Break-up, Offsite blogging/tweeting/conversation
The Campaign

- PAID: Online, targeting properties with high young adult viewership
  - Ticketmaster, Cineplex, The Score, YouTube, etc.
  - Dating site tie-ins on PlentyOfFish.com and OKCupid.com
  - Targeted Facebook ads
  - 4 Homepage takeovers on TheWeatherNetwork.com
  - Search Engine Marketing with relevant keywords
The Campaign

- **EARNED:** Media and Online influencer outreach
  - Identified & engaged influencers on blogs, twitter, and elsewhere to discuss, promote, and participate
  - Media release at launch coinciding with National Non-Smoking Week

- **OWNED:** SHL, CCS, and Partner properties
  - Actively broadcast Break it Off messaging on SHL and CCS social properties
  - Provided promotional tools to partner organizations, including:
    - toolkits with media messaging
    - sample tweets/status updates
    - ad banners for posting on sites
Since launch on January 12th
- Over 135 million impressions of the online ads, with a 0.05% click-through rate (above industry avg of 0.03%)
- Nearly 45,000 visits over the 11-week campaign
- Users averaged 2.43 pages/visit and 1 minute 43 seconds/visit, with over 15% returning visitors
- Of the 276 visitors from Break it Off to Smokers’ Helpline Online, 28 registered for memberships to the online program and community, representing a conversion rate of 10.14% (site avg: 1.45%)
Since launch on January 12th

- Nearly 4,000 individuals installed the Break it Off mobile phone app, resulting in over 160,000 cigarettes “dumped”
- More than 300 individuals changed their relationship status with smoking on Facebook
- 20 individuals uploaded videos to the World’s Biggest Break-up, reaching a collective 1,545 views. A number of the video uploaders have continued video-blogging their quit on their own YouTube accounts
Outcomes (to April 1st)

- Since launch on January 12th
  - Discussion using the #BreakItOff hashtag produced over 500 tweets on Twitter from over 150 individuals
  - Total potential Twitter audience of over 170,000 individuals
  - Twenty-one links to campaign and promotional sites, shared by SHL primarily on Twitter, saw 2,357 clicks
  - The link to Breakitoff.ca was shared over 250 times on Facebook
  - Additionally, media coverage included CTV National News, Huffington Post Canada, CBC Radio 1, Strategy Online, and various other radio and print media across our partner provinces
Post-Campaign (to July 25th)

- Since end of official promotion on March 31st
  - Traffic has dropped considerably (3,560 visits), owing to the end of advertising, however engagement/visitor is higher:
    - 2.64 pages/visit vs. 2.44 ppv during campaign
    - 3m:19s avg. visit vs. 1m:43s during campaign
    - 46.32% returning visitors vs. 15.60% during campaign
  - Discussion using the #BreakItOff hashtag continues, driven by @smokershelpline and partners
  - Over 2.6 Million cigarettes dumped via the mobile app
Audience Participation

My Break-up Stats

I've dumped 112 cigarettes
I've saved around $44.70 so far

@phjoshua

Good luck! We are all behind you! RT @photojunkie Starting day three smoke free. Doing remarkably well. #BreakItOff

Joshua Murray @phjoshua
20 Feb
@_mandolin very proud of you!

Amanda Lynne Ballard @a_mandolin
7:15 PM - 20 Feb 12 via HootSuite - Embed this Tweet
@phjoshua day 1. 5 or so dumped. Also ran 1/2 a mile. Strong is the new skinny, cigarettes are last year's accessory. #breakitoff

Smokers' Helpline @SmokersHelpline
27 Jan
@20somethingca We created a site to help GenY be #smokefree. Wld u like to help us help GenY? Let us know. breakitoff.ca

Dayna Boyer @20somethingca
2:49 PM - 27 Jan 12 via web - Embed this Tweet
@SmokersHelpline This is THE BEST site to help #GenY quit smoking I've ever seen: breakitoff.ca How can I get more involved?
Now What?

Next steps:
- Continued promotion online and offline
- Continued engagement with participants on Twitter & Facebook, with supportive messaging and conversation
- CCS OD commitment to promotion
- CCS Quebec Division interest in expansion and translation

Future considerations:
- Expansion to all provinces & territories
- New social tools and refinement of existing
Key Learnings

- Start from a theme that resonates
  - Without a strong theme, engagement will suffer
- Engage at all levels of participation
  - Observe the 90-9-1 principle
- Twitter should be included in a successful strategy
  - Provides high campaign visibility and allows organic community growth
- Facebook remains strong
  - Provides relative privacy and connection to close family & friends
- Social success needs active participation
  - Staff time must be dedicated to active, authentic engagement on social platforms
- Dedicated app
  - Creates a strong brand extension and increase ‘stickiness’ of the campaign
Utilization and engagement of the Break it Off campaign indicate that there is an appetite for cessation initiatives among young adults through digital and social media channels.
Nancy Korstanje  
Sr. Manager, Community Integration & Promotion  
*Smokers’ Helpline*, Canadian Cancer Society  
905.387.4322 x5643  
nkorstanje@ontario.cancer.ca

Kyle McKeown  
Coordinator, Communications  
*Smokers’ Helpline*, Canadian Cancer Society  
905.387.4322 x5626  
kmckeown@ontario.cancer.ca