

# **An Update from The Office on Smoking and Health, CDC**

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*The findings and conclusions in this presentation are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.*



## **Background on Tobacco Use in the U.S.**

- ❑ **Smoking remains the leading cause of preventable death in the U.S.**
- ❑ **Smoking kills more than 440,000 Americans each year.**
- ❑ **For every person who dies from tobacco use, another 20 suffer from one or more serious smoking-related illnesses.**
- ❑ **Tobacco costs our economy almost \$200 billion each year.**

# "Tips From Former Smokers"

- ❑ Science-based media campaign to encourage and support quitting
- ❑ Feature real people and depict true outcomes of smoking
- ❑ Studies show hard-hitting campaigns have positive impact on youth as well as adults



## About the Ads

### ❑ Diverse People

### ❑ 3 Categories of Content

#### ▪ Health Outcomes

- Stroke, Heart Attack, Lung Cancer, Laryngeal Cancer, Mouth Cancer, Buerger's Disease

#### ▪ Secondhand Smoke

- Asthma

#### ▪ Supportive Cessation Message

### ❑ All Ads Included a Call to Action

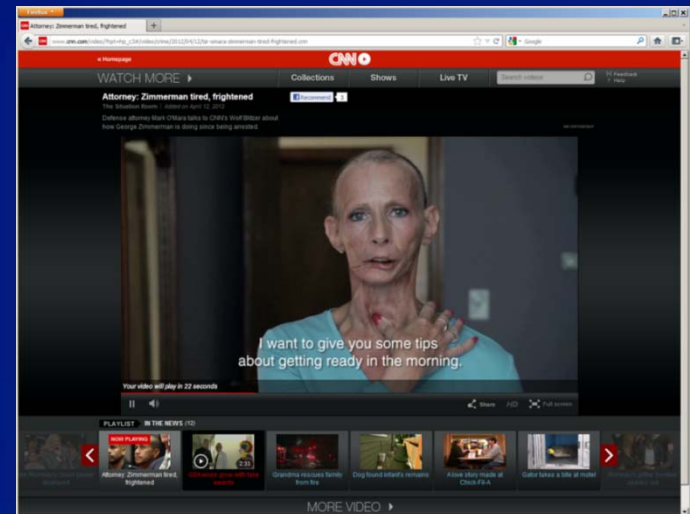
#### ▪ 1-800-QUIT NOW

#### ▪ [www.smokefree.gov](http://www.smokefree.gov)

#### ▪ [www.cdc.gov/quitting/tips](http://www.cdc.gov/quitting/tips)

# Media Buy Recap

- ❑ **12 weeks** beginning March 19<sup>th</sup>, 2012
- ❑ National cable placement in **every DMA** in the country
- ❑ Additional placement in **49 DMAs** with a high prevalence of smoking
- ❑ An average of **1200 GRPs** in each DMA
- ❑ We reached **86.8% of 18-54 YOs** in the country with a frequency of 18.6



Digital Video Ad

# Additional Campaign Elements

## PSAs

- TV
- Radio
- Print

## Partnerships

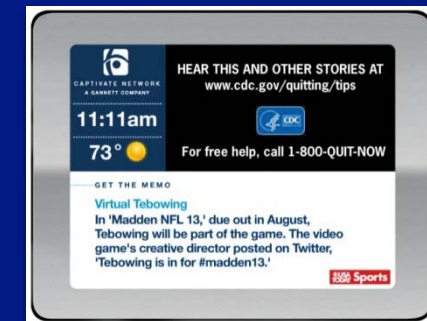
## Earned Media

## Web

- Campaign site
- Spanish content

## Social Media

- Facebook and Twitter
- You Tube Videos





# 1-800-QUIT NOW Call Volume by Week

Launch

Sustaining

Heavy Up

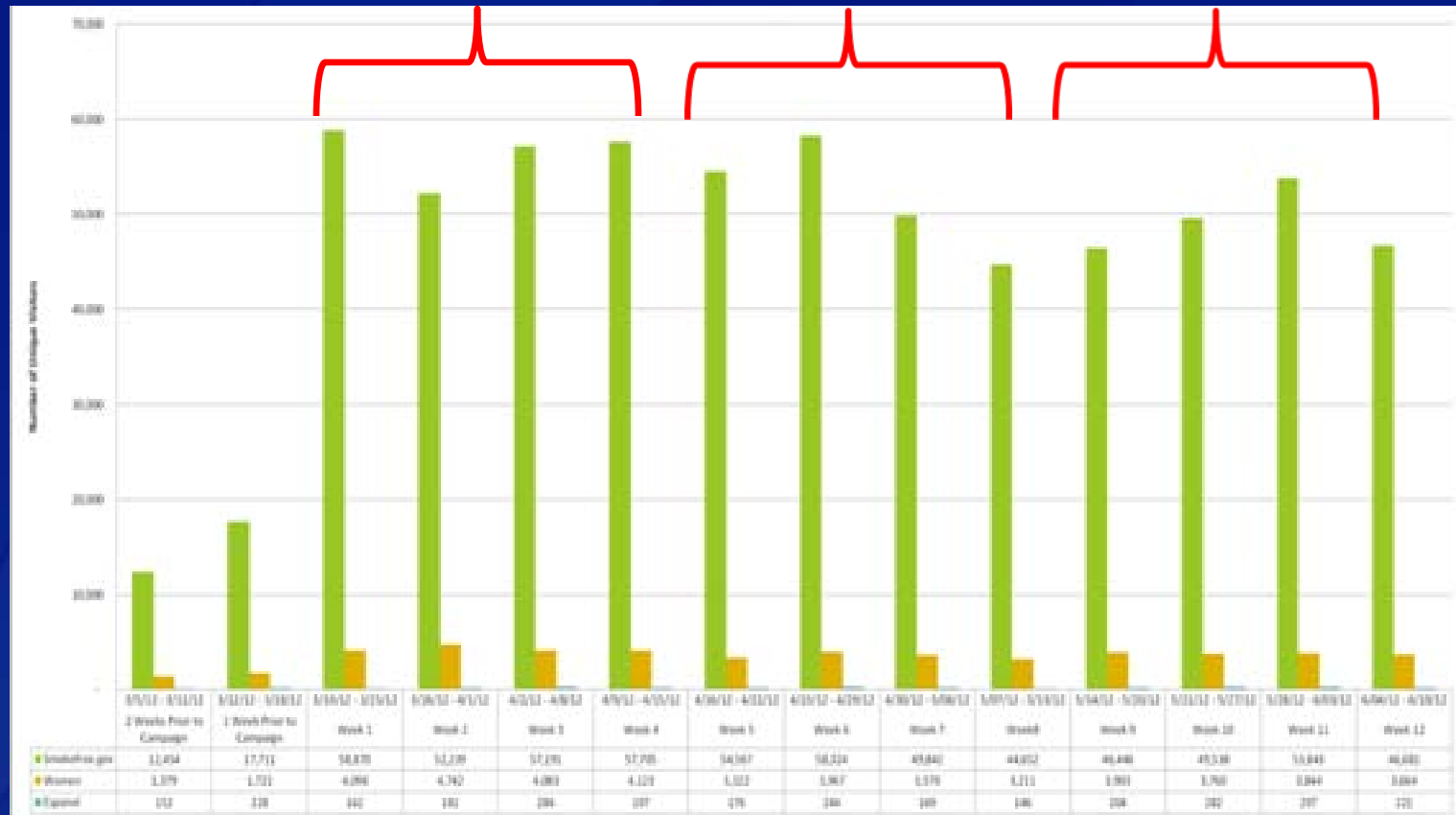


# Unique Visitors to Smokefree.gov by Week

Launch

Sustaining

Heavy Up





## Quitline Funding Opportunity

- ❑ States received their awards August 1.
- ❑ Over \$21 million total was awarded.
- ❑ The funding period is one year, with the possibility of renewal for a second year.
- ❑ 41 States plus DC, Guam and Puerto Rico applied for and received funds.



## **Evaluation Overview**

**The evaluation will focus on:**

- ❑ Answering key questions related to the success of the campaign implementation**
- ❑ The extent to which the campaign had the desired effects on outcomes targeted by campaign messages**

# Thank you!

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