



# 2019 Winter Tobacco Cessation Campaign Results

Tobacco Reduction Advisory Committee  
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# Overview

- Background: Why cessation campaigns?
- Campaign Strategy & Creative Elements: What did we do?
- Outcomes: How did we measure up?
- Next steps: Where do we go from here?

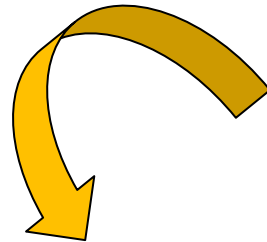


## Background

*Why cessation campaigns?*

# Breaking the Cycle of Cessation and Relapse

It takes the average person multiple attempts to quit. Tobacco cessation requires ongoing management as a chronic disease.



3-5% of people who quit on their own are successful after 6-12 months\*

60% of people who smoke in Oregon want to quit.

52% tried to quit in the past year.

Half of all quit attempts fail in the first week.\*

Help helps. But only one-third of people who smoke use any assistance when they try to quit.



**SMOKEFREE**  
oregon

\* Hughes JR, Keely J, Naud S. Shape of the relapse curve and long-term abstinence among untreated smokers. *Addiction*. 2004;99:29-38.

# Mass Reach Communications and Tobacco Cessation

- Mass reach communications are a **key component** of a comprehensive tobacco control program.
- Campaigns can...
  - Reduce tobacco use,
  - Counter industry promotions,
  - Support other policy and program goals,
  - Shift tobacco use social norms,
  - Reduce health disparities, and
  - Result in significant cost savings.

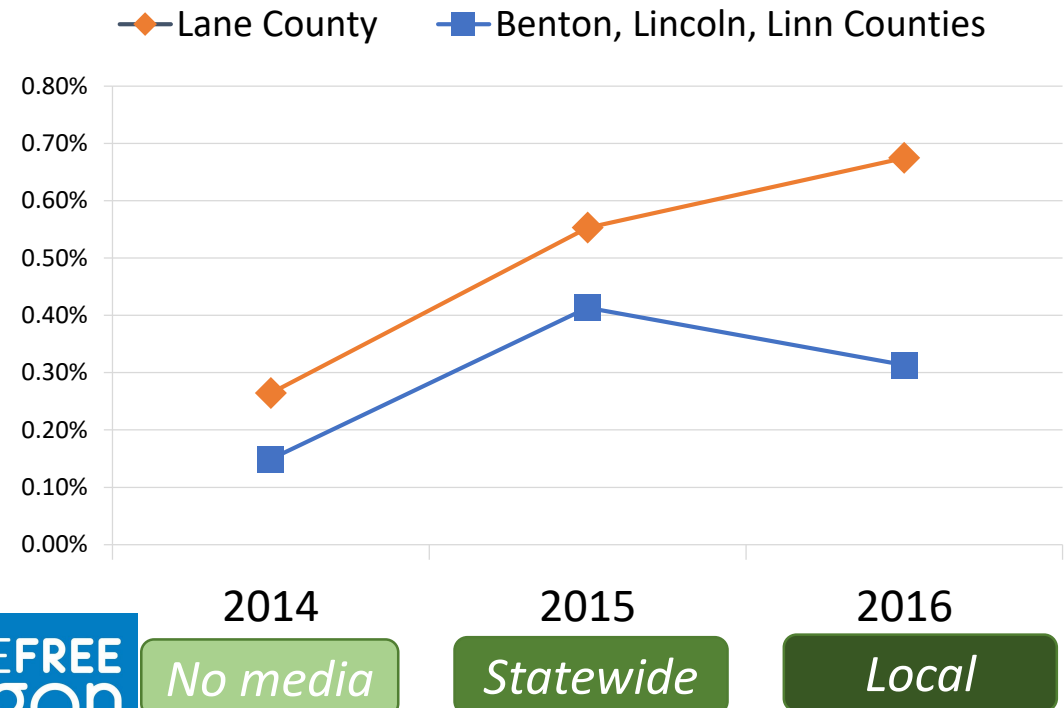


# Trillium Coordinated Care Organization – 2016 Campaign Results

- **Total Impressions for Lane County: 11,893,516**
  - Digital display: 563,204
  - Digital Xfinity Lane County: 250,312
  - Pandora Radio: 1,448,000
  - Television & Cable Eugene: 3,012,000
  - Transit Lane County: 6,100,000
  - Eugene Weekly: 520,000



Estimated percent of adult smoking population accessing the Quit Line (January – March)





# Campaign Strategy & Creative Elements

*What did we do?*

# 2019 Winter Cessation Campaign Goals

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## Primary



People in Oregon who smoke are motivated to quit, believe it is possible, and have support to quit.

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Providers are ready to help people quit, proactively and reactively.

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## Secondary

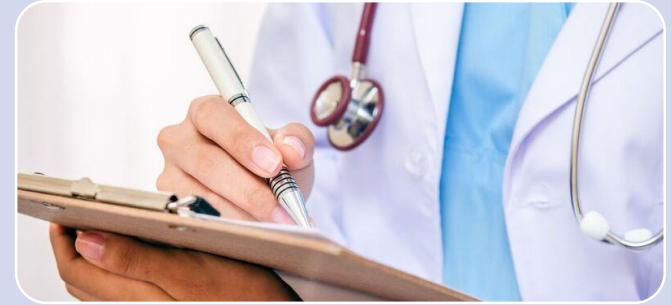


Our campaign amplifies and is aligned with Coordinated Care Organization cessation efforts.

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# Campaign Plan: Audiences

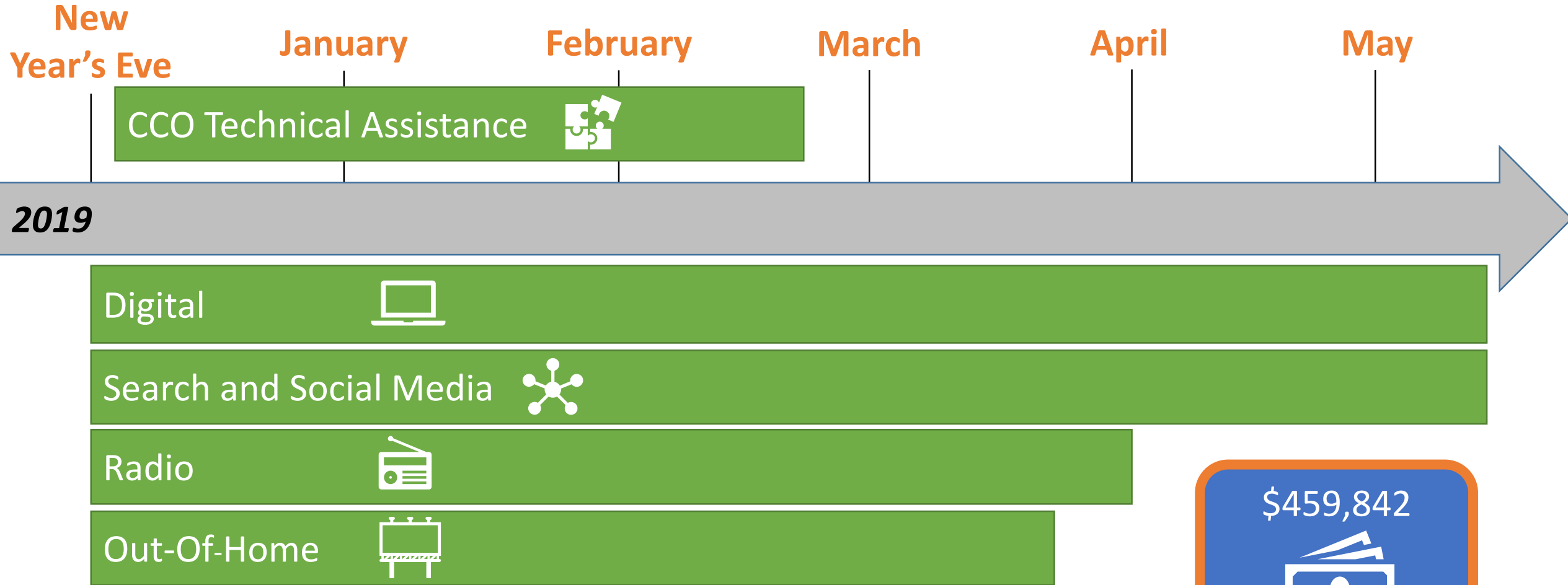


Audience 1:  
People who use  
tobacco

Audience 2:  
People who are  
targeted by the  
tobacco industry

Audience 3:  
Health care  
providers

# Campaign Plan: Timeline



\$459,842

# Example ads

**5 AÑOS**  
después de no fumar, tu riesgo de sufrir un derrame cerebral es el mismo que para una persona que no fuma.

1.855.DEJELO.YA

SMOKEFREE oregon

Are you ready to stop smoking? | Free resources to quit.

Ad [www.quitnow.net](http://www.quitnow.net)

Three out of four Oregon tobacco users want to quit. We are here to help.



**Smokefree Oregon**  
Sponsored · 🌐

Connect with a coach to get help making your own plan to quit smoking. Call 1-800-QUIT-NOW or go to [www.quitnow.net/oregon](http://www.quitnow.net/oregon)

SMOKEFREE oregon

QUITNOW.NET  
Quitting smoking is easier with help. [LEARN MORE](#)

**THANKS DOC!**  
I QUIT SMOKING BECAUSE YOU TREATED MY NICOTINE ADDICTION.

SMOKEFREE oregon

[QUITNOW.NET/OREGON](http://QUITNOW.NET/OREGON)

**Oregon Health Authority**  
4,540 followers  
Promoted

Double your patients' chances of quitting tobacco by combining nicotine patch and gum plus counseling. Free resources available for your patients.

SMOKEFREE oregon

70% of people who smoke want to quit.  
[quitnow.net](http://quitnow.net)



# Coordinated Care Organization Technical Assistance



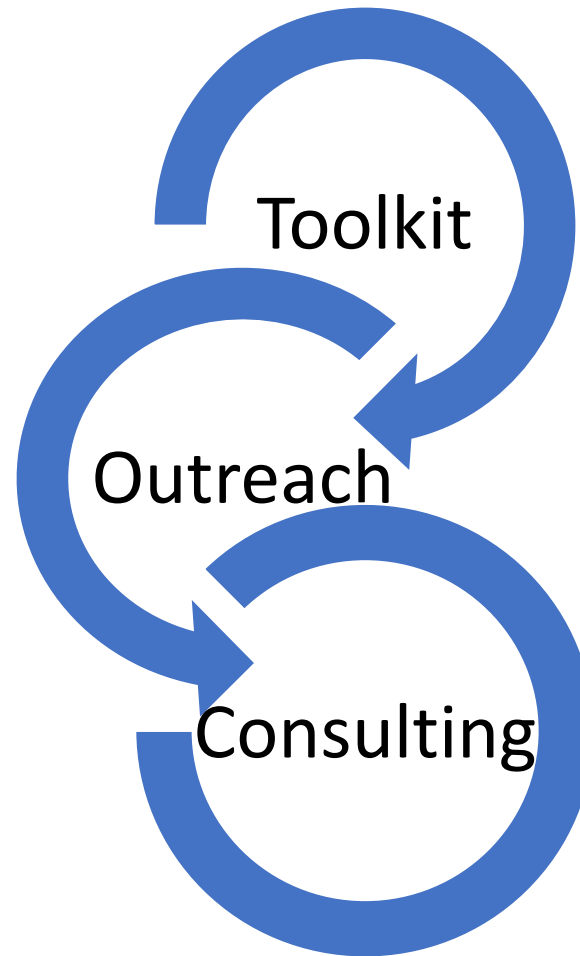
Individual outreach to introduce the campaign.



30-minute phone call to discuss available resources.



60-minute call with media contractor.



**QUIT TOBACCO YOUR WAY** **SMOKEFREE oregon**

**WITH HELP FROM YOUR DOCTOR AND SMOKEFREE OREGON**

Are you ready to live a tobacco-free life? You don't have to do it alone. Get support to quit and to stay quit. It's free with your insurance.

**CHOOSE SUPPORT THAT'S RIGHT FOR YOU**

Quitting is different for everyone. That's why we offer a variety of options, all of which are free.

- Over-the-Counter Quit:** Personalized support from your doctor or health care provider.
- Phone Quit:** Support by phone from the comfort of your home.
- Group Quit:** Support from a trained quit coach in a group setting, with other people who are trying to quit.
- Web Quit:** Custom support through a computer or smartphone. It's available any time, any place.
- Medicine to Quit:** Medicine is a safe way to reduce cravings and symptoms while you quit. Many options are available, including patches and gum.

**TALK TO YOUR DOCTOR TODAY TO QUIT TOBACCO FOR GOOD!**  
Visit [QUITNOW.NET/OREGON](http://QUITNOW.NET/OREGON) or call 1-800-QUIT-NOW (1-800-784-8689).

**SMOKEFREE oregon**

**Social Media Posts**

**Provider Tools**

Smokefree Oregon Winter Cessation Campaign CCO Toolkit  
Email or newsletter for CCO to send to providers

**Use this short email to let your providers know the campaign is coming and encourage them to take part.**

To our providers:

Did you know that 70% of people who smoke want to quit, and a majority want their doctor to talk to them about it? With New Year's resolutions still fresh for your patients, now is the perfect time to increase conversations about tobacco use and quitting.

Oregon Health Authority's Smokefree Oregon is running a winter cessation media campaign online, on social media and on billboards and radio through the end of 2013. We're just getting started. We'll be distributing materials to you in the coming weeks.

You can get started now by asking, at every visit, "Do you use tobacco or e-cigarettes? Would you like to quit?" Use this [tip sheet](#) to help you start the conversation.

You can make a direct referral to the Oregon Tobacco Quit Line by going to [quitnow.net/Oregon](http://quitnow.net/Oregon), scrolling down, and clicking "refer a patient." You can also send your patients to [quitnow.net/Oregon](http://quitnow.net/Oregon) ([quitnow.net/OregonSP](http://quitnow.net/OregonSP) in Spanish) where they can enroll themselves in online or text-based support, and to 1-800-QUIT-NOW (1-855-DEI-LO-YA in Spanish) for counseling and prescriptions. **Insert additional information about your CCO's coverage, protocols and what providers can do to support their patients, when and how you will distribute tools for them to use, etc.**

Sincerely,

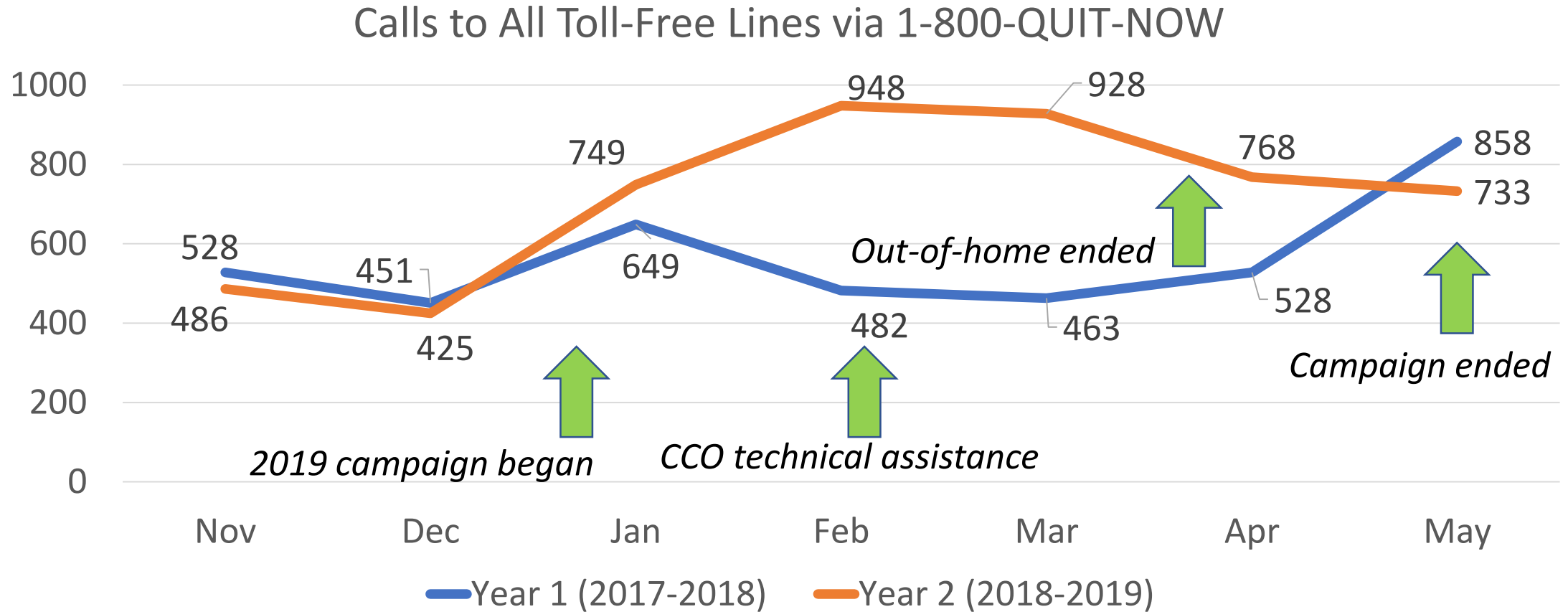
**CCO contact name, title, contact information**



## Outcomes

*How did we do?*

# Calls to the Quit Line



# Clicks on digital ads

Total digital impressions: 91,349,045

Total clicks on ads: 196,278

“Click to call”: 75,188

**1 YEAR**  
after you quit smoking, your risk of heart disease is cut in half.

CALL: 1.800.QUIT.NOW

SMOKEFREE oregon

**5 AÑOS**  
después de no fumar, tu riesgo de sufrir un derrame cerebral es el mismo que para una persona que no fuma.

1.855.DEJELO.YA SMOKEFREE oregon

**QUIT SMOKING TODAY.**  
**TAP TO CALL: 1.800.QUIT.NOW**

SMOKEFREE oregon

**THANKS DOC!**  
I QUIT SMOKING BECAUSE YOU TREATED MY NICOTINE ADDICTION.

SMOKEFREE oregon

[QUITNOW.NET/OREGON](http://QUITNOW.NET/OREGON)



# Traffic to Quit Now website

New  
Year's Eve

January

February

March

April

May

June

2019



2019 campaign began



CCO technical assistance



Campaign ended







## Next Steps

*Where do we go from here?*

# Next Steps

- 1 Timing is important.
- 2 Update and test new campaign ads and materials to reach specific demographic groups, depending on resources available.
- 3 For future campaigns, apply lessons learned from digital and search ad performance.
- 4 Update campaign performance metrics to reflect the role of health systems.



A grayscale photograph showing a close-up of a hand being held or supported by another hand. The background is a person wearing a black and white vertically striped shirt, likely a referee. The word "Questions?" is overlaid in the center of the image.

Questions?