Tobacco Industry De-normalization

Fall 2013 Media Campaign

Oregon Health Authority
PUBLIC HEALTH DIVISION

HEALTHY COMMUNITIES HEALTHY PEOPLE

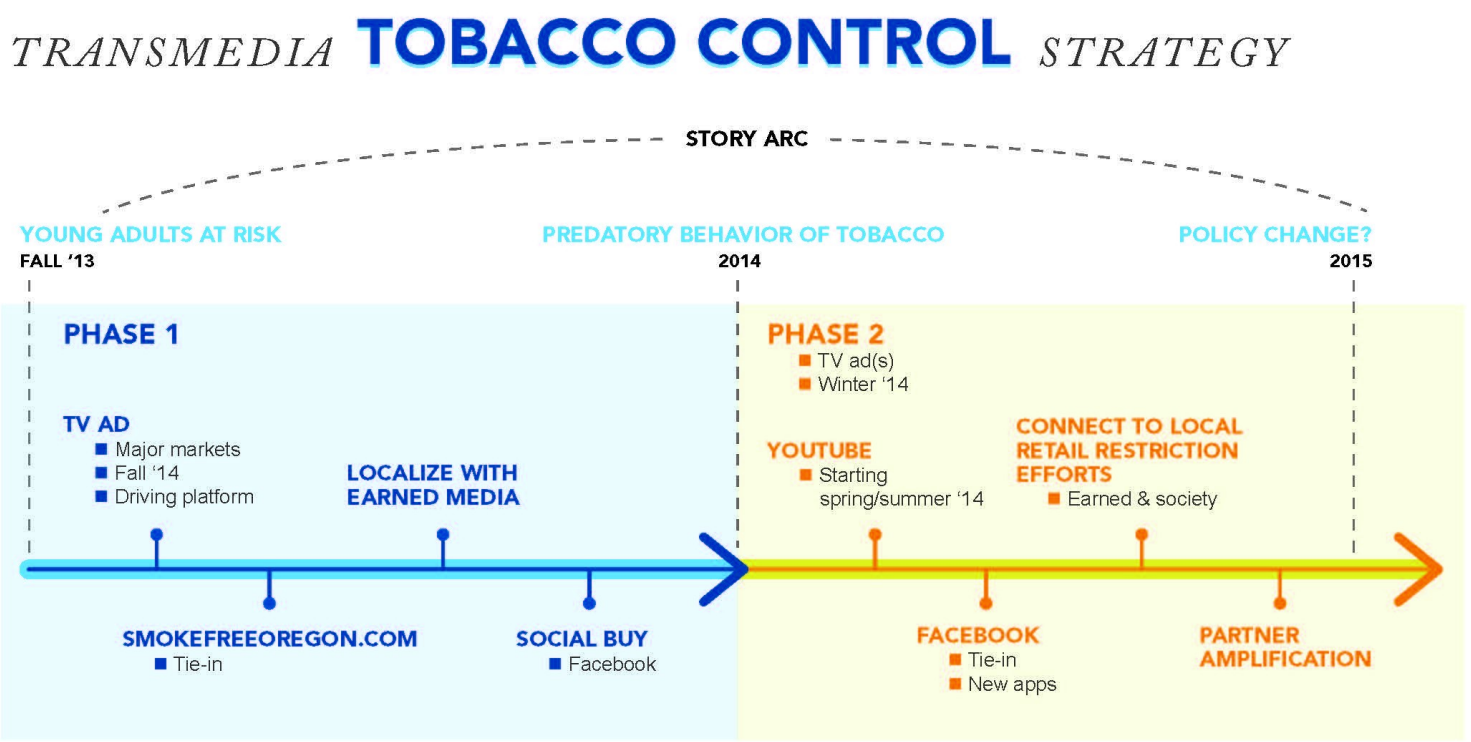
coates kokes

Brought to you by:
The Health Promotion and Chronic Disease Prevention Program

Agenda

- Campaign story arc
- Research overview
- Media campaign
  - Television ads
  - Grantee support/ Local leverage
- Communicators group

Tobacco Industry De-normalization



TOBACCO AFFECTS ALL OREGONIANS
(BIG TOBACCO IS PREDATORY)

THE REAL COST
- $
- Mortality
- Environment

YOUTH
- Retail Practices

ADDICTION
- Cessation
- Disparities

JOIN THE SMOKE-FREE COMMUNITY
- Current SFO Site Content

Audience Research

- 7 Focus Groups
  - Smokers, general population, youth
  - Medford, Portland, Woodburn
- Online Panel
  - 400-500 general population
  - Covering the entire state

Focus Group Key Findings

- Non-smokers need connection
- Predatory nature of Big Tobacco not clear, yet
- Re-frame the role of Big Tobacco
- Smokers appreciate not being villainized
- Environmental message resonating

What didn’t work

- Big Tobacco playing by the rules
- Creative that’s confusing, boring or lacking emotion
- Painting Big Tobacco as evil without evidence
- Tree angle to the environment
  - Not as much as other angles

What is the tension?

Smoking is somebody else’s business. It doesn’t affect me.

Single Sentence

Tobacco affects your children, your health, your pocketbook, your environment and your community. Tobacco affects you.

Leveraging values

- Liberty
- Freedom
- Security
- Efficiency

Television Media Buy

- October 28-November 25
  - Bonus: January-Beginning of Feb
  - Adults 18-54
  - Low-SES, Groups experiencing disparities, General population, Young adults

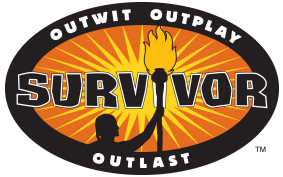
Television Media Buy

- State-wide coverage
  - Television/Cable provides mass reach
  - Select populations through specific programming
  - Daytime/late-night programming to capture those with non-traditional work schedules

GRIMM
SEASON ONE

American Idol

GREY'S ANATOM


OUTWIT OUTPLAY
SURVIVOR
OUTLAST

FOX
NEWS
Channel

the Voice

THE DAILY SHOW
WITH JON STEWART

15 years after the blackout... power is everything.
REVOLUTION
SEPT 17 | MONDAYS 10PM

LAW & ORDER
SPECIAL VICTIMS UNIT

ellen
the ellen degeneres show

New
Girl

TODAY

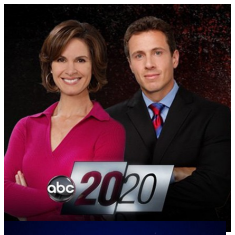
Dr.
Phil

THE AMAZING
RACE

O
OREGON

CASTLE

CRIMINAL
MINDS


abc 20/20

house hunters
HGTV

DATELINE

food network
CHOPPED

KATU 2 abc

Beavers

the BIG
BANG
THEORY

the
O'Reilly
FACTOR

Digital Media Buy

- Re-skimming of smokefreeoregon.com
- Digital ads
  - Banner ads
  - :15 sec videos
- Social media facts to share
  - Editorial calendar for Facebook/twitter

Communicators Group

Putting health within reach.