Tobacco Reduction Advisory Committee
October 24, 2019

2019 Winter Tobacco Cessation Campaign Results
Tobacco Reduction Advisory Committee
October 24, 2019

Sarah Wylie and Shira Pope
Oregon Health Authority – Public Health Division
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.

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.*

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

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

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)

![Graph showing estimated percent of adult smoking population accessing the Quit Line for different counties over years 2014 to 2016.]

CALL: 1.800.QUIT.NOW quithelp.oregon.net/oregon

![Smoke Free Oregon logo]
Campaign Strategy & Creative Elements

What did we do?
2019 Winter Cessation Campaign Goals

<table>
<thead>
<tr>
<th>Primary</th>
<th>People in Oregon who smoke are motivated to quit, believe it is possible, and have support to quit.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Providers are ready to help people quit, proactively and reactively.</td>
</tr>
<tr>
<td>Secondary</td>
<td>Our campaign amplifies and is aligned with Coordinated Care Organization cessation efforts.</td>
</tr>
</tbody>
</table>
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

New Year’s Eve

January

February

March

April

May

<table>
<thead>
<tr>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital</td>
</tr>
<tr>
<td>Search and Social Media</td>
</tr>
<tr>
<td>Radio</td>
</tr>
<tr>
<td>Out-Of-Home</td>
</tr>
</tbody>
</table>

CCO Technical Assistance

Digital

Search and Social Media

Radio

Out-Of-Home

$459,842

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
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.
Calls to the Quit Line

Calls to All Toll-Free Lines via 1-800-QUIT-NOW

- 2019 campaign began
- CCO technical assistance
- Out-of-home ended
- Campaign ended

Clicks on digital ads

Total digital impressions: 91,349,045

Total clicks on ads: 196,278

“Click to call”: 75,188
Traffic to Quit Now website

- New Year’s Eve
- January
- February
- March
- April
- May
- June

2019 campaign began
CCO technical assistance
Out-of-home ended
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.
Questions?