
Central Oregon Tobacco Prevention Campaign

Campaign Overview and Timeline

Tobacco Reduction Advisory Committee

Sarah Wylie, MPH

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Overview

- Campaign background
- Goals and objectives
- Media Plan and Timeline
- Evaluation Plan

Central Oregon Prevention Campaign Background

- Pacific Source Coordinated Care Organization (CCO) investment in mass media
- Key campaign partners:
 - Crook, Deschutes, and Jefferson Counties
 - Oregon Public Health Division
 - Pacific Source CCO
- Developing a model for CCO investment in prevention and mass media interventions



Prevention Campaign Goals and Objectives

- 1 Eliminate exposure to secondhand smoke.
- 2 Prevent youth initiation of tobacco use.
- 3 Help adults quit.
- 4 Reduce tobacco use-related disparities.

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Central Oregon Prevention Campaign Media Plan and Timeline

- Media channels



Digital



Radio



TV & Cable



Out of Home

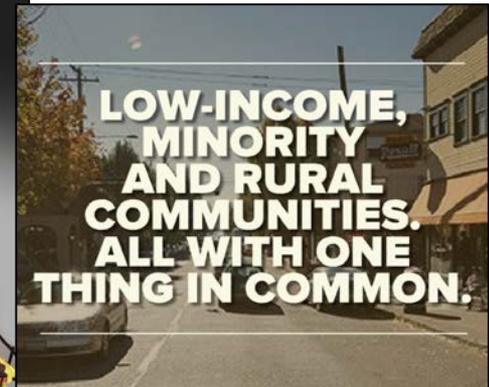


Print

- Assets



Mindy Sloper
Co-Owner
Powell Butte Country Store



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Central Oregon Prevention Campaign Media Plan and Timeline

August

September

October

November

December

2018



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Central Oregon Campaign Prevention Evaluation Plan

- Evaluation questions:
 - What is the reach and level of engagement with the Tobacco Prevention Campaign?
 - Are tobacco prevention campaign advertisements influencing tobacco prevention attitudes?
 - To what degree is the tobacco industry targeting youth?
 - Are there increased negative perceptions of the tobacco industry?
 - Was there increased support for tobacco-free places?

Central Oregon Campaign Prevention Evaluation Plan

- Central Oregon oversample for campaign evaluation panel survey in December 2018
 - Ad recall
 - Perceptions of industry influence
 - Support for program objectives
- Digital performance measures
- Report for Central Oregon local public health staff, community decision makers, and Pacific Source board members

Questions?

Sarah Wylie, MPH

Health Promotion Strategist

sarah.a.wylie@state.or.us

971-673-1051