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
Central Oregon Prevention Campaign
Media Plan and Timeline

2018

August

September

October

November

December

Print

Digital

Radio

TV & Cable

Out-Of-Home

Evaluation
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?

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