



# CONNECTICUT DEPARTMENT OF PUBLIC HEALTH



## ADPC Meeting

### DPH Tobacco Cessation Campaign Highlights

*February 21, 2023*

# Phase I

## Objectives:

- Build public awareness about health risks associated with smoking & exposure to SHS
- Encourage smokers to quit smoking
- Drive smokers to the Quitline

## Target Audience:

- CT tobacco users, especially adult males & females with children
- Households making less than \$75K annually
- General market and multicultural (Black, Latinx)
- English & Spanish speaking



NEVER STOP TRYING TO QUIT.

Find healthy ways to cope with stress, like taking a short walk or trying a relaxation exercise. Start today by talking to a trained coach by calling 1-800 QUIT-NOW.

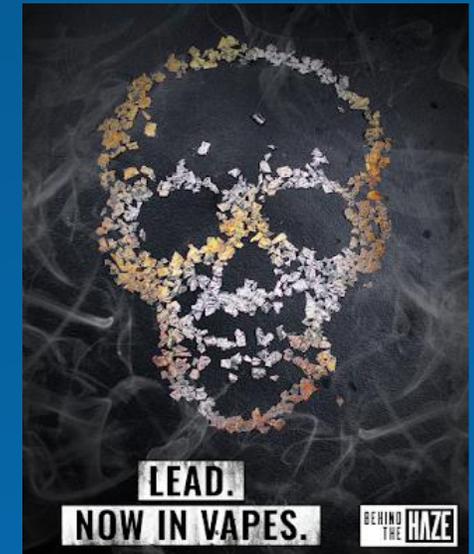
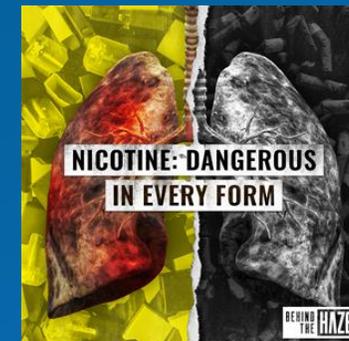
1.8K	ENGAGEMENTS
26.9K	IMPRESSIONS
17.2K	REACH

# Phase I (cont.)



## Campaign Highlights & Results

- Traditional Radio (6 Eng, 5 Span stations) - 4.4M impressions
- Digital Gas Station Monitors – 267K impressions
- FB Boosted Posts (positive messaging) – 540K impressions
- Google Text Ads – 192K impressions
- YouTube Video – 1.4M impressions
- Community Outreach (digital flyer) – 220+ emails sent



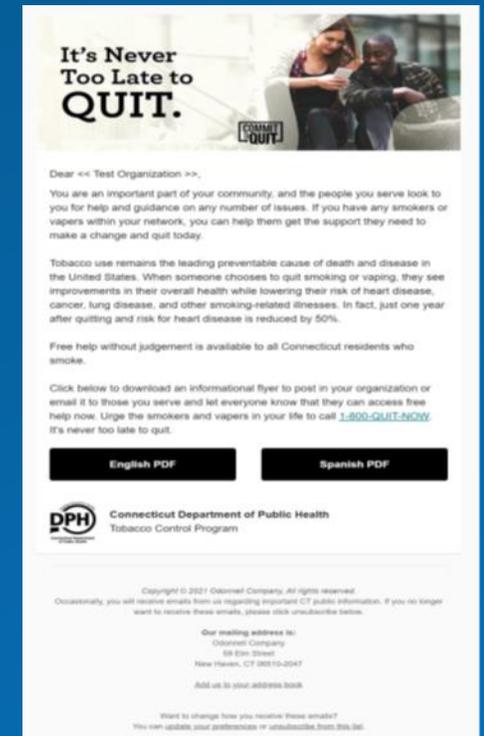
# Phase II

## Objectives & Target Audience:

- Continuation of Phase I
- Inclusion of Vaping Research, Interviews, Recruitment posters for survey

## Media Tactics:

- FB Boosted Posts – 92K impressions
- FB/Instagram Targeted Ads – 686.8K impressions
- Google Dynamic Text Ads – 28.9K impressions
- Broadcast Radio – 1.4M impressions
- Gas Station Audio – 2.5M impressions
- Community Outreach – 228 emails sent





## Research Results for Consideration in Next Phase of Ads Targeting Young Adults

**DPH**  
Connecticut Department of Public Health

### PARTICIPANT INPUTS: CHALLENGES

- It has been pretty difficult.
- Quitting has been harder than anticipated
- I think about it when I'm drinking or bored.
- It's really hard not to vape while driving, it's consuming my thoughts.
- It's pretty tough especially during stressful times.
- It is the hardest in the morning when I first wake up
- I feel very easily agitated and ancy. I think about it a lot it could be just extra stress from traveling and flying though too.
- Quitting fully seems out of my grasp.
- I think about vaping throughout the day when I'm feel bored or stressed out.
- It is very difficult. I wish that I had quit strategies to help guide me through it

# Phase IIB & Phase IIB Extension

## Objectives:

- Continuation of Phase I & II campaign
- Inclusion of educating young adult audiences on the dangers of vaping & encouraging users to quit

## Target Audience

### Tobacco Cessation:

- CT residents 18+ including multicultural (Hispanic, African American)
- English & Spanish speaking
- Cities with highest concentration of households with incomes under \$75K (Htfd, New Haven, Bridgeport, Wtby, New Britain)

### Vaping Cessation:

- CT residents 17-26 yrs old
- English & Spanish speaking
- Young adults with lower socioeconomic status

# Phase IIB & Phase IIB Extension *(cont.)*

## Key Campaign Messages

### Smoking:

- Give solutions vs. scare tactics
- It's never too late to quit smoking
- What works for you/support each other/share stories
- Highlight small wins and rewards

### Vaping:

- Solutions vs. scare tactics
- Get support and enlist a friend to quit
- Identify triggers, provide tips to combat those triggers instead of vaping

# Phase IIB & Phase IIB Extension *(cont.)*

## English Media Tactics

- Facebook
- Instagram
- Snapchat
- Google Display/Text Ads
- Google Video Ads
- Streaming Audio
- Gas Station Audio

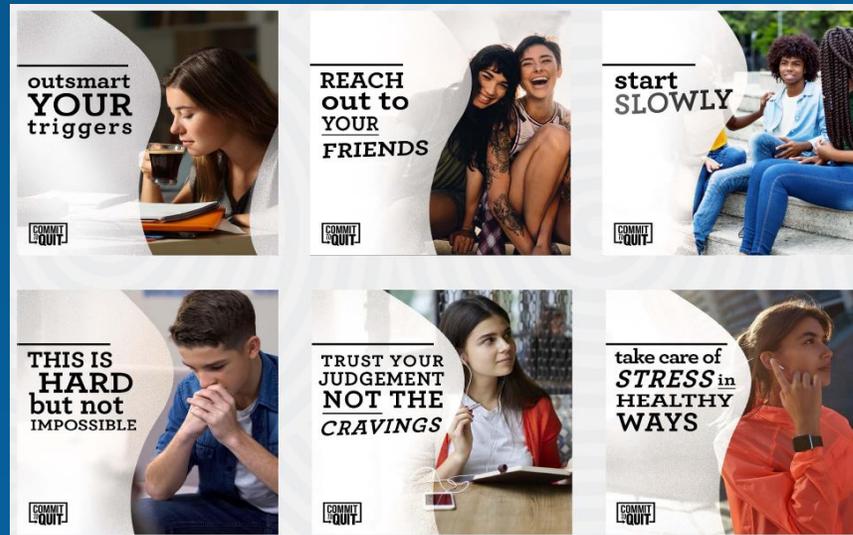
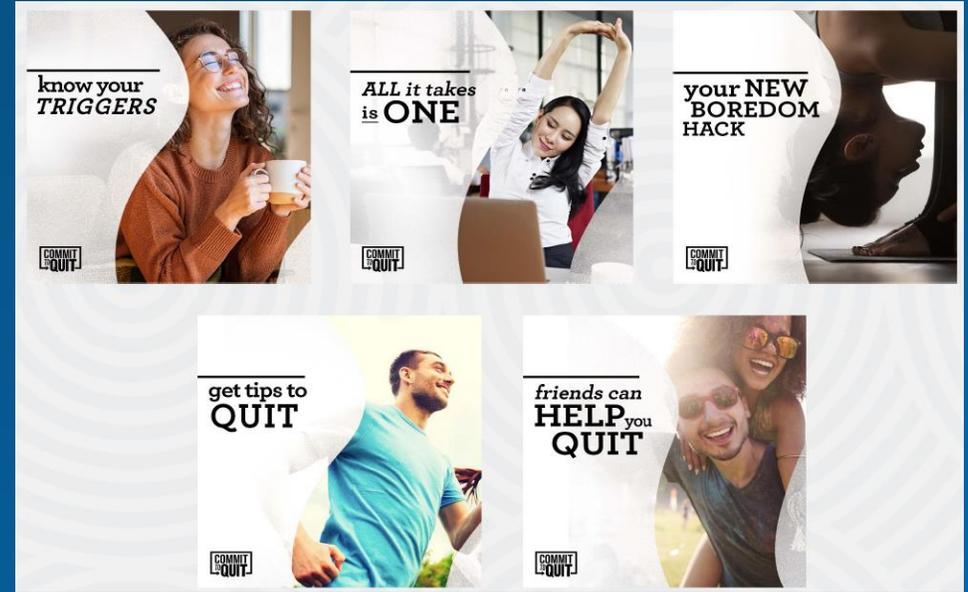
## Spanish Media Tactics

- Facebook
- Instagram
- Streaming Audio
- Radio
- TV
- Digital Content
- Outreach

# Social Posts-Tobacco



# Social Posts - Vaping

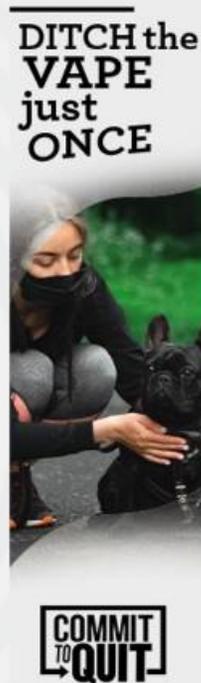


# Google Display Ads Vaping

300 x 600



160 x 600

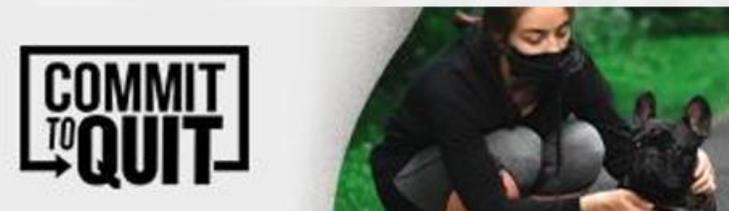


300 x 250



728 x 90

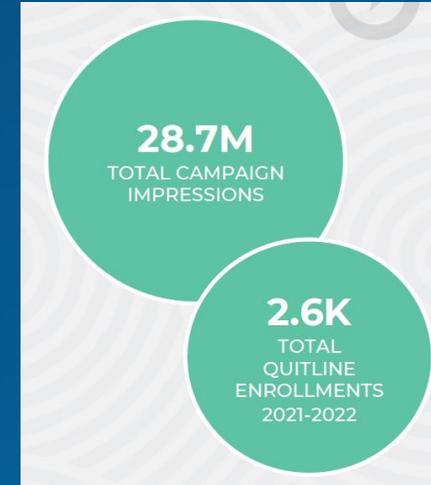
DITCH the VAPE just ONCE



# Phase IIB & Phase IIB Extension *(cont.)*

## Campaign Summary:

- Radio Impressions: 1,289,445
- Google Impressions: 7,407,292
- Gas Station Impressions: 11,400,000
- Spanish Impressions: 1,601,862
- 2021 Quitline Registrations (Dec-Dec): 1,894  
Phone Program: 1,561 / Web Program: 333
- 2022 Quitline Registrations (Jan-April): 705  
Phone Program: 559 / Web Program: 146



# Final Campaign Insights

- Audience continued to respond to positive, hopeful, & uplifting messages
  - Shared stories & experiences
- Messaging that resonated the best in English & Spanish
  - Energy, freedom, “for them”, joining/belonging
- Stress had been compounded due to the pandemic
  - People going back to vices
  - Increase in risky behaviors

# Still work to be done in CT...

- Currently working with our vendor again to finalize our next campaign focused on behavior change with our local health department/district partners
- Goal: increase awareness and engagement with our Connecticut youth, young adults, and adults
- Budget: \$1.4M
- Time frame: February –June 2023
- The Latino Way will be assisting with our outreach to the Hispanic community
- Commit to Quit website improvements
- Media mix TBD



# Thank you!

Any questions?

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