



CONNECTICUT DEPARTMENT OF PUBLIC HEALTH



ADPC Prevention Subcommittee Meeting

DPH Tobacco Cessation Campaign Highlights

November 21, 2022

1:30pm


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



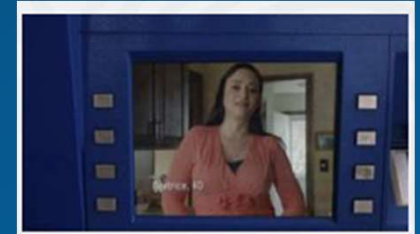
NEVER STOP TRYING TO QUIT.

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

The advertisement features a person walking a dog on a path. The text is overlaid on the image. The bottom section contains a table with performance metrics.

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



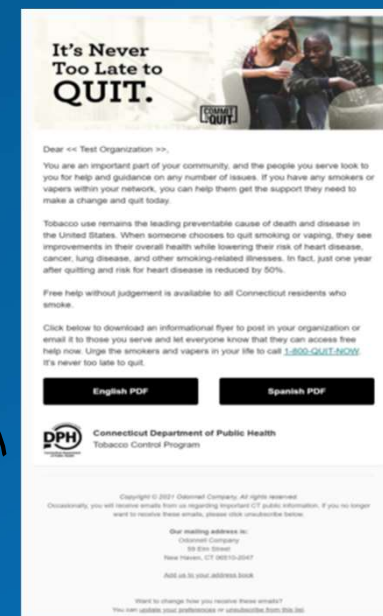
Phase II

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



Phase II Creative Samples



COMMIT TO QUIT

Have you been thinking about quitting smoking? You've got lots of support! In fact, more than 1 million people have given up smoking since the pandemic hit.

Saving money, having more energy, or enjoying the freedom to do what you want each day instead of taking another drag or down—whatever you reason to quit, taking small steps will make a difference.

When it comes to your health, quitting gives you:

- Better breathing.
- Better vision and hearing.
- Lower cholesterol.
- Stronger immune system.
- Lower risk of heart disease, cancer, lung disease, and more.

You have choices. Get help to stop smoking or vaping—there of change with no judgement. Take control of your life, learn how to manage your cravings, and create a plan to last your urges.

Change is possible! Ready to quit?

Visit www.committoquit.com or call 1-800-QUIT-NOW

PH

Comprométase a dejar de FUMAR.

¿Ha estado pensando en dejar de fumar? Tiene mucha gente apoyándolo. En realidad, hay más de un millón de personas que han renunciado a fumar desde el comienzo de la pandemia.

Ahorrrar dinero, tener más energía, o disfrutar de la libertad de hacer lo que le gusta todos los días es convariar en un cigarrillo. Cualquiera que sea su razón para dejar de fumar, tomar pequeños pasos hará la diferencia.

En términos de salud, dejar de fumar le dará:

- Mejor visión y audición.
- Mejor visión y audición.
- Colesterol más bajo.
- Un sistema de defensas más fuerte.
- Disminución del riesgo de enfermedades cardíacas, cáncer, enfermedades de pulmón, y más.

Usted tiene opciones. Obtenga la ayuda para dejar de fumar o vaping — sin costo alguno, sin que nadie lo juzgue. Tome control de su vida. Aprenda cómo manejar sus ganas de fumar y diseñe un plan para vencer sus impulsos.

El cambio es posible! ¿Listo para dejar de fumar?

Visite www.committoquit.com o llame al 1-800-DE-TEL-O-VA.

PH

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

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

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.

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

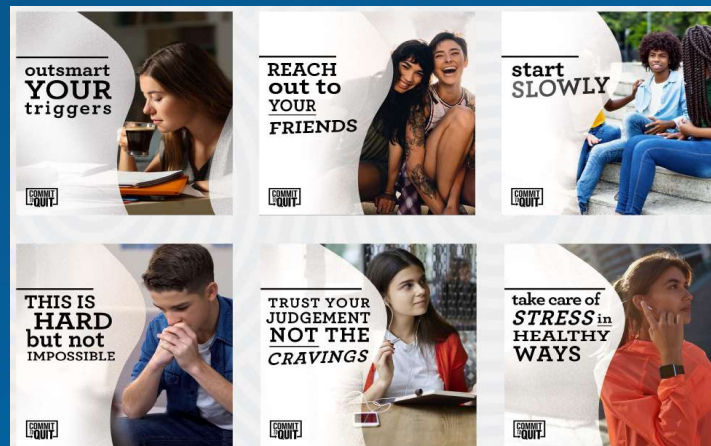
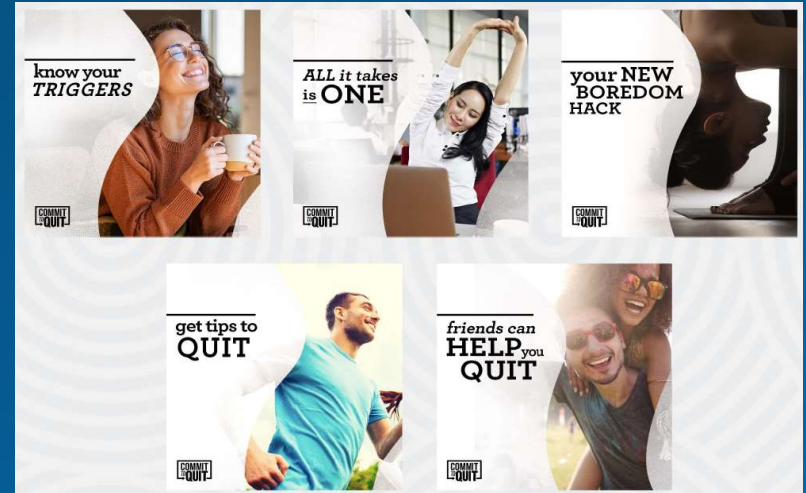
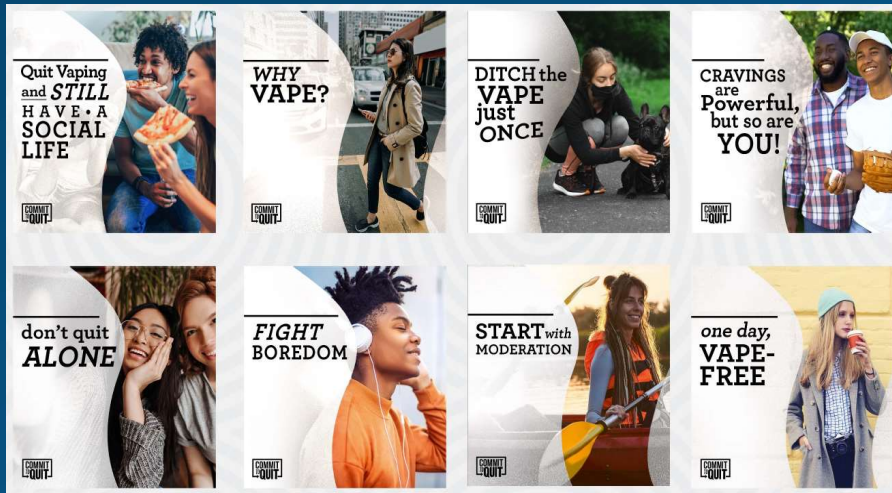
Spanish Media Tactics

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

Social Posts-Tobacco



Social Posts - Vaping



Google Display Ads Vaping

The image displays five different Google Display Ad creatives for an anti-vaping campaign. Each ad features a woman wearing a black face mask and a black jacket, crouching down to pet a black dog. The background is a soft-focus outdoor setting with green foliage. The text 'DITCH the VAPE just ONCE' is prominently displayed in a bold, black, sans-serif font. Below the main text, the logo 'COMMIT TO QUIT' is shown in a stylized, blocky font with an arrow pointing from 'COMMIT' to 'QUIT'. The ads are arranged in a grid-like fashion, with dimensions specified for each: 300 x 600, 160 x 600, 300 x 250, 728 x 90, and a larger 300 x 600 version at the bottom.

300 x 600

DITCH the VAPE just ONCE

COMMIT TO QUIT

160 x 600

DITCH the VAPE just ONCE

COMMIT TO QUIT

300 x 250

DITCH the VAPE just ONCE

COMMIT TO QUIT

728 x 90

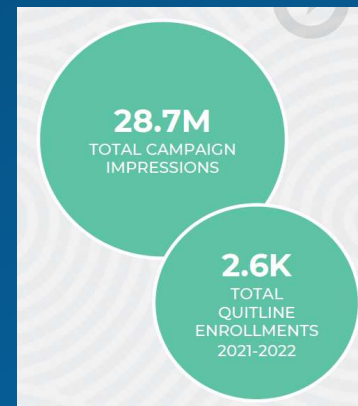
COMMIT TO QUIT

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...

Stay tuned for our next campaign
in collaboration with
local health department/districts...

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