

INCREASING ACCESS to EVIDENCE BASED CESSATION with MEDIA

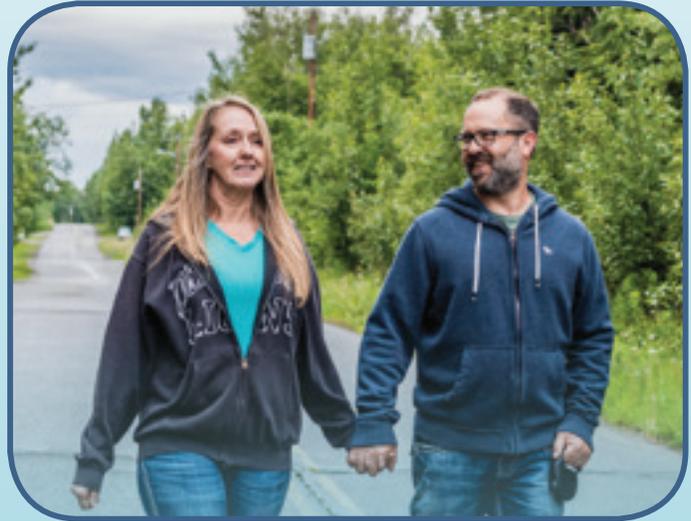
Prepared by Alaska's Tobacco Prevention and Control Program, 2019

Supporting people's efforts to quit tobacco is one of the main goals of the Tobacco Prevention and Control Program. Last year the program worked with partners to create a public education campaign about how Alaska's Tobacco Quit Line services can help individuals quit tobacco. In 2018, the Program formally evaluated the campaign and found it to be the most effective campaign to increase calls to the quit line. While the public service announcements were broadcasted, calls to the Quit Line increased by more than 72 calls per week.



This campaign shares five stories of Alaskans who used the Quit Line. Each story highlights what motivated the individual to call the Quit Line and how diverse services helped him or her quit. Here are their stories.

CHUCK AND MALINDA both started smoking at age 9. After smoking for over two decades, they decided to quit together for their children. Quit Line coaches helped each of them determine what level of nicotine replacement therapy would help them quit and was offered for free. One of the benefits they have greatly appreciated is the money saved on cigarettes.



The next story is from **RAYMOND**, who lives in Yakutat. After smoking for 57 years and many attempts to quit, he called Alaska's Tobacco Quit Line. Raymond's grandson was a big motivation for quitting tobacco and a big supporter as well. Raymond takes great pride in being a positive influence in his grandson's life.

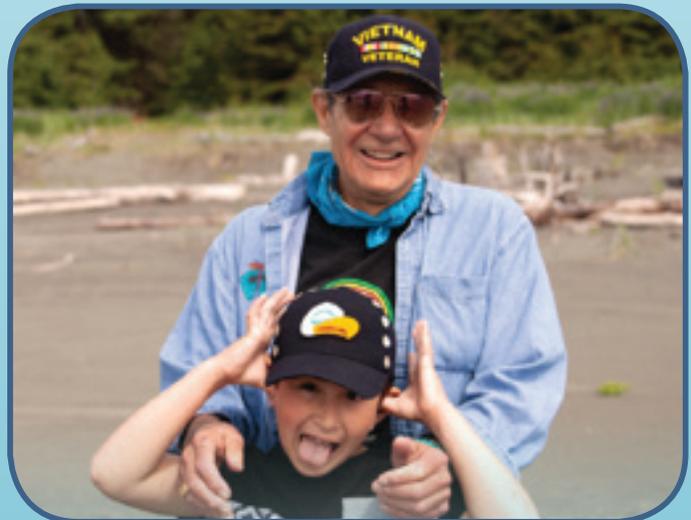
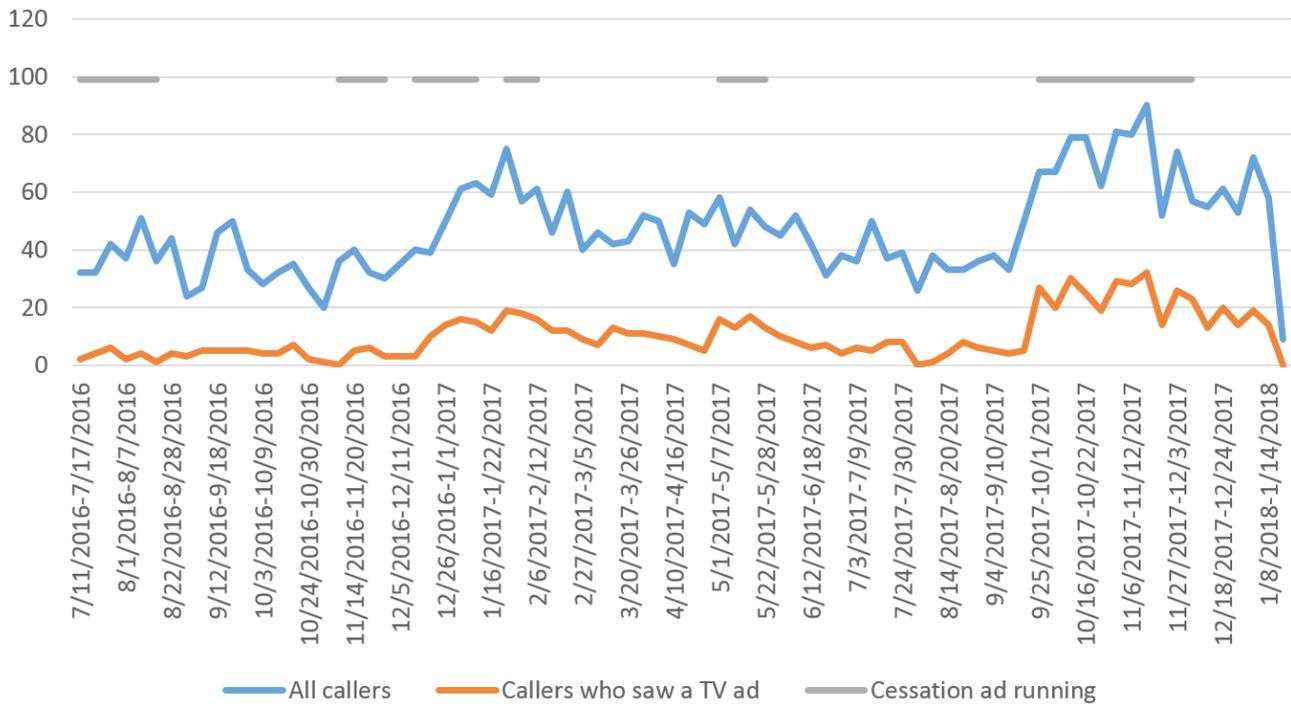


Figure 1. Callers to the AK Quit Line, 7/2016 - 1/2018



The graph demonstrates a correlation between callers who stated they saw a TV ad as why they called and the airing of the Game Plan 2, testimonial campaign. The new campaign ran from September 4, 2017 through January 14th, 2018.

TPC used CDC recommended GRP levels for distribution of this campaign. Even with limitations of only 3 communities in the state that could record GRPs, the quitline received over 72 additional calls per week while airing testimonials of Alaskan’s who used the quitline to successfully quit.



Based on the success of the first 2 stories, in 2019, the campaign will include **ARYIANA, MICHAEL, AND MARIE’s** stories. Each story paints a different picture, showing the many reasons there are to quit and the many ways the Quit Line can help. If you know anyone who wants to quit tobacco, encourage them to contact **Alaska’s Tobacco Quit Line** at **(800) QUIT-NOW, (800) 784-8669**, or visit www.alaskaquitline.com.