

CHRONIC DISEASE PREVENTION **& HEALTH PROMOTION**

WEBINAR SERIES

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TOBACCO TESTIMONIALS: **DEVELOPING MEDIA TO INCREASE CALLS** **TO ALASKA'S TOBACCO QUIT LINE**

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Alaska Department of Health and Social Services
Division of Public Health
Section of Chronic Disease Prevention and Health Promotion

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Objectives

- ❑ Discuss the Alaska Tobacco Prevention and Control Program's best practice for using mass reach health communication interventions
- ❑ Describe Alaska's Tobacco Quit Line and the program's media development to increase calls to the Quit Line
- ❑ Describe the program's media placement
- ❑ Share the evaluation of the campaign, called Game Plan 2

Best Practices for Tobacco Control

State of Alaska's Tobacco Prevention and Control Program follows CDC best practices for a comprehensive tobacco control program.



1. **State and Community Interventions**
2. **Mass Reach Health Communication Interventions**
3. **Cessation Interventions**
4. **Surveillance and Evaluation**
5. **Infrastructure, Administration and Management**

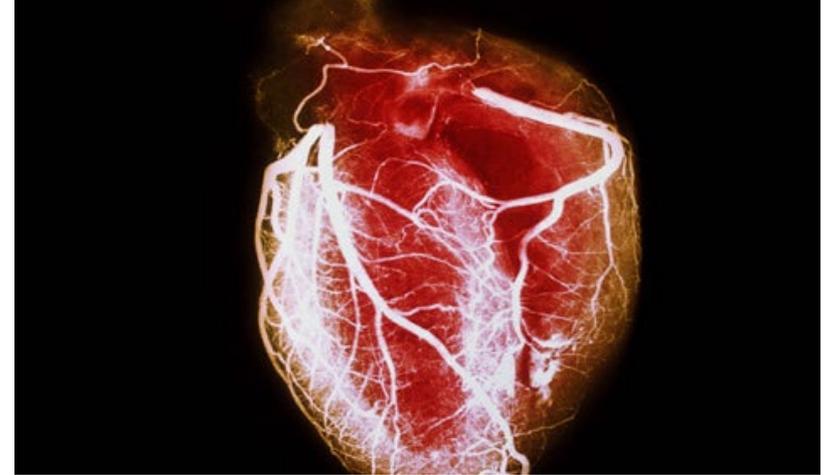
Mass Reach Health Communication Interventions

Goal: Use mass reach health communication interventions to increase calls to Alaska's Tobacco Quit Line.

Data shows the program's media campaigns are effective at increasing adult's intentions of quitting tobacco and increasing calls to Alaska's Tobacco Quit Line.

However, call volumes have dwindled in recent years.

What's Been Done Before



Focus Group Testing

Six focus groups held April through June, 2016

Three communities:

Kotzebue

Utqiagvik

Kenai/Soldotna



Each community had one focus group of smokers and one focus group of non-smokers.

Game Plan 2

- Messages included adults who quit using tobacco by using Alaska's Tobacco Quit Line services.
- Stories highlighted services available:
 - Phone
 - Text
 - Web
 - Free nicotine replacement therapy, which includes patches, gum or lozenges

Media Placed at Recommended Levels

Game Plan 2 media placement met CDC best practices:

- Placed messages on mass-reach media, including TV statewide
- Reached 75% to 85% of target audience each quarter
- Met minimum reach and frequency goals
 - Exceeded the minimum average of 800 Gross Rating Points (GRPs) per quarter in each Designated Market Area

Success Stories



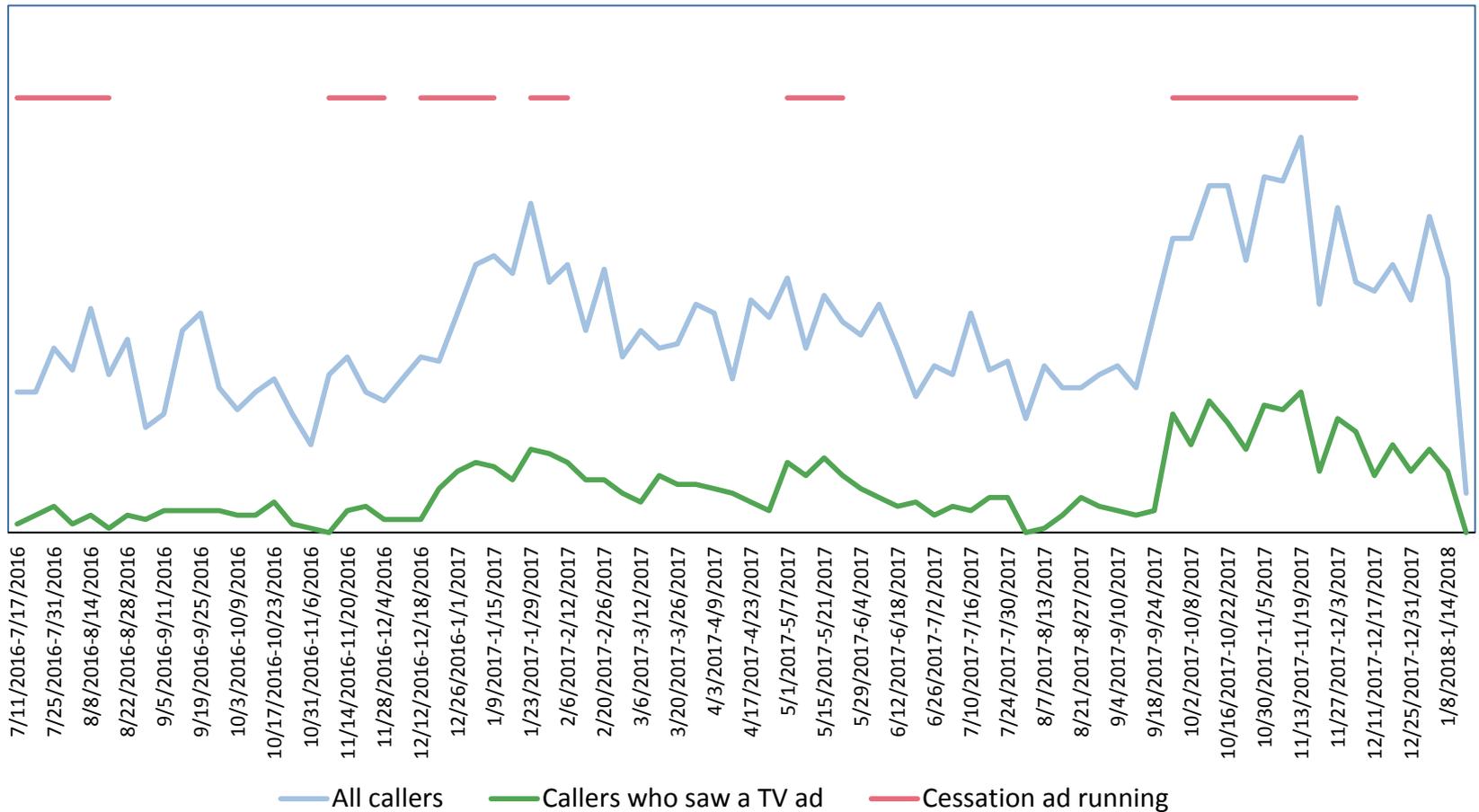
Chuck and Malinda



Raymond



Calls To Alaska's Tobacco Quit Line



Total Calls By Campaigns

Table 1. Quit Line Calls and TV Smoking Cessation Campaigns in Alaska, 7/11/2016 - 12/10/2017[‡]

Cessation Campaign	Start Date	End Date	Total weeks	Total QL calls*	QL calls from PSAs [†]	Total average calls/week	Average calls/week from PSAs
Tobacco Hurts	7/11/2016	8/21/2016	6	230	19	38.3	3.2
Tobacco Replaces	11/7/2016	12/25/2016	6	217	27	36.2	4.5
Tobacco Steals	12/26/2016	1/15/2017	3	174	45	58	15
Cessation Depression	1/23/2017	5/28/2017	7	395	112	56.4	16
Game Plan 2	9/25/2017	12/10/2017	11	788	273	71.6	24.8

*Includes all tobacco users who called the Quit Line requesting an intervention

[†]Includes all tobacco users who called the Quit Line requesting an intervention who said that they were calling after seeing a TV PSA.

[‡]Analysis excludes the PSA campaign, "I didn't think it could happen to me", which only ran in the North Slope region.

Cost Per Call

Table 2. Cost of Quit Line Calls by TV Smoking Cessation Campaign in Alaska, 7/11/2016 - 12/10/2017[†]

Cessation Campaign	Start Date	End Date	Total weeks	TV PSA cost per call
Tobacco Hurts	7/11/2016	8/21/2016	6	\$340.54
Tobacco Replaces	11/7/2016	12/25/2016	4	
	12/12/2016	12/25/2016	2	
Total			6	\$595.59
Tobacco Steals	12/26/2016	1/15/2017	3	
Cessation Depression	1/23/2017	2/12/2017	3	
	5/1/2017	5/28/2017	4	
Tobacco Steals and Cessation Depression	Combined Campaigns [†]		10	\$418.52
Game Plan 2	9/25/2017	12/10/2017	11	\$270.72

[†] Cost information for the Tobacco Steals campaign and the Cessation Depression campaigns is combined as cost information was only available quarterly and these two campaigns aired in the same quarter.

Lessons Learned

- Although focus group findings showed that health harms could motivate tobacco users to quit, **most calls to the quitline were linked to messages focused on success stories and testimonials.**
- Meeting CDC recommended levels of GRPs alone did not necessarily lead to more calls to the quitline. **The content of the message matters** in terms of driving calls.
- **Evaluating cost per quit** helped the program determine that content of the message matters.

Any Questions or Comments?

THANK YOU!

For more information, contact Sara Clark at sara.clark@alaska.gov or 907-269-0465;

Or go to <http://alaskaquitline.com>