

SUCCESS STORY

Communities Putting Prevention to Work

Television Campaign Motivates Kansans to Call Tobacco Quitline

In 2010, the Kansas Department of Health and Environment's Tobacco Use Prevention Program (TUPP) had the goal of helping adult smokers in Kansas quit. Quitlines increase the chance of quitting. Yet, only a small percentage of Kansans who smoke use Quitline services. TUPP knew that ad campaigns increase quit rates and promote cessation aids, such as Quitlines. TUPP used Communities Putting Prevention to Work (CPPW) funding to create an ad campaign aimed at tobacco users, promoting use of the Kansas Tobacco Quitline.

For ads to be effective, they need to be tailored to the viewer. TUPP held focus groups of tobacco users from across Kansas to understand their concerns. The focus groups found three themes: 1) the cost of smoking and its effect on personal budgets; 2) the effect of smoking on children; and 3) a desire for free help with quitting. Focus group members did not want to see ads in which smokers were insulted or slandered.

Two different ad campaigns were crafted. Each TV ad had supporting posters, table tents (English and Spanish), bus ads and brochures. One ad shows a woman pulling out money rolled up like a cigarette all day. At the end of the day she realizes she has been smoking dollar bills and looks disgusted. Then the ad talks about how much money she spends, "The average smoker spends about \$150 a month on cigarettes. That's almost \$2,000 a year. If you are tired of paying the price, call the Kansas Tobacco Quitline." It also gives the number and Web site.

The second ad shows a little boy dressing up as a super hero. Once he has his gear on, the speaker says, "Get geared up to fight your arch enemy, nicotine. Call 1-800-QUIT-NOW and a quit coach will help you plan your attack on nicotine and fight cravings." The little boy pretends to fly. At the end he picks up the phone. This ad won a Silver Addy, a major state advertising award, for the health promotion category.

During 2011 these two ads ran on broadcast and cable TV stations in the Wichita market, the largest market in the state reaching about 40% of residents. The 2011 campaign had an average of 1,966 targeted rating points (TRPs) during each quarter, which is greater than the minimum 1,200 TRPs recommended by CDC's Best Practices for Comprehensive Tobacco Control Programs.

This campaign produced positive results. During the campaign, 2,581 Kansas smokers signed up for counseling (by phone or online), about a 19% increase from 2010. Using CPPW funds, TUPP offered Nicotine Replacement Therapy (NRT) such as nicotine gum or patches to those who registered between November 2010 and March 2011. This was the first time TUPP offered NRT. This program is still working—from January to October 2012, 2,379 Kansans have signed up for Quitline help.



Kansans

References:

1. Guide to Community Preventive Services. Increasing Tobacco Use Cessation Web site. <http://www.thecommunityguide.org/tobacco/cessation/quitlines.html>. Accessed December 11, 2012.
2. Centers for Disease Control and Prevention. *Telephone Quitlines: A Resource for Development, Implementation, and Evaluation*. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health; 2004.

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