



TRU ROAD TOUR

Evaluation of 2004 TRU Media Campaign

Sponsor:	The North Carolina Health & Wellness Trust Fund (HWTF)
Media Vendor:	CapStrat
Evaluators:	University of North Carolina Tobacco Prevention & Evaluation Program (UNC-TPEP)

Background

- ❑ 25% of North Carolina population under age 18
- ❑ 2 million youth
- ❑ 1.4 million in school
- ❑ 750,000 ages 11-17 (target of TRU campaign)
- ❑ 14.3% middle school students use tobacco (9.3% cigarettes)
- ❑ 33.7% high school students use tobacco (27.3% cigarettes)

Sources: 2003 NC Census, 2003 NC Youth Tobacco Survey

Background

- ❑ NC-HWTF launched a youth-targeted, tobacco prevention, radio campaign called “Tobacco.Reality.Unfiltered.” or “TRU” in 2003 to complement school & community programs to reduce youth tobacco use.
- ❑ Early evaluation results suggested need for campaign switch to television.
- ❑ UNC-TPEP produced a report on best practices for youth anti-tobacco media campaigns in late 2003 to guide formation of television advertisements.*
- ❑ CapStrat used one of the recommended themes, serious health consequences from tobacco use, as the primary basis for the campaign.
- ❑ The TRU television media campaign launched on TV in April of 2004.

* The report is available at: http://fammed.unc.edu/TPEP/hwtfceval/reports/media_analysis03.pdf

Background

- ❑ Ads ran April-early Nov. 2004.
- ❑ Three ads (*Anna, Jacobi, Brad*) ran April – October.
- ❑ One ad (*Travelogue*) ran in October through early November.
- ❑ Ads were played more frequently in the Charlotte media market to test the effect of different levels of exposure to the campaign.

Evaluation: Methodology

Longitudinal telephone survey



Adolescent focus groups



Telephone survey

- ❑ Time 1: 637 NC youth ; Time 2: 604 NC youth
- ❑ Longitudinal design (will continue to follow)
- ❑ Ages 11 to 17
- ❑ Interviewed before and after campaign
- ❑ Spring and Fall of 2004
 - Assessed campaign awareness, comprehension, and reaction
 - Short-term outcomes of smoking behaviors and intentions, tobacco-related knowledge and attitudes
 - *Not* expected that behaviors or attitudes would change in just 6 months

Telephone Survey

- ❑ Campaign designed to measure a “dose effect”. Ads shown more often in Charlotte so can compare results to rest of state
- ❑ Minimum dose needed to show effect not well established
- ❑ Data weighted according to NC demographics; outcomes can be generalized to entire population of NC youth



Focus Groups

- ❑ Goals:
 - to understand how NC youth seeing/interpreting TRU ads
 - to gain insight on how ads might be improved
- ❑ 14 groups conducted across the state in Nov/Dec 2004, after end of campaign
- ❑ Groups of varying age, gender, ethnicity, and smoking status
- ❑ ~ 140 youth ages 13-17

The full focus group report is available at: http://fammed.unc.edu/TPEP/focus_group_report05.pdf

Telephone Survey Results

Campaign Awareness

- 2004 TRU media campaign had a moderate reach among NC youth, 11 to 17 years of age, with 45% reporting recall of at least one ad.
- Youth in the Charlotte media market reported higher campaign awareness (52.9%) compared with the rest of the state (41.5%).*
- Younger youth reported greater awareness (47.4%) than older youth (41%).
- Non-white youth reported greater awareness (54.8%) than white youth (40.5%).*
- No overall awareness differences between males and females.

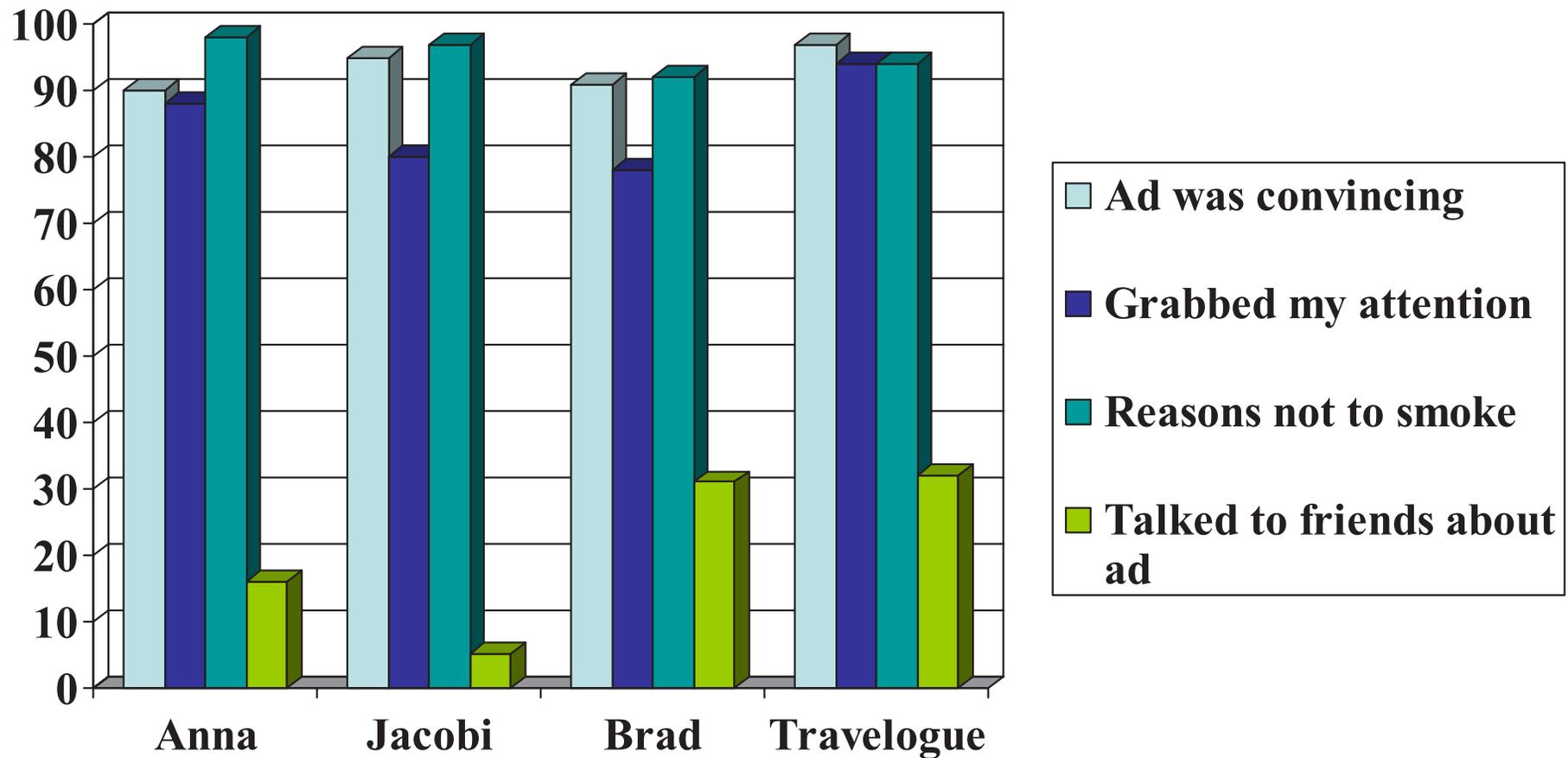
* Statistically significant

Individual Ad Awareness

The *Anna* ad was the most commonly seen of all the TRU ads with 29.9% of the youth reporting confirmed awareness of that ad in comparison to 19.1% for *Jacobi* , 5.2% for *Brad*, and 5.5% for *Travelogue*.



Ad Reactions



Overall Ad Awareness:

29.9%

19.1%

5.2%

5.5%

Individual Ads

ANNA

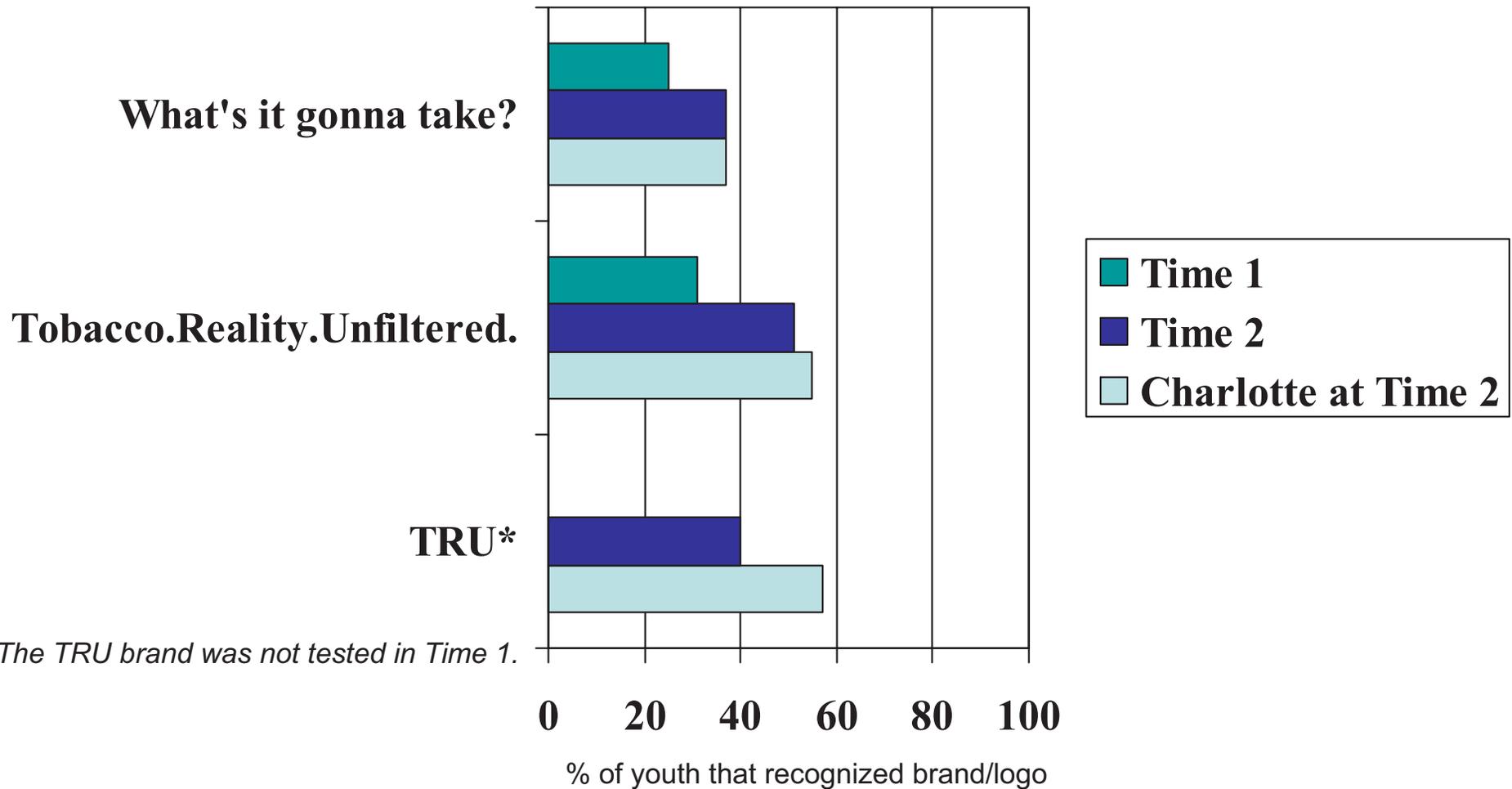
Confirmed Awareness	29.9%
Ad was convincing	90.9%
Ad grabbed my attention	88.0%
Gave good reasons not to smoke	98.0%
Talked to friends about ad	15.7%

Individual Ads

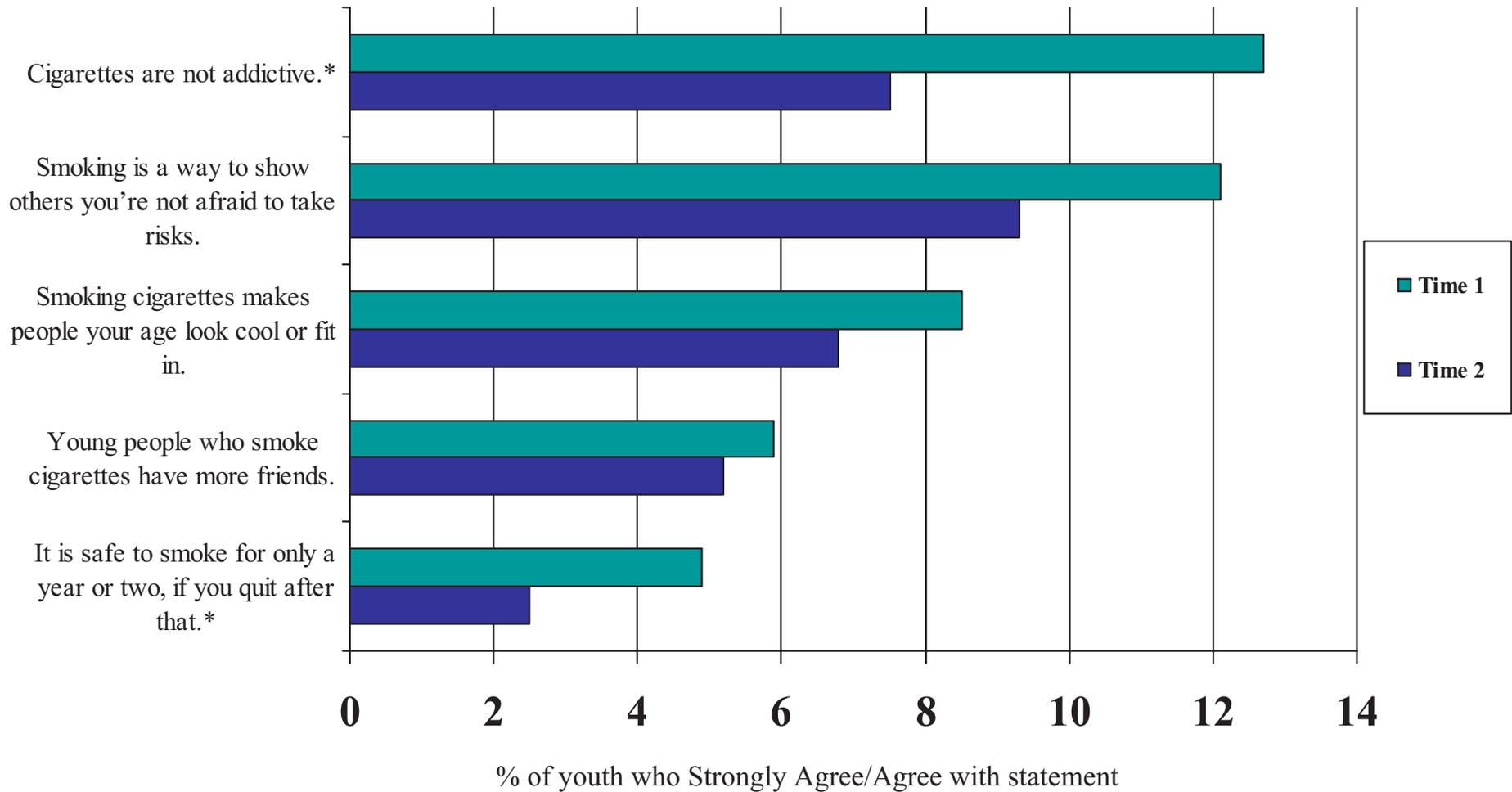
TRAVELOGUE

Confirmed Awareness	5.5%
Ad was convincing	97.4%
Ad grabbed my attention	93.5%
Gave good reasons not to smoke	94.3%
Talked to friends about ad	31.6%

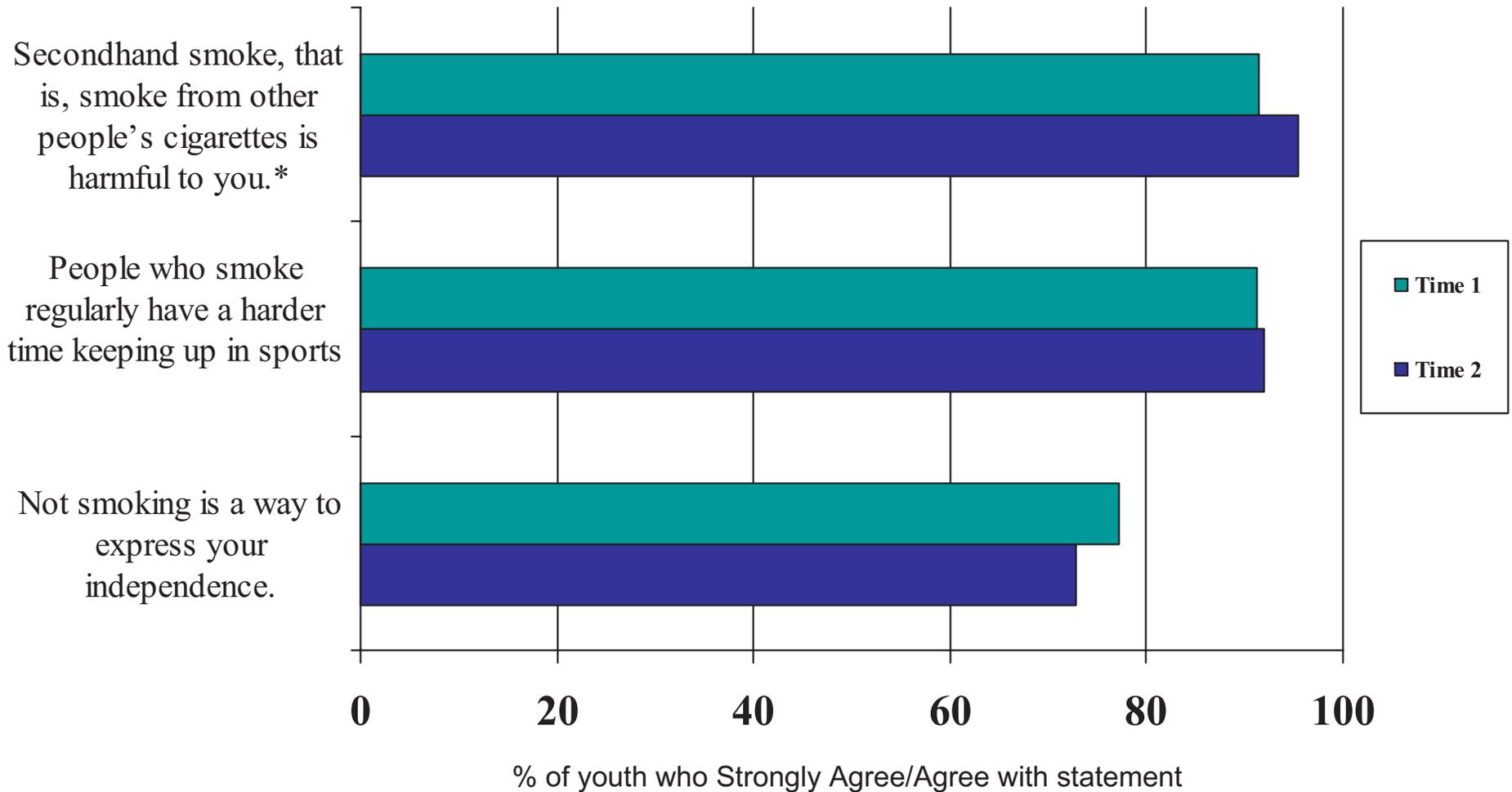
Brand/Logo Recognition



Attitudes Toward Smoking



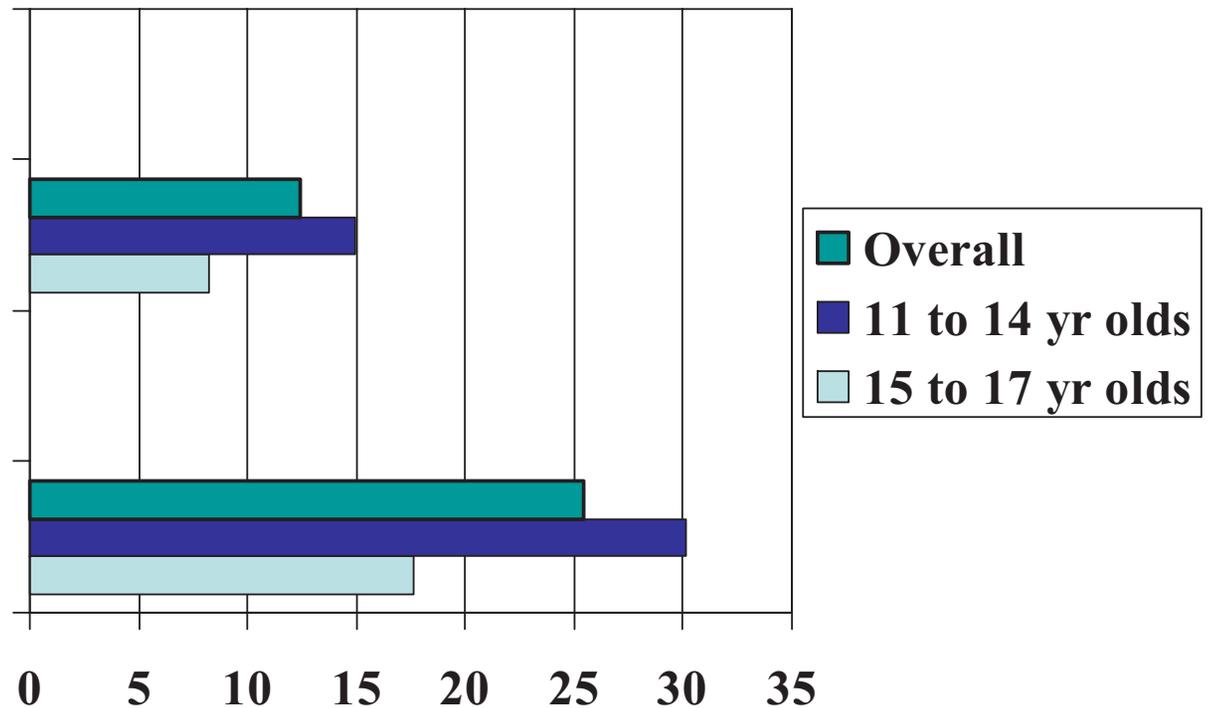
Attitudes Toward Smoking



Participation in Anti-Smoking Activities

Percentage of youth participating in anti-tobacco community events*

Percentage of youth participating in anti-tobacco school events*



Susceptibility to Smoking

- Susceptibility to smoking is a measure of “likelihood to smoke” based on youth’s responses to several hypothetical questions:
 - Do you think you will smoke a cigarette in the next year?
 - Do you think that you will ever smoke a cigarette in the future?
 - If one of your best friends offered you a cigarette, would you smoke it?

Susceptibility to Smoking

- ❑ Initial results show that youth who were non-susceptible, non-smokers at Time 1 and aware of the TRU campaign were less likely to have experimented with cigarettes at Time 2 than their non-TRU aware counterparts.
- ❑ Other data on smoking behavior are inconclusive, as expected at such an early time in the campaign.



Focus Group Results

- ❑ Evaluation of the ads that were shown most frequently in the campaign (*Anna* and *Jacobi*) was mixed

- ❑ Focus group youth felt that the *Anna* ad could have been more effective if:
 - it had grabbed attention earlier;
 - it were more emotional when telling the story of the grandmother;
 - it had featured testimonial from the grandmother in addition to Anna; and
 - it had shown graphic images of the health consequences suffered by Anna's grandmother.

Focus Group Results

The last ad produced for the campaign, *Travelogue*, demonstrated a clear preference as the favorite ad by the majority of youth in 13 of 14 groups.



Focus Group Results

- ❑ The reasons youth gave for choosing *Travelogue* included three major elements emphasized by groups as effective or memorable.
 - graphic display of serious health consequences of smoking, which elicited strong reactions/emotions;
 - the featured individuals telling stories about their own experiences, rather than those of a friend or family member; and
 - a diversity (ethnic, gender, and age) of people.

I. Conclusions: Campaign Design

- A. Continuation of an evidence-based mass media campaign to reduce youth consumption of tobacco products must be a high priority in NC.

- B. The media campaign should maintain a *continuous* (year-round) presence on television and in community activities with NC youth.

II. Conclusions: Campaign Awareness

- A. The 2004 TRU/Tobacco.Reality.Unfiltered. campaign reached approximately 4.5 out of every 10 youth or an estimated 359,000 NC youth.
- B. The campaign reached diverse youth (males and females, whites and non-whites, younger and older youth).
- C. Awareness of campaign slogan and brand increased substantially over the last two years. The brand Tobacco. Reality. Unfiltered. is now recognized by an estimated 439,000 NC youth.

III. Conclusions: Campaign Impact

- A. NC youth appear to be forming stronger attitudes against cigarette use and exposure to secondhand smoke. Stronger attitudes may relate to future declines in youth tobacco use.

- B. Differences between the level of TRU-aware and non-TRU aware youth's experimentation with cigarettes suggest that the campaign protected an estimated 9,000 youth from smoking.* Extrapolating the proportion of these youth who would have become established smokers predicts health care cost savings of 3.8 million dollars in NC.

* This relationship holds true only for youth who were non-susceptible to smoking at baseline.

IV. Conclusions: Future Campaign

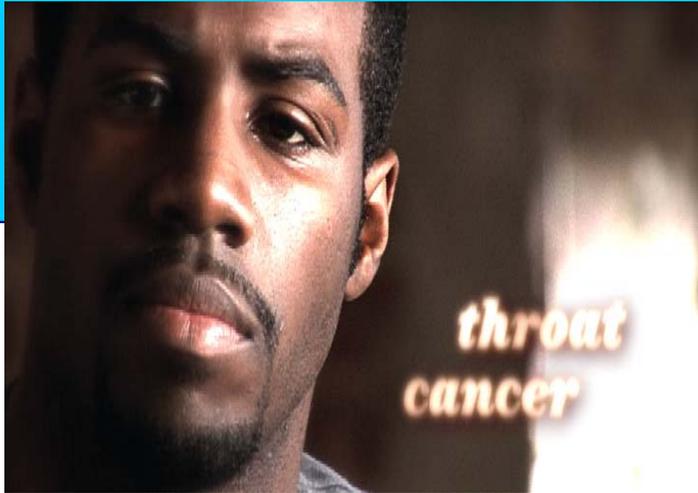
- A. Future campaigns should use the higher GRP (Gross Rating Points) intensity, at a minimum, of the Charlotte area statewide. If the GRP for the Charlotte area were done statewide, the media campaign would have reached an additional 68,600 youth.

- B. A goal of at least 80% confirmed campaign awareness should be sought in the coming years. To reach this goal, it will be necessary to significantly expand campaign resources.

IV. Conclusions: Future Campaign

- C. The next media campaign should note that the last advertisement in the TRU campaign, *Travelogue*, was rated most highly and appears to incorporate many essential elements of a strong, evidence-based advertisement.

- D. Continuous monitoring and improvement of the HWTF media campaign will occur with the current evaluation design.



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