**RESULTS: NC YOUTH SMOKING RATES**

- **NC Middle School Smoking Rates 1999-2007**
  - Before HWTF Funding: 38%
  - After HWTF Funding: 31.6%
  - Decrease: 6.4%

- **NC High School Smoking Rates 1999-2007**
  - Before HWTF Funding: 27.3%
  - After HWTF Funding: 20%
  - Decrease: 7.3%

**RESULTS: YOUTH AWARENESS OF AND RESPONSES TO TRU MEDIA CAMPAIGN**

**Awareness of TRU Campaign and Brand**
- Youth awareness of TRU campaign ads increased significantly from 2004 (48%) to 2009 (77%).
- Awareness of the T-R-U, or TRU, brand reached 63% in the 2009 survey.
- While awareness of TRU slogans increased significantly from 2004 to 2009, awareness of the national truth campaign decreased (see figure below).

**Positive Responses to 2008/2009 Ads**
- 94% of NC youth who saw the 2008 ads reported that they were convincing, attention-grabbing, and gave good reasons not to smoke.

**LIMITATIONS**
- Regression analyses show that TRU campaign is reaching NC youth who remain susceptible to smoking.
- Positive changes in youth attitudes, TRU campaign awareness, smoking susceptibility, and smoking behaviors have occurred in the first five years of the TRU campaign.
- The TRU campaign is an important part of recent successes in reducing youth tobacco use in NC.

**CONCLUSIONS**
- The TRU campaign must continue to target susceptible youth.
- New TRU ads should be developed and aired to continue capturing youth attention.
- The TRU media campaign should continue to be integrated with community and school programs.

**RECOMMENDATIONS**
- Use of telephone surveys may yield lower estimates of smoking than school based, self-administered surveys.
- Campaign impact can not be isolated from effect of other tobacco prevention and control activities (e.g. statewide teen tobacco prevention programs in schools and communities, excise tax increases, etc.).

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**REFERENCES**