“What Are You Breathing?”
Media Campaign Evaluation

June-August 2004

Prepared by the EnTER Program
UNC-Chapel Hill
Project Overview

- Principles
- Objectives
- Methods
  - Applications for Participating Communities
  - Development of Campaign
  - Implementation of Media Campaign
  - Interaction with Local Coalitions
- Results
  - Paid Media
  - Earned Media
- Discussion
  - Outcomes
  - Future Recommendations
Background

• Media campaigns known to be effective
  – reducing tobacco initiation
  – increasing cessation.
• Less is known about media and SHS
• No prior work on media campaigns for adults in NC
Principles

- Working with local coalitions
- Multi-level approach
  - Paid media
  - Earned media
  - Media advocacy
  - Local events
- Multi-media/One message
- Small budget

“What Are You Breathing?” Media Campaign
June-August 2004
Objectives

- Increase exposure to SHS messages among target population
- Increase local coalition interest in SHS-related issues
- Gain earned media
- Increase individual action
Methods

• Applications for Participating Communities

• Development of Campaign

• Implementation of Media Campaign

• Interaction with Local Coalitions
Two communities, Asheville and Edenton, were chosen based on their responses to a questionnaire.

Two control communities, High Point and Boone, were selected for their similarity to Asheville and Edenton.
Methods
Development of Campaign

• Newspaper Ads and Inserts
• Billboards
• Church bulletin inserts
• Banners
• Bookmarks
• Baseball Program Ad

Each media piece has . . .
• Slogan
• Toll-free number
• wwwSmokeFreeNC.org

“What Are You Breathing?” Media Campaign
June-August 2004
Methods
Implementation and Local Coordination

• Paid Media
  – Ads and inserts in local papers
  – Bulletins, flyers & banners at local events

• Local earned media
  – Press releases
  – Newspaper and radio coverage

“What Are You Breathing?” Media Campaign
June-August 2004
Results

Measures:

• # calls to the toll-free number
• % increase of hits to website
• Amt of earned media
• Saturation of local media markets
• # local events promoting media campaign
• # local coalitions applying for participation in project
• Key informant interviews with local coordinators
Results
Toll-Free Number

<table>
<thead>
<tr>
<th>Reason</th>
<th>Calls</th>
</tr>
</thead>
<tbody>
<tr>
<td>Want info on SHS</td>
<td>12</td>
</tr>
<tr>
<td>Cessation</td>
<td>5</td>
</tr>
<tr>
<td>No message</td>
<td>12</td>
</tr>
<tr>
<td>Other (eg ad sales)</td>
<td>4</td>
</tr>
<tr>
<td>Total Calls</td>
<td>33</td>
</tr>
</tbody>
</table>

“What Are You Breathing?” Media Campaign
June-August 2004
Results
Website Traffic

“What Are You Breathing?” Media Campaign
June-August 2004
## Results
### Website Traffic

<table>
<thead>
<tr>
<th>Date</th>
<th># of Visitors/ mo</th>
<th>Monthly Visits</th>
<th>Page Views</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pre-Intervention</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(March, April, May)</td>
<td>155</td>
<td>345</td>
<td>733.67</td>
</tr>
<tr>
<td><strong>Intervention</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(June, July, August)</td>
<td>295</td>
<td>642.67</td>
<td>1367.33</td>
</tr>
</tbody>
</table>

“What Are You Breathing?” Media Campaign  
June-August 2004
Results
Earned Media

Article in Chowan Herald
“Edenton Restaurants Go Smoke-Free”
• Experiences of restaurant owners who have decided to make their restaurants smoke free.
• Information about the health risks of secondhand smoke.

Article in Asheville Citizen-Times
“Campaign wants you to know secondhand smoke is dangerous”
• Information about media campaign activities and the dangers of secondhand smoke.
## Results
### Saturation of Local Media Markets & Local Events

<table>
<thead>
<tr>
<th>Materials Distributed</th>
<th>Event/ Location</th>
<th>overall exposure</th>
<th>Event/ Location</th>
<th>overall exposure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bookmarks</td>
<td>Churches, libraries, wellness fair</td>
<td>3,000</td>
<td>Edenton Steamers Game; schools; Chowan Hospital</td>
<td>1,000</td>
</tr>
<tr>
<td></td>
<td>Jones Elementary School</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Buncombe County employees</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Church Bulletin Inserts</td>
<td>9 area churches</td>
<td>3,000</td>
<td>9 area churches</td>
<td>2,875</td>
</tr>
<tr>
<td>Earned media</td>
<td>Article in Asheville Citizen-Times</td>
<td>20,000</td>
<td>Article in Chowan Herald</td>
<td>5,000</td>
</tr>
<tr>
<td></td>
<td>Karen Caldwell radio interview</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Newspaper Ads</td>
<td>64 ads exposure=20,000/wk</td>
<td>640,000</td>
<td>24 ads exposure=5,000</td>
<td>120,000</td>
</tr>
<tr>
<td></td>
<td>8 inserts exposure=20,000</td>
<td>160,000</td>
<td>8 inserts exposure=5,000</td>
<td>40,000</td>
</tr>
<tr>
<td>Newspaper Inserts</td>
<td>6 billboards for 8 weeks views=930,000/wk</td>
<td>7,440,000</td>
<td>6 billboards, 8 wks; views=28,400/wk</td>
<td>227,200</td>
</tr>
<tr>
<td></td>
<td>Buncombe Health Center</td>
<td>3688</td>
<td>Edenton Steamers views=1100/game</td>
<td>1,100</td>
</tr>
<tr>
<td>Program Ad</td>
<td>Edenton Steamers views=1100/game</td>
<td></td>
<td></td>
<td>28,600</td>
</tr>
</tbody>
</table>

"What Are You Breathing?" Media Campaign  
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Results
Paid Media

Billboards: 7,667,200 views

What are you breathing?
Ammonia  Methane
Ethanol
[Image]
1-866-88-LUNGS

Newspaper Inserts: 200,000 views

What are you breathing?
Formaldehyde
Ammonia
Methane
Acetal
Acetone
Ethanol
Benzene

Want to know more?
Call 1-866-88-LUNGS or visit www.smokefreenc.org

Newspaper Ads and Articles:
785,000 views

“WHAT ARE YOUR KIDS BREATHEING?”

Bookmarks, Banners, Bulletins:
14,663 views

Total views:
8,695,463

“What Are You Breathing?” Media Campaign
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Increase exposure to SHS messages among target population
Increase local coalition interest in SHS-related issues
Gain earned media
Increase individual action
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Discussion
Successes & Limitations

Successes
• Reached large numbers for small cost
• First media campaign of its type in state
• Maximized local coalition involvement

Limitations
• Couldn’t test increased knowledge
• Toll-free number
• Don’t know which element was most effective
Discussion
Future Recommendations

• Was this the right theme?
  – Could we have been more action-oriented?
  – Need focus groups of target audience
  – Pre- and post-testing

• Can we refine this model?
  – Which media were most effective?
  – How can we maximize earned media?
  – How can we maximize local events?

• How can we expand the campaign across the state?
Special Thanks!

Tobacco Prevention and Control Branch
Jean Bunch, Chowan Co Tobacco Prevention Coordinator
Karen Caldwell, Buncombe Co Tobacco Prevention Coordinator

Advisory Committee on Cancer Coordination and Control

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