



Tobacco.Reality.Unfiltered. Using Personal Testimonials in a Youth Prevention Media Campaign

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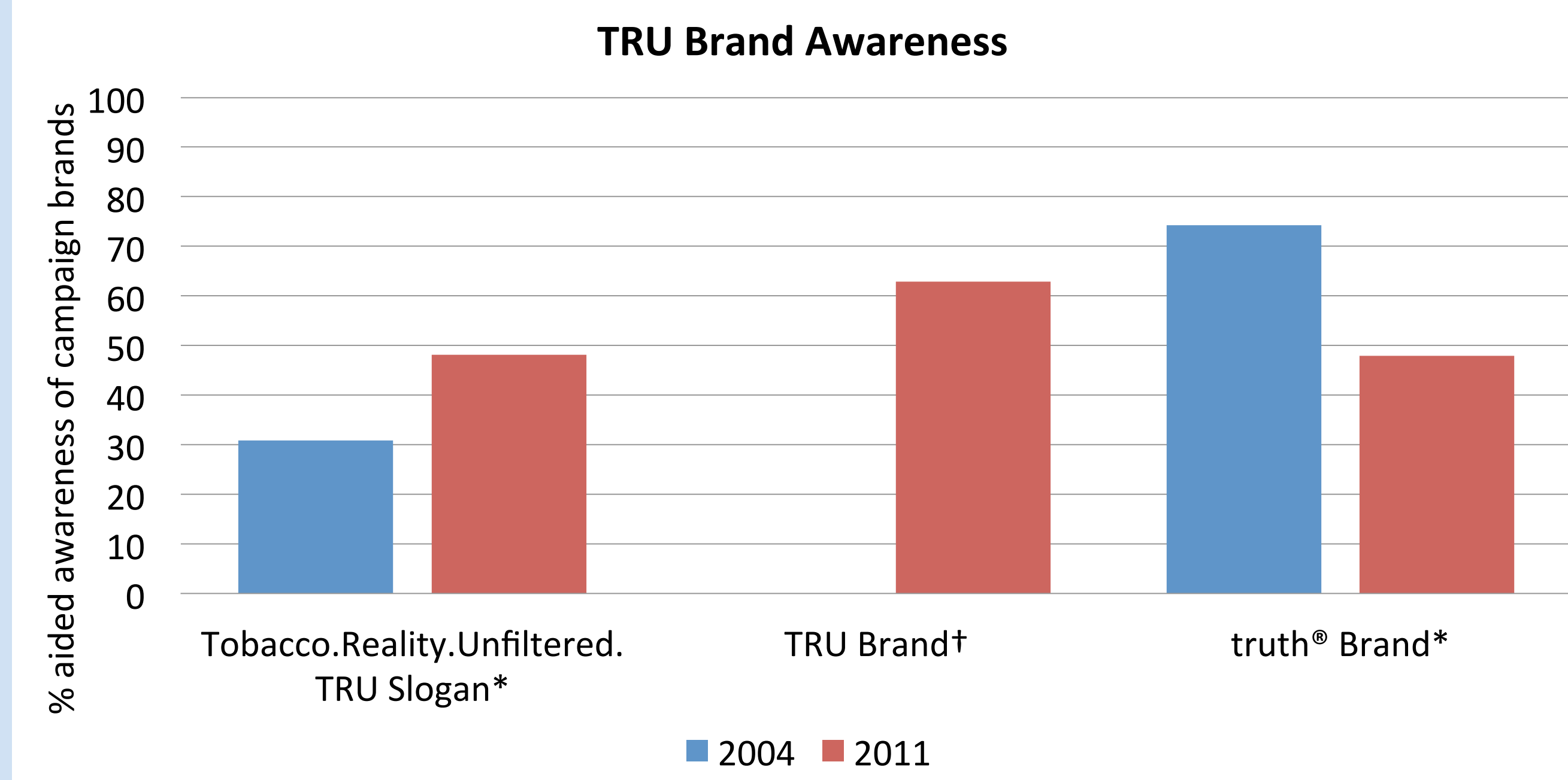
Background

- North Carolina's Tobacco.Reality.Unfiltered. (TRU) Campaign
- Personal testimonials from real North Carolinians about the serious health consequences of smoking
- TRU campaign and brand integrated into school- and community-based teen tobacco prevention initiatives 2004 - 2011
- New ads developed in 2004, 2005, 2008, and 2010. Ads primarily on TV, some movie theater and internet in later years
- Yearly campaign funding from \$1.7 - \$5 million

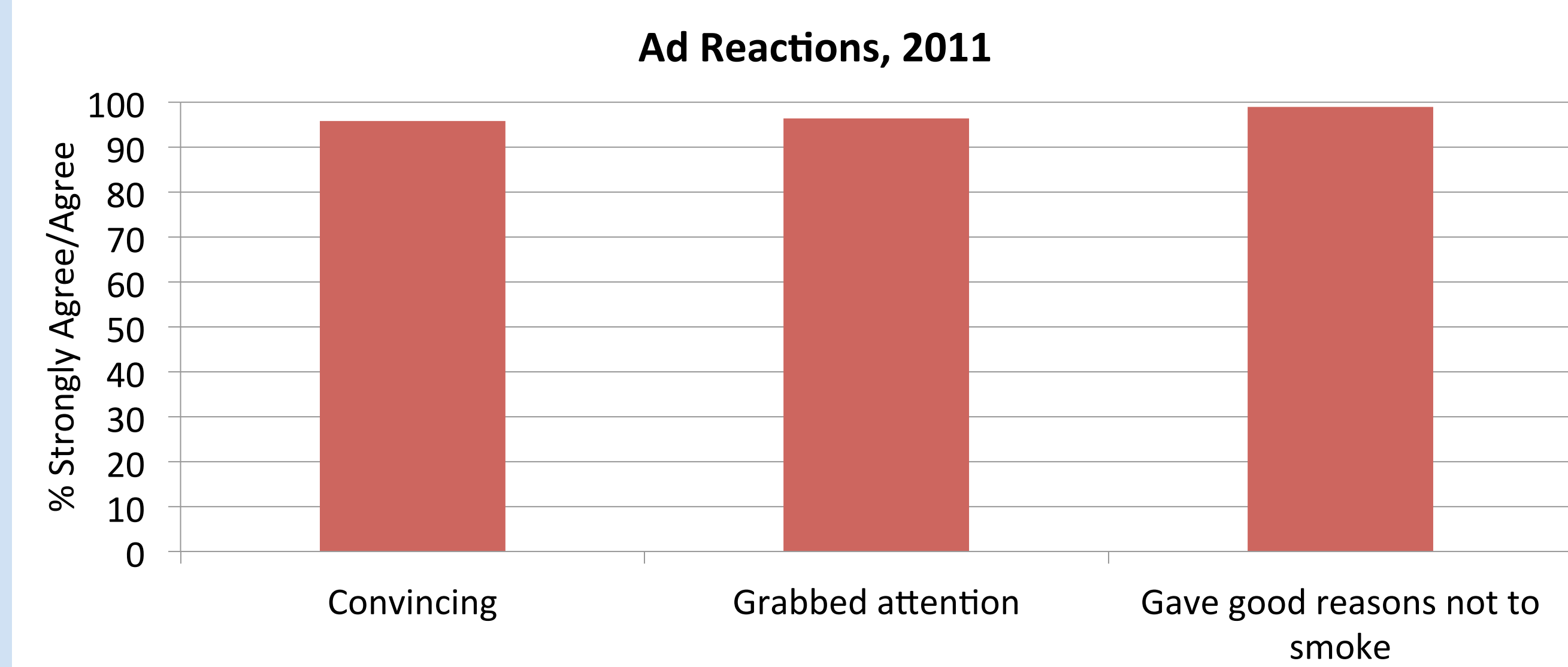
Methods

- Telephone survey with youth ages 11 – 17. Key outcomes: tobacco use and susceptibility; confirmed ad awareness and ad reactions; brand awareness
- Six survey waves 2004 – 2011. Data from baseline (n=637), first follow-up surveys in 2004 (604), and final cross-sectional survey in 2011 (n=1,002).
- Sampling weights and adjustments made to align sample to NC population
- SAS survey procedures used for complex survey design and sampling weights
- Backwards stepwise regression analyses

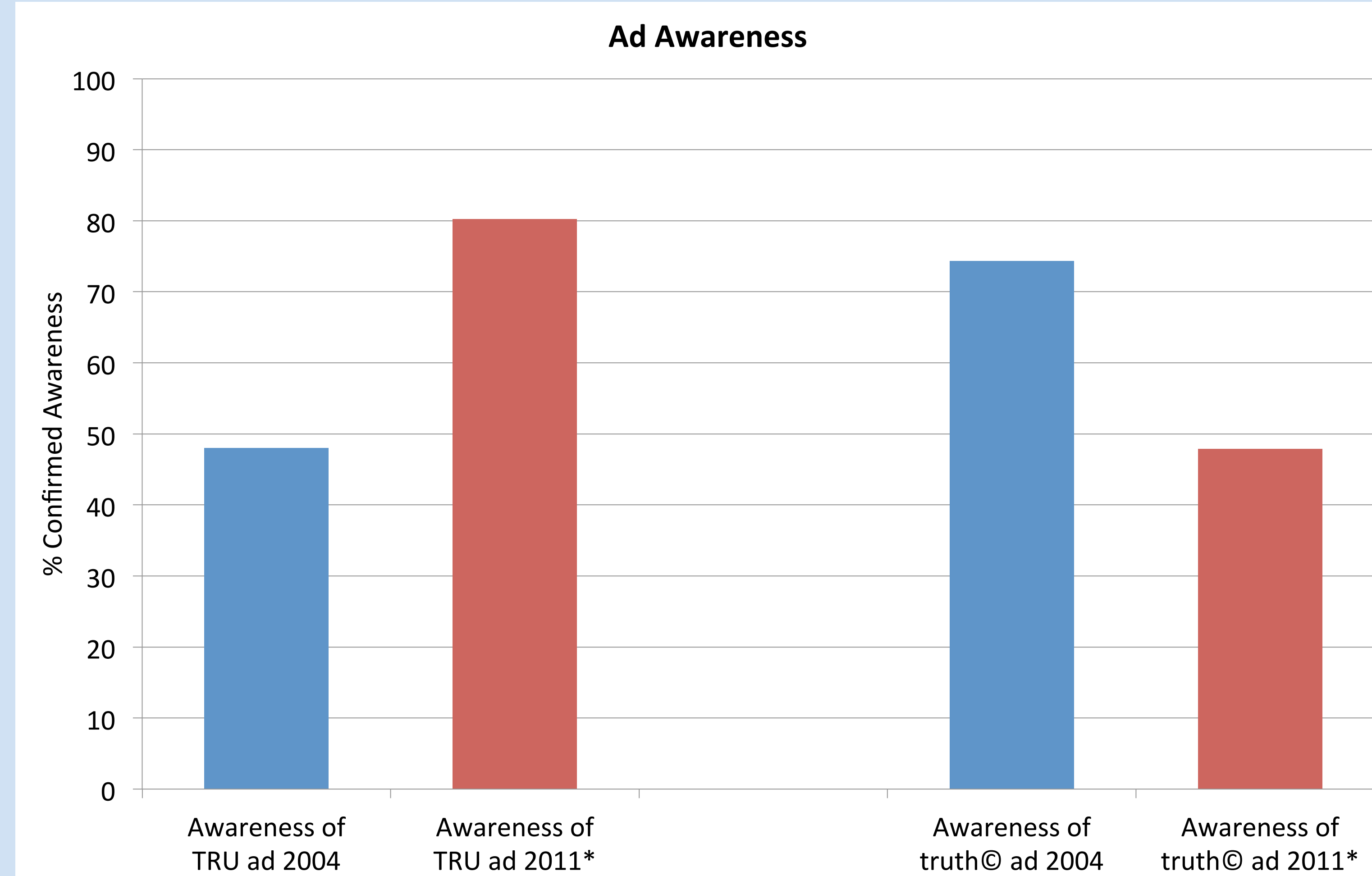
Results



* Changes significant at p<0.0001 † Not asked in 2004



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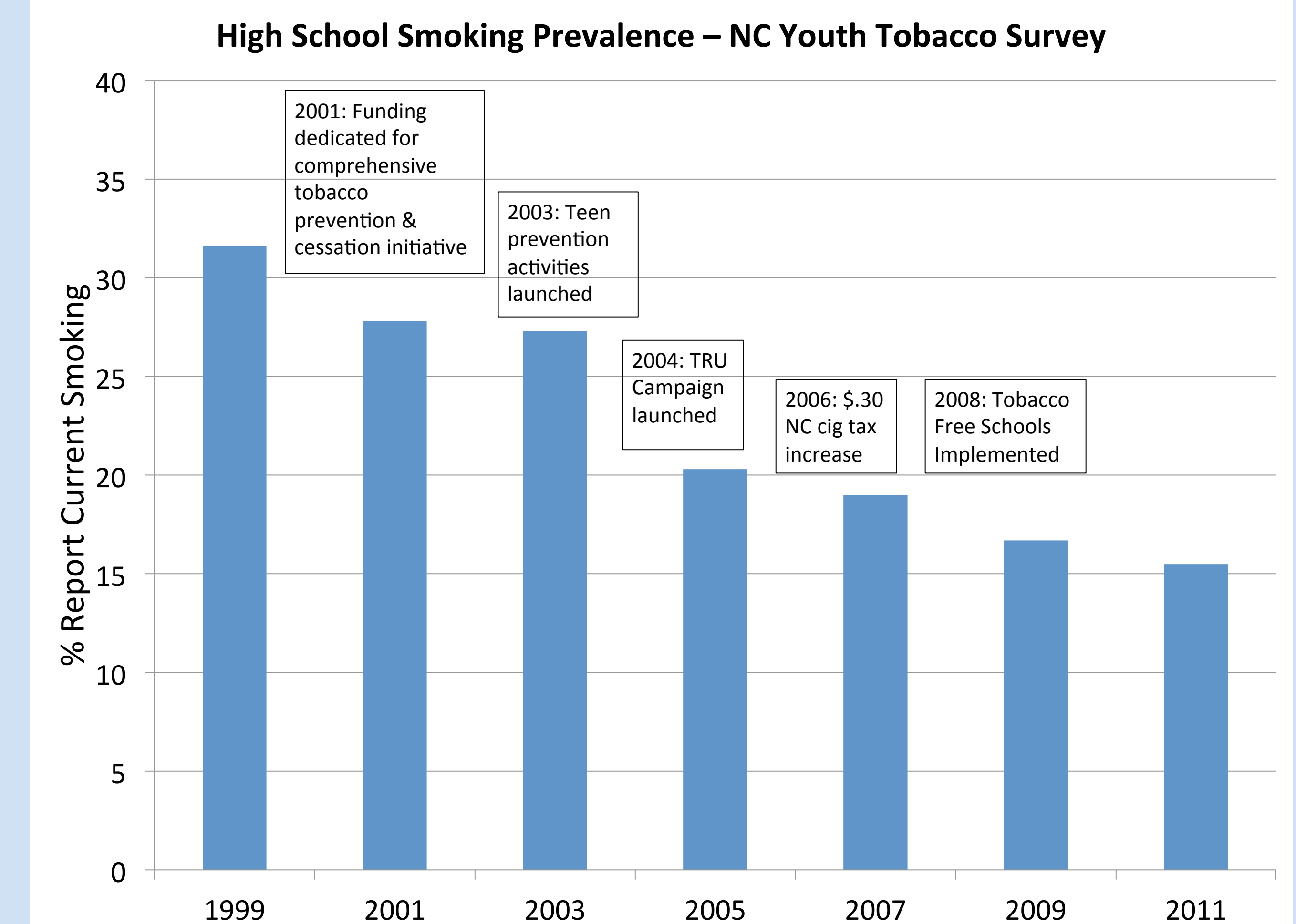


* Changes from 2004 significant at p<0.001

Predictor Variables for TRU Ad Awareness	Odds Ratios		
	Estimate	95% CI Lower Limit	95% CI Upper Limit
Older Age	1.93	1.37	2.72
Anti-tobacco attitudes	0.68	0.46	0.98
Would wear gear with anti-tobacco messages	1.8	1.2	2.71

Predictor Variables for TRU Brand Awareness	Odds Ratios		
	Estimate	95% CI Lower Limit	95% CI Upper Limit
Caucasian Race	1.41	1.01	1.98
Anti-tobacco attitudes	0.48	0.33	0.7
School/community anti-tobacco organizations	2.41	1.71	3.4
Higher TRU ad dose	1.47	1.36	1.59
Sensation seeking behavior	2.43	1.36	4.35
Susceptibility to smoking	1.44	1.03	2.01

Youth Tobacco Use in NC



Limitations

- Cross-sectional survey – no causality inferences
- Cannot differentiate impact of TRU campaign and other comprehensive prevention program components
- Real world campaign implementation limits conclusions about ideal timing, duration and dosing of ads for maximum effectiveness

Conclusions

- Major campaign accomplishments: high campaign awareness, well received by youth, preferentially reached youth at risk for smoking
- Combined with state, school, and community policies, campaign substantially contributed to historically low levels of tobacco use among NC youth
- Well executed media campaigns using theme of serious health consequences can be an effective component of state tobacco prevention efforts
- Real world campaign implementation limits conclusions about ideal timing, duration and dosing of ads for maximum effectiveness

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