

Tobacco.Reality.Unfiltered.

The TRU Impact of Personal Testimonials in a Youth Smoking Prevention Media Campaign



Adam Goldstein, MD, MPH, Anna McCullough, MSW, MSPH; Leah Ranney, PhD: UNC Tobacco Prevention & Evaluation Program

Barbara Moeykens, MS: Tobacco Prevention and Control Branch, North Carolina Division of Public Health, Department of Health and Human Services

Kelly Kandra, PhD: Department of Psychology and Sociology,
Benedictine University



UNC
SCHOOL OF MEDICINE



Agenda

- TRU Campaign Background and Context
- TRU Campaign Ads
- Evaluation Methods
- Results
- Conclusions and Recommendations



REALITYUNFILTERED.COM

NC Health & Wellness Trust Fund

CDC Best Practice Recommendation

“An effective state health communication intervention should deliver strategic, culturally appropriate, and high-impact messages in sustained and adequately funded campaigns integrated into the overall state tobacco program effort.” (CDC Best Practices Guide – p. 34)

NC Teen Tobacco Use Prevention and Cessation Initiative

- North Carolina Health and Wellness Trust Fund:
2001 – 2011
- Four primary components:
 - Teen Initiative: 2003
 - TRU Media Campaign: 2004
 - Quitline: 2005
 - Colleges Initiatives: 2006
- School and community based Teen Initiative grantees
- TRU Campaign and brand integrated into Teen Initiative



The TRU Ads



TRU Evaluation Survey

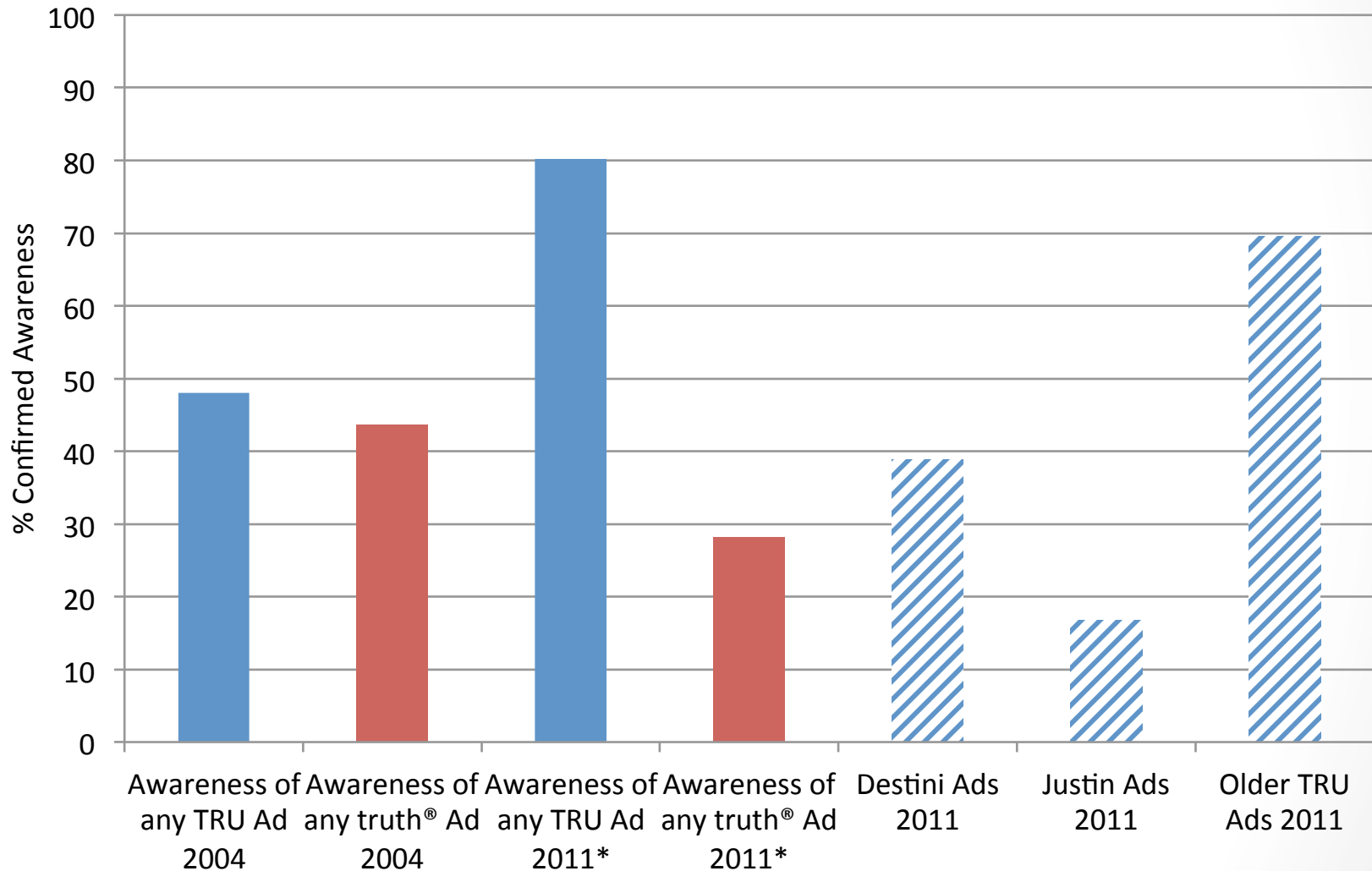
- Telephone survey of youth ages 11 through 17
- Six survey implementations:
 - Baseline pre-campaign launch in 2004
 - Repeat surveys with baseline cohort in 2004, 2006, and 2007
 - Cross-sectional surveys in 2009 and 2011
- Key outcomes:
 - Tobacco use, knowledge, and behaviors
 - Confirmed ad awareness and ad reactions
 - Brand awareness
 - Susceptibility and sensation seeking

TRU Evaluation Analysis

- Sampling weights and adjustments made to align sample to NC population on key demographic variables
- SAS survey procedures used to account for complex survey design and sampling weights
- Backwards stepwise logistic regression
- Baseline: 637 completes (54.1% rr); f/u 2004: 604 (95% of original cohort)

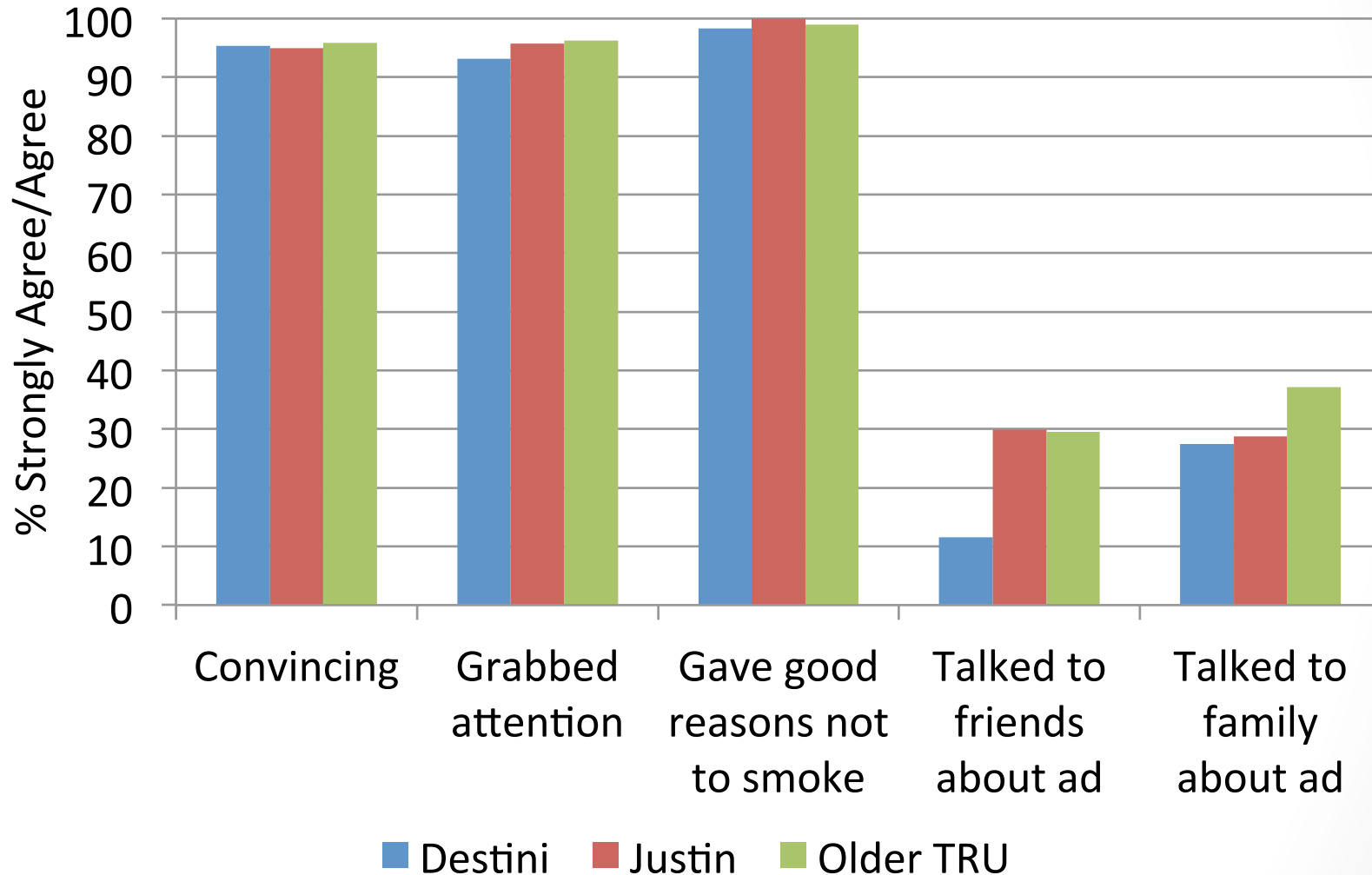
Survey Year	N	Response Rate
2004, baseline	637	54.1%
2004, follow-up	604	95% (of cohort)
2011	1,002	52.9%

Results: Ad Awareness

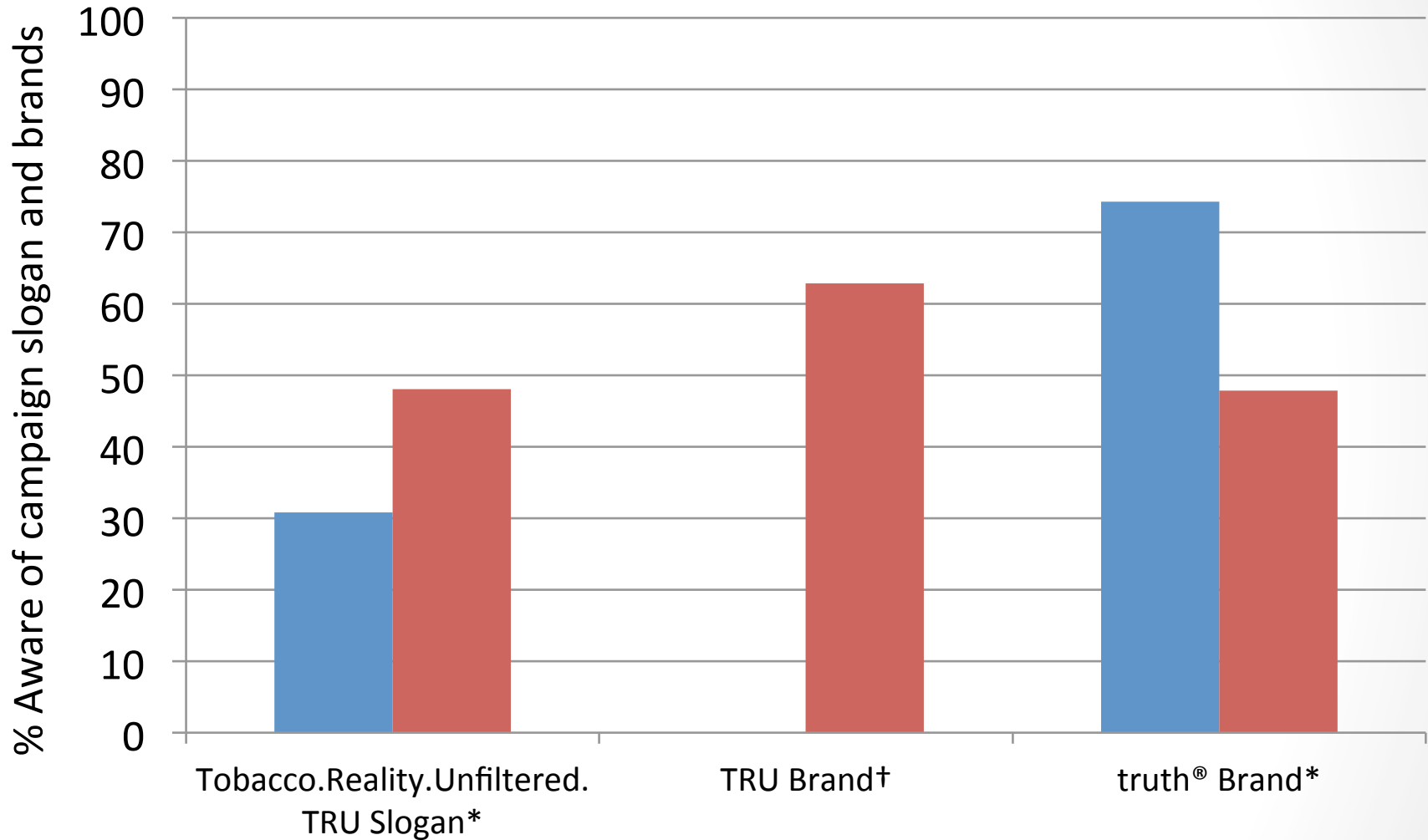


*Change from 2004 significant at $p < 0.001$

Results: Ad reactions



Results: Brand Awareness

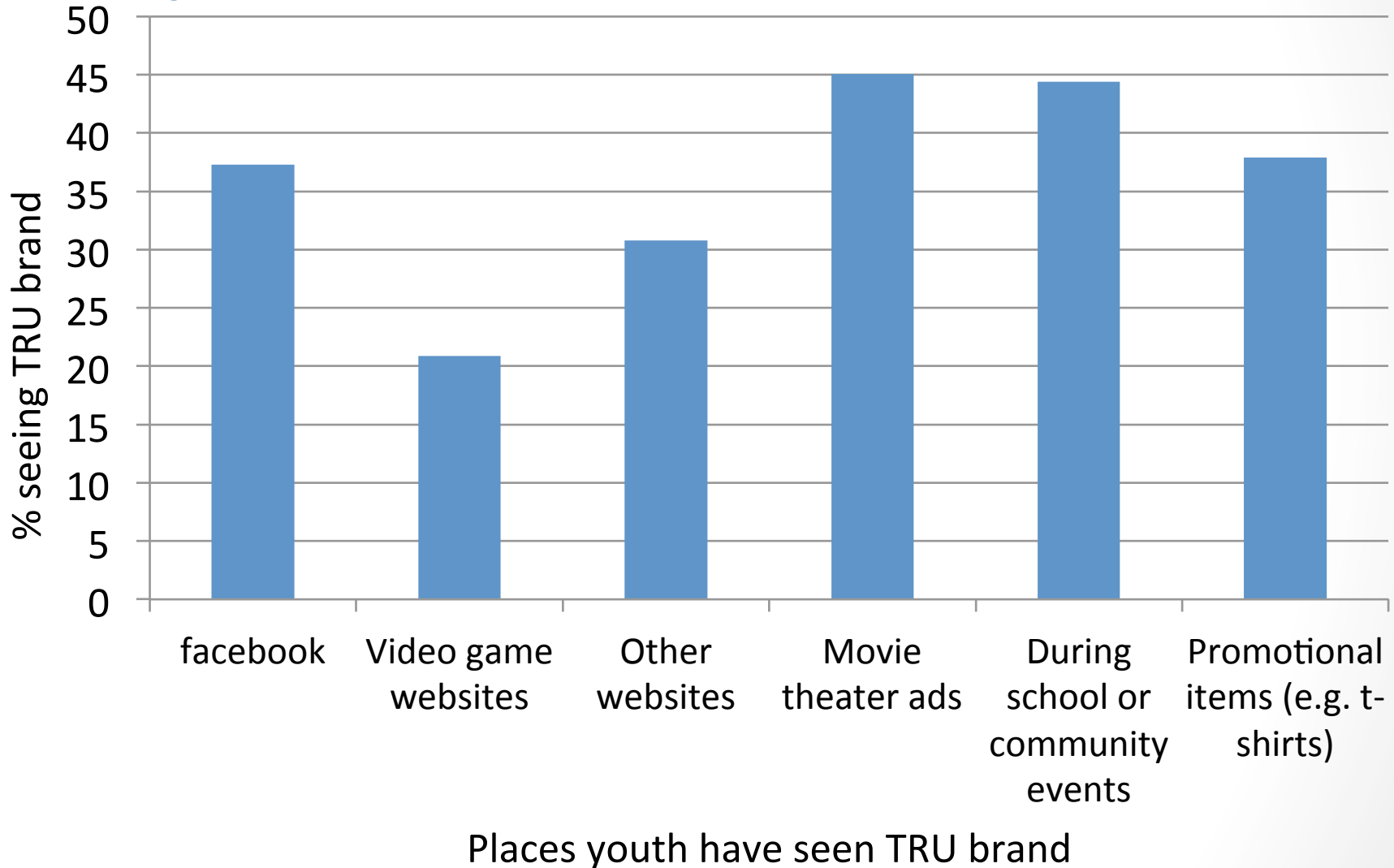


*Changes significant at $p < 0.0001$

† Not asked in 2004

■ 2004 ■ 2011

Results: TRU Brand Awareness Beyond TV



Results: TRU Awareness

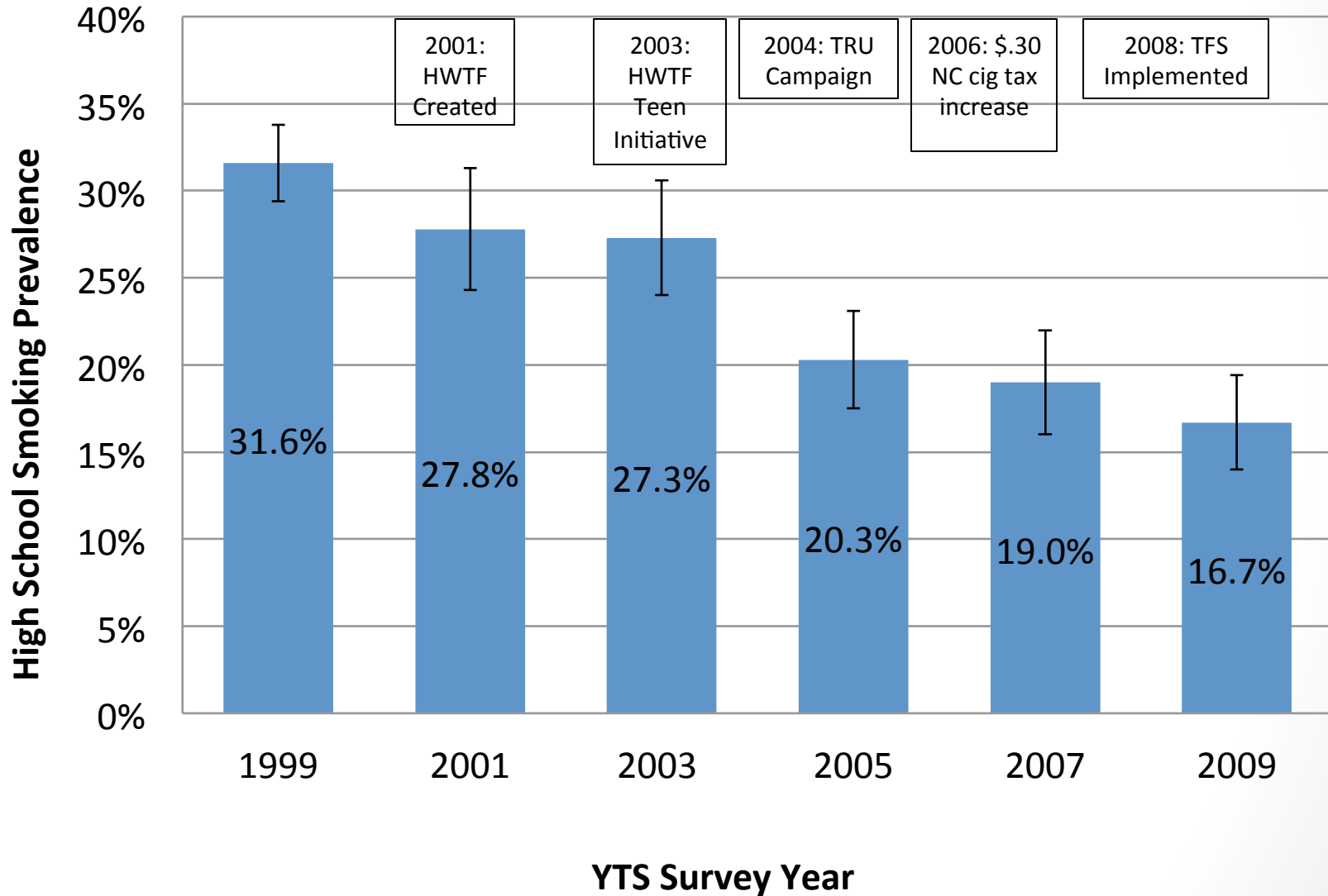
Predictor Variables for Awareness of TRU Ads	Odds Ratios		
	Estimate	95% CI Lower Limit	95% CI Upper Limit
Older Age	1.93	1.37	2.72
Anti-tobacco attitudes	0.68	0.46	0.98
Would wear gear with anti-tobacco message	1.8	1.2	2.71

Predictor Variables for Awareness of TRU Brand	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
Presence of anti-tobacco organizations	2.41	1.71	3.4
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

Results: Susceptibility

Predictor Variables for Susceptibility to Smoking	Odds Ratios		
	Estimate	95% CI Lower Limit	95% CI Upper Limit
Positive attitudes towards smoking	2.22	1.57	3.13
Positive attitudes towards tobacco industry	1.88	1.31	2.7
See actors on TV & movies using tobacco	1.41	1.15	1.73
Sensation Seeking Behavior	2.41	1.54	3.76

Youth Tobacco Use in NC



Limitations

- Telephone surveys underestimate youth tobacco use
- Cross-sectional design – 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 reaching 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**
- Future of TRU Campaign uncertain following abolishment of NC Health and Wellness Trust Fund

Where does NC TRU fit?

- Findings build on research supporting ads that use:
 - Long term health consequences theme
 - Negative tone
 - High sensation stylistic features (unrelated cuts, strong images)
- Findings provide new data on:
 - Use of media campaign in a tobacco producing state
 - Use of personal testimonials in youth prevention

Questions for Additional Research

- How does using real world state resident story tellers affect message impact?
- Could NC ads be used effectively in other states?
- How will serious health consequences theme perform over time?
- What is relative impact of featuring stories of different smoking related diseases (e.g. COPD vs. lung cancer)?
- How effective are ads featuring youth spokespeople vs. adult vs. a combination
- How often should ads be changed/new ads developed?
- What is the minimum effective ad “dose?”

Recommendations

- Consider use of high sensation, negative tone personal testimonials about the serious health consequences of tobacco use
- Disseminate campaigns through communication venues other than TV
- Work to better utilize youth social networks and increase campaign “chat value”
- Integrate media campaign with other comprehensive prevention activities
- Advocate for sufficient funding

Questions?

Anna McCullough, MSW, MSPH

Research Associate/Program Manager

UNC Tobacco Prevention and Evaluation Program

UNC Nicotine Dependence Program

919-445-5439

annamc@unc.edu

www.tpep.unc.edu