

Evaluation of the 2006 North Carolina Tobacco.Reality.Unfiltered (TRU) Campaign

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BACKGROUND

Youth Tobacco Use in North Carolina

- 58.7% of high school students and 32.8% of middle school students have ever used a tobacco product.¹
- Approximately 20% of high school students and 8% of middle school students currently smoke.¹

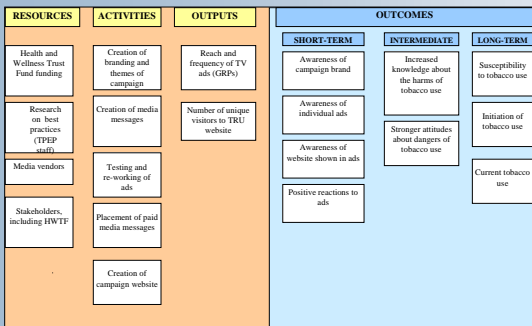
TRU Campaign

- Statewide television campaign launched in 2004
- Part of comprehensive NC Health & Wellness Trust Fund teen tobacco prevention initiative
- Ads use **real stories** and focus on **health consequences of smoking**
- Funding increased to \$4.5 million in 2006

Evaluation

- Based on a logic model developed for the TRU Campaign

LOGIC MODEL FOR TRU MEDIA CAMPAIGN



METHODS

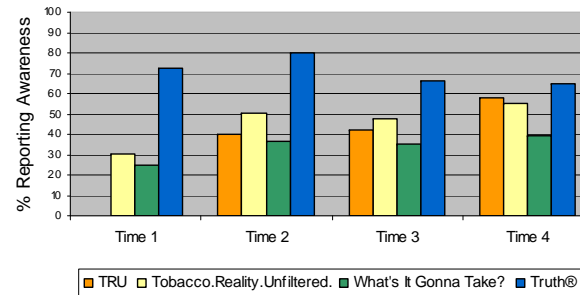
- Telephone survey with youth 11-17 conducted by UNC Survey Research Unit
- Four survey waves: spring of 2004 to spring of 2007
- Fourth wave (T4) followed spring 2007 ads
- Stratified, multi-round longitudinal study with supplementation
- Overall response rate 57.4%
- T4 data analyzed using SAS survey procedures



RESULTS: YOUTH AWARENESS OF AND RESPONSES TO TRU MEDIA CAMPAIGN

Awareness of TRU Campaign and Brand

- Youth awareness of TRU campaign increased by nearly one-third from 2006 to 2007 (T3 to T4)
- Awareness of TRU brand & slogans rose substantially from 2006 to 2007



Positive Responses to 2007 Ads

> 95% of NC youth who had seen the 2007 ads reported that they were convincing, attention-grabbing, and gave good reasons not to use tobacco.



RESULTS: NC YOUTH ATTITUDES

- >90% of youth do not believe that people who smoke have more friends, that smoking makes youth look cool or fit in, or that smoking make youth attractive.
- Majority of youth (70%) believe cigarette ads portray smoking as cool.
- 90% of youth support tobacco-free policies in indoor places they frequent.

CONCLUSIONS AND RECOMMENDATIONS

- Campaign is effectively reaching NC youth
- The TRU campaign must continue to target at-risk youth
- Develop and air new TRU ads to capture youth attention
- Continue to integrate TRU campaign with community and school programs

LIMITATIONS

- Use of telephone surveys may yield lower estimates than school based, self-administered surveys²
- Unequal time between survey waves makes modeling changes in attitudes and behavior over time difficult
- Cannot isolate campaign impact from effect of teen tobacco prevention programs in schools and communities statewide



REFERENCES

- Proescholdbell SK. *North Carolina Youth Tobacco Survey, 2005*. Raleigh, N.C.: N.C. Department of Health and Human Services; 2006.
- Currivan DB, Nyman AL, Turner CF, Biener L. Does telephone audio computer-assisted self-interviewing improve the accuracy of prevalence estimates of youth smoking? Evidence from the UMass Tobacco Study. *Public Opinion Quarterly*. Win 2004;68(4):542-564.