

Tobacco.Reality.Unfiltered. Evaluation of the North Carolina Youth Tobacco Prevention Media Campaign

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BACKGROUND

Youth Tobacco Use in North Carolina

- 54.3% of high school students and 28% of middle school students have ever used a tobacco product.¹
- Approximately 19% of high school students and 4.5% 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*
- Funded at \$4.4 million in 2008

Evaluation

- Based on a logic model developed for the TRU Campaign

METHODS

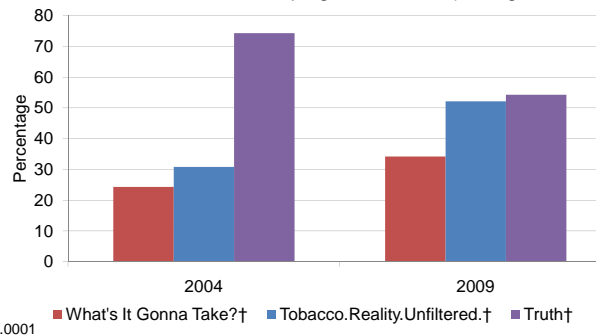
- Telephone survey with youth 11-17 conducted by UNC Survey Research Unit
- Five survey waves: spring of 2004 to early 2009
- Fifth wave (2009) followed new ads launched July 2008
- Stratified cross-sectional sample design (n=1,154)
- SAS survey procedures used for 2009 data analysis and comparison of 2009 data with baseline data (2004)



RESULTS: YOUTH AWARENESS OF AND RESPONSES TO TRU MEDIA CAMPAIGN

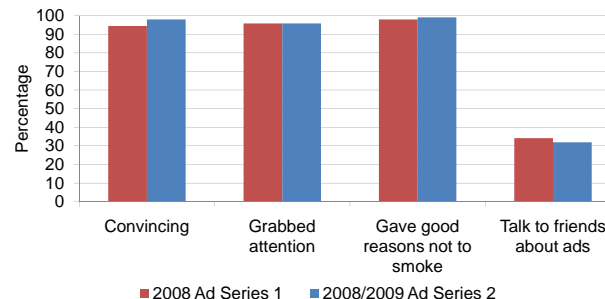
Awareness of TRU Campaign and Brand

- 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).



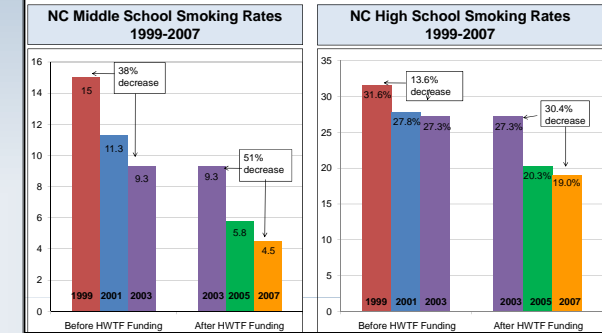
Positive Responses to 2008 /2009 Ads

- Youth reactions to TRU ads have remained consistently positive since campaign launch in 2004.
- > 94% of NC youth who saw the 2008 ads reported that they were convincing, attention-grabbing, and gave good reasons not to smoke.



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RESULTS: NC Youth Smoking Rates



CONCLUSIONS

- 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.

RECOMMENDATIONS

- 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.

LIMITATIONS

- Use of telephone surveys may yield lower estimates of smoking than school based, self-administered surveys²
- 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.).

REFERENCES

- Proescholdbell SK. *North Carolina Youth Tobacco Survey, 2007*. Raleigh, N.C.: N.C. Department of Health and Human Services; 2008.
- 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.

RESULTS: NC YOUTH ATTITUDES

