



# **“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
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  - Earned Media
- Discussion
  - Outcomes
  - Future Recommendations



**WHAT ARE YOU BREATHING?**

When you're exposed to *secondhand smoke* you inhale more than *nicotine*.

You breathe in *acetone, ammonia, benzene, and formaldehyde*—plus other dangerous chemicals. You won't find these on cigarette labels.

*Secondhand smoke* causes cancer and heart and lung disease. If that worries you, then take action!

Ask for smoke-free air in the places you take your family.

Find out how to start now. Visit [www.smokefreenc.org](http://www.smokefreenc.org), or telephone us at 866-88-LUNGS.

**SmokeFreeNC**  
[www.smokefreenc.org](http://www.smokefreenc.org)

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A-CT Living Section/Food/Wed. June 16, 2004



# 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

**What are you breathing?**



Carbon Monoxide  
Formaldehyde  
Ammonia  
Methane  
Acetic Acid  
Acetone  
Ethanol  
Benzene

**Want to know more?**  
Call **1-866-88-LUNGS** or  
visit [www.smokefreenc.org](http://www.smokefreenc.org)



# Principles

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





# Objectives

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

*What are you breathing?*

*Formaldehyde  
Ammonia  
Methane  
Acetone  
Ethanol  
Benzene  
Arsenic*

**1-866-88-LUNGS**  
**SmokeFreeNC**  
[www.smoketfreenc.org](http://www.smoketfreenc.org)



# Methods

- Applications for Participating Communities
- Development of Campaign
- Implementation of Media Campaign
- Interaction with Local Coalitions





# Methods

## Participating Communities

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
- [www.SmokeFreeNC.org](http://www.SmokeFreeNC.org)





# 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

When you're exposed to secondhand smoke you inhale more than nicotine.

You breathe in *acetone, ammonia, benzene, and formaldehyde*—plus 40 other dangerous chemicals. You won't find these on cigarette labels.

Why? They cause cancer. If that worries you, then take action! Ask for smoke-free air in the places you take your family.

Find out how to start now. Visit [www.smokefreenc.com](http://www.smokefreenc.com), or call us at 866-88-LUNGS.

**WHAT ARE YOU BREATHING?**

**SmokeFreeNC**  
[www.smokefreenc.org](http://www.smokefreenc.org)

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# Results

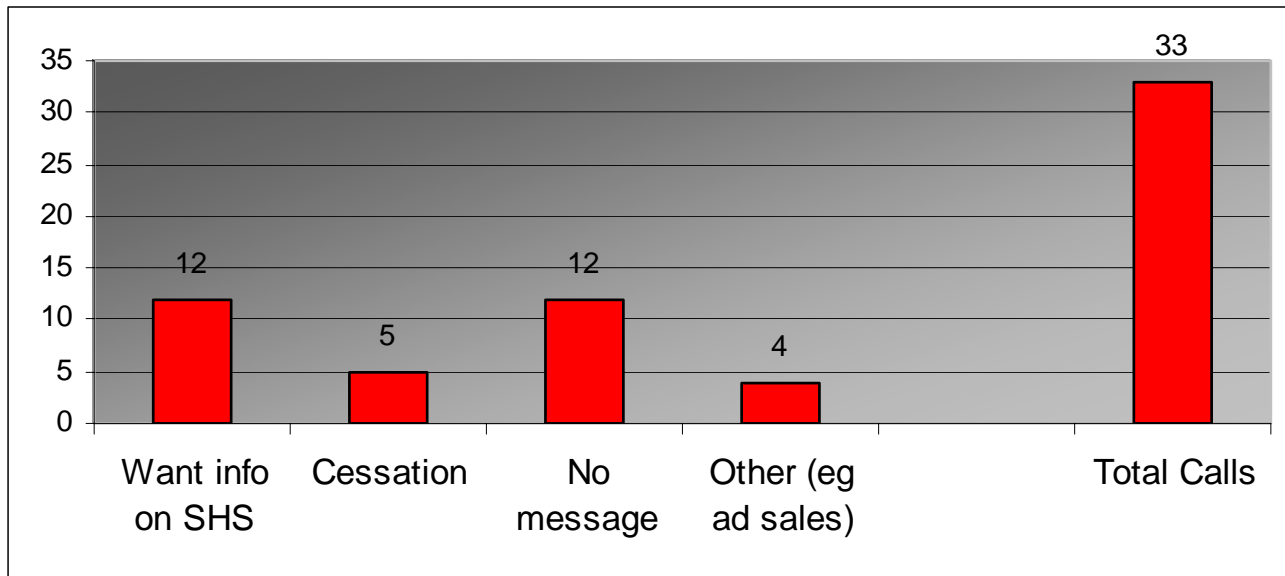
## Measures:

- # 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

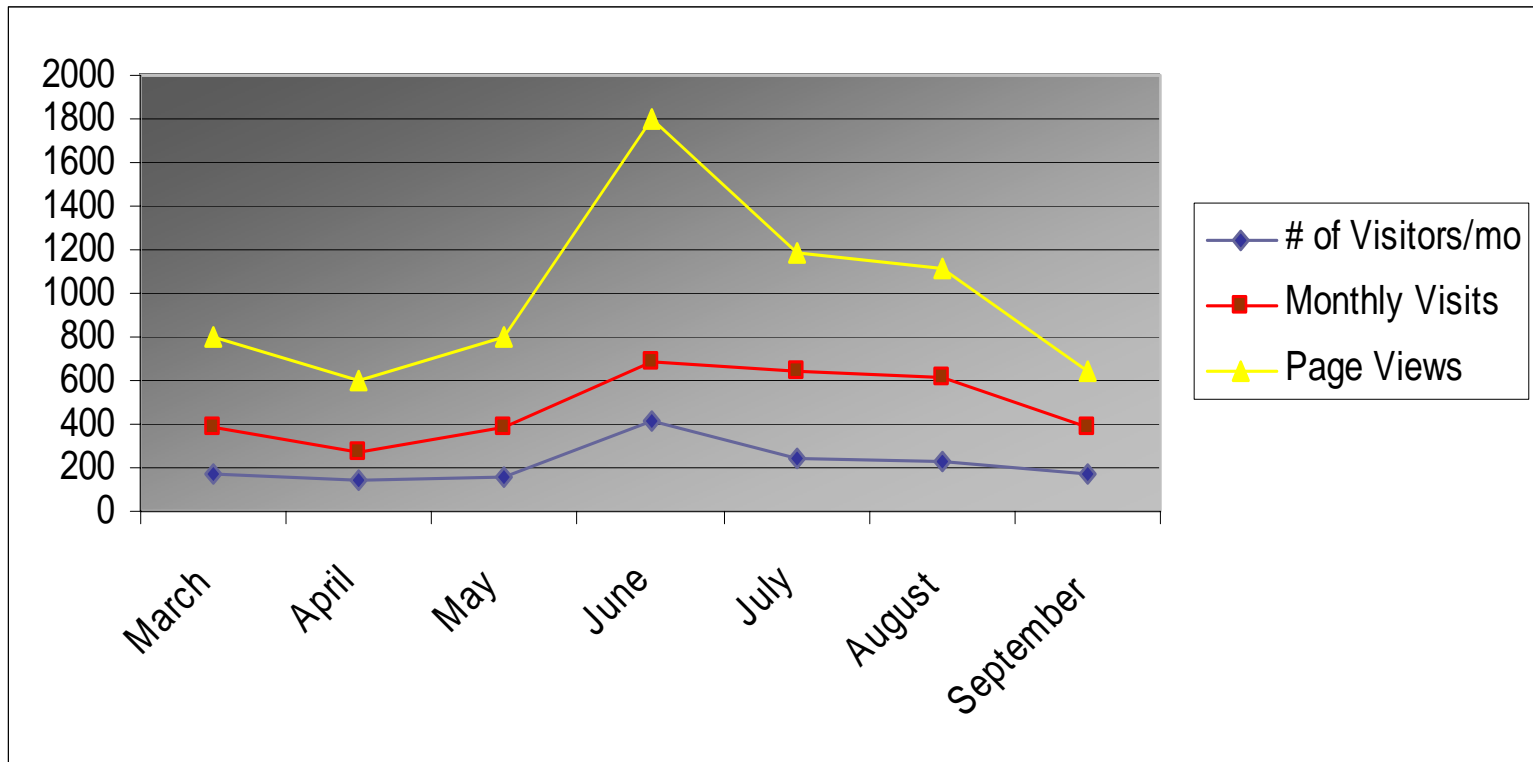
## Toll-Free Number





# Results

## Website Traffic



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



# Results

## Website Traffic

Date	# of Visitors/ mo	Monthly Visits	Page Views
<b>Pre-Intervention</b> (March, April, May)	155	345	733.67
<b>Intervention</b> (June, July, August)	295	642.67	1367.33



# 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

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

“What Are You Breathing?” Media Campaign  
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# Results Paid Media

Billboards: 7,667,200 views

**What are you breathing?**

Ammonia Methane  
Acetone Ethanol  
1-866-88-LUNGS  
Phenol Arsenic  
Benzene Formaldehyde  
**SmokeFreeNC**  
www.smokefreenc.org

Newspaper Inserts:  
200,000 views

**What are you breathing?**

Carbon Monoxide  
Formaldehyde  
Ammonia  
Methane  
Acetic Acid  
Acetone  
Ethanol  
Benzene

**Want to know more?**  
Call **1-866-88-LUNGS** or  
visit [www.smokefreenc.org](http://www.smokefreenc.org)

Total views:  
8,695,463

Newspaper  
Ads and  
Articles:  
785,000 views

**WHAT ARE YOUR KIDS BREATHING?**

When your children are exposed to secondhand smoke they inhale more than nicotine. Children breathe in acetone, ammonia, benzene, and formaldehyde—plus other dangerous chemicals. You won't find these on cigarette labels. Secondhand smoke causes childhood asthma and increased ear and lung infections like bronchitis and pneumonia. If that worries you, then take action! Ask for smoke-free air in the places you take your family—airports, bowling centers, ballparks, entertainment arenas, malls, stores and restaurants. Find out how to start now. Visit [www.smokefreenc.org](http://www.smokefreenc.org), or telephone us at 866-88-LUNGS.

**SmokeFreeNC**  
www.smokefreenc.org

Bookmarks,  
Banners,  
Bulletins:  
14,663  
views

**What are you breathing?**

When you are exposed to secondhand smoke you inhale more than nicotine. You inhale acetone—a solvent found in nail polish removers. You breathe in ammonia and phenol—common toilet bowl cleaners. You even suck up formaldehyde—a chemical. You won't find any of these chemicals on cigarette labels. Secondhand smoke causes cancer and heart and lung disease. If that worries you, then take action! Ask for smoke-free air in the places you take your family. Find out how to start now. Visit [www.smokefreenc.org](http://www.smokefreenc.org), or telephone us at 866-88-LUNGS.

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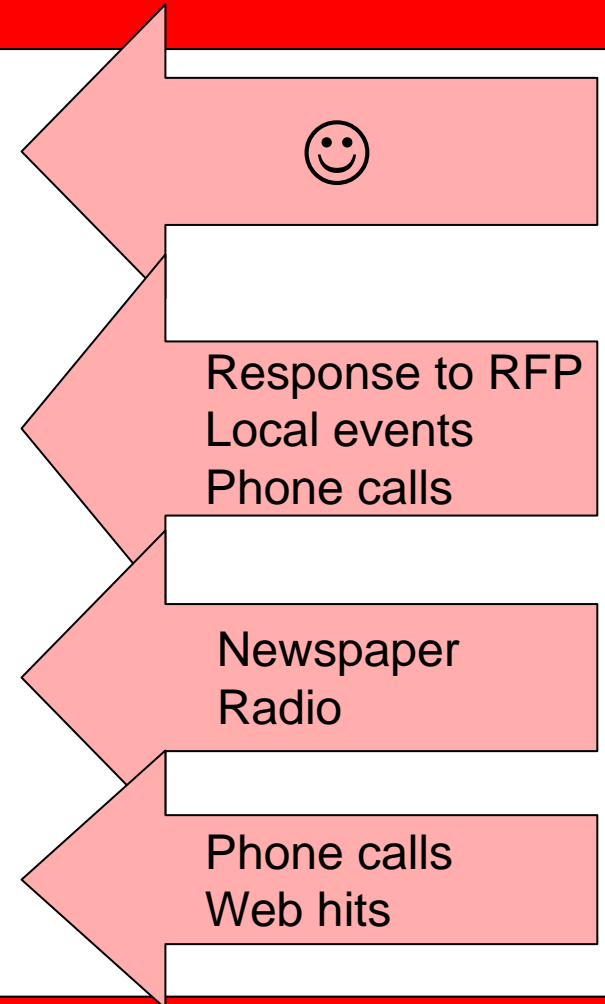
# Discussion Summary

Increase exposure to SHS  
messages among target  
population

Increase local coalition interest  
in SHS-related issues

Gain earned media

Increase individual action





# 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