

Social Marketing and Tobacco Campaigns


Thursday, February 21, 2013 - 1:00 pm ET

Welcome Pioneers for Smoking Cessation



During the Webinar

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- All phone lines will be muted during the presentation
- Do NOT put phone on hold 
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- Webinar is being recorded
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Webinar Objectives:

- Understand the role of social marketing campaigns in tobacco prevention/cessation efforts
- Provide an overview of Better World Advertising's recent tobacco campaigns
- Discuss how to target different audiences, including smokers (LGBT community, youth, tweens) and influencers (providers, teachers, parents) with distinct messages
- Provide an overview of the California Smokers' Helpline's recent print and digital advertising campaign targeted to behavioral health professionals
- Learn the importance of targeting behavioral health professionals with cessation messaging and the keys to cost effective provider advertising

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Moderator



- Catherine Saucedo
 - *Moderator*
 - Deputy Director
Smoking Cessation Leadership
Center, University of California,
San Francisco
csaucedo@medicine.ucsf.edu

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Agenda

- **Welcome and Greetings**
 - Catherine Saucedo, Deputy Director, SCLC, *moderator*
- **Presentation from BWA and CSH**
 - *Les Pappas*
 - *Kristin Harms*
- **Questions & Answers**
- **Technical Assistance and Closing Remarks**

Disclosure: Faculty speaker, moderator, and planning committee members have disclosed no financial interest/arrangement or affiliation with any commercial companies who have provided products or services relating to their presentation or commercial support for this continuing medical education activity.

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Today's Speaker

- **Les Pappas, MPA**
 - President & Creative Director, Better World Advertising



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BETTER WORLD ADVERTISING

Social Marketing & Tobacco: Targeted Campaigns

February 21, 2013

Outline

- About Better World Advertising (BWA)
- Social Marketing Overview
- Campaign Case Studies:
 Targeting hard to reach populations



What We Want

We see a world where all people have access to information and unlimited support for maximizing opportunity, health and well-being.

A world where everyone – individuals, families, organizations, government – works together to end disease, suffering, hate, violence and discrimination.

A world where the power of social marketing and communication is harnessed to bring us to a better place, a better world.



What We Do

Our goal is to improve the quality of human life by designing and implementing strategies that achieve high levels of community education, self-efficacy and beneficial behavior change.

We offer extensive knowledge and ability in social marketing, health education, issue advertising, market research, program evaluation, public relations, multimedia communications, and campaign conceptualization, planning and design.



Who We Work With

AIDS Action Committee (MA)	Los Angeles Department of Health Services
Alaska Dept. of Health and Social Services	Los Angeles Gay & Lesbian Center
Billy DeFrank LGBT Center (CA)	New York State Department of Health
Boston Public Health Commission	New York State Health Foundation
Boulder County AIDS Project (CO)	New York State Tobacco Control Program
California Dept. of Alcohol & Drug Programs	North Carolina Dept. of Health & Human Services
California Dept. of Health Services	Office for Civil Rights, US DHHS
Centerlink (DC)	Oregon Department of Human Services (OR)
Centers for Disease Control and Prevention	Rainbow Resource Center (Winnipeg, Canada)
Chicago Department of Public Health	Republic of Indonesia National AIDS Commission
City of Long Beach Department of Health (CA)	San Francisco AIDS Foundation
Cleveland Department of Health (OH)	San Francisco Department of Public Health
Family Builders (CA)	Santa Clara County (CA)
Family Health Centers of San Diego	Sonoma County (CA)
Fenway Community Health (MA)	The Trevor Project (CA/NY)
Food and Drug Administration, US DHHS	Together Alive Youth Link (Uganda)
Gay City Health Project (WA)	Unity Health Care (DC)
Harlem United (NY)	University of California
Harm Reduction Coalition (NY/CA)	University of Colorado
Harvard University, School of Public Health	University of Puerto Rico
Health Initiatives for Youth (CA)	Voices for Illinois Children
JRI Health (MA)	World Mission Foundation (Nigeria)

What is Social Marketing?

The blending of traditional public health methods with **current marketing and advertising techniques** to communicate with defined groups of people on health and social issues with the **goal of changing individual behavior**, usually through the modification of group norms.

Social Marketing places particular importance on integrating the **values, needs and concerns** of the target audience and the community into program planning and implementation.

What is Social Marketing?

Campaign Design

Formative Research & Planning



Implementation



Outcome



What is Social Marketing?

Formative Research & Planning:

- Needs Assessment
- Comparative Analysis of Previous Efforts
- Community Involvement



What is Social Marketing?

Implementation:

- Creative Development
- Concept Testing
- Production
- Media Planning/Buying
- Earned Media
- Outreach Materials/Distribution



What is Social Marketing?

Outcome:

- Progress Reports
- Recognition/Observations
- Formal Evaluation (Reach, Impact & Change)



Is Social Marketing Effective?

How do we get effective social marketing?

- Sufficient Resources
- Government Support
- Professional vs. Amateur
- Appreciation for what it takes to reach people
(i.e. get their attention)
- Appreciation for what it takes to motivate change

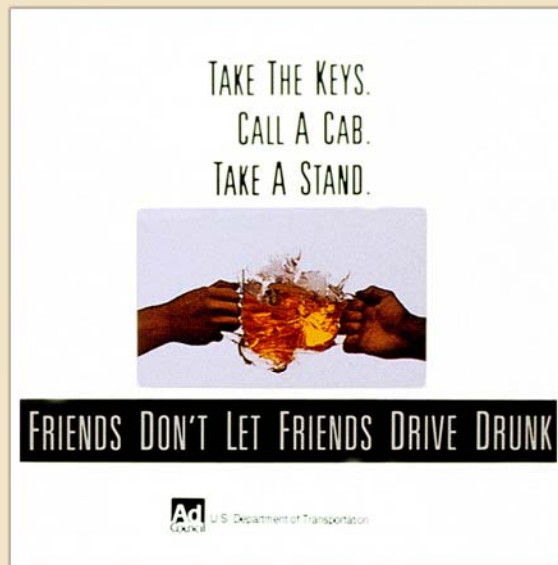


Classic Social Marketing Examples





Classic Social Marketing Examples



Anti-Tobacco Marketing Challenges

- Big tobacco
- Keeping it relevant
- Spinning a new message
- Rising above the noise
- Increasing influencer participation

BWA Anti-Tobacco Campaigns

Reaching the Audience:

- Define
- Research
- Create relevant messaging
- Design bold visuals
- Implement strategically



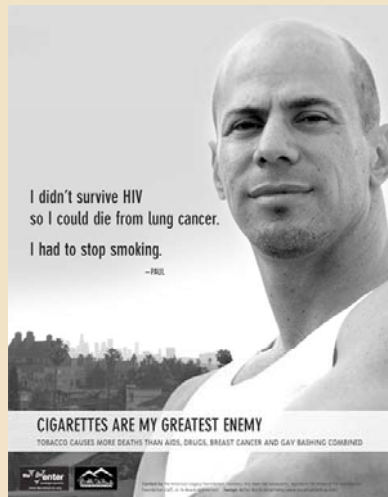
Audience Challenges

LGBTQ Community:

- Community culture
- Disproportionately targeted by tobacco marketing
- Coping mechanism
- Not placing blame



Targeting the LGBTQ Community



Audience Challenges

Youth/Tweens:

- It's cool
- Want to look older
- Pressure: peers & tobacco marketing
- New tobacco products
- Noise



Targeting Youth




Audience Challenges


Low Income/SES Communities:

- Other topics of focus
- Cultures
- Lack of medical assistance
- Not placing blame

Targeting Low Income Communities




vs.




A pack of cigarettes or clothes for your kids?
Buy something you need instead of something that will kill you.

DECIDE.

Are you ready to quit smoking? We can help.
Call 1-866-NY-QUIT5 (1-866-697-4875) or visit nysmokefree.com for FREE patches or gum. Most people qualify.




vs.



A year of cigarettes or a cruise for the family?
Buy something you want instead of something that will kill you.

DECIDE.


Are you ready to quit smoking? We can help.
Call 1-866-NY-QUIT5 (1-866-697-4875) or visit nysmokefree.com for FREE patches or gum. Most people qualify.



Audience Challenges

Influencers: Parents & School Administrators

- Lack of policy support
- Unsure how to communicate
- Underestimate actions
- Not Stigmatizing



Targeting Influencers: Parents



WHEN YOU SMOKE THEY SMOKE

Secondhand smoke is more dangerous than you think

YOU SMOKE THEY SMOKE.ORG

INSPIRE PUBLIC HEALTH



KHI QUÍ VỊ HÚT THUỐC NGƯỜI KHÁC CÙNG BỊ HÚT THUỐC

Hít khói thuốc của người khác hút còn nguy hiểm hơn là quý vị nghĩ

ANH HUONG KHOI THUOC.ORG

INSPIRE PUBLIC HEALTH

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Targeting Influencers: School Administrators



We're Watching

Students see everything.
When they see smoking at school they think it's OK to smoke.
Send the right message.
Enforce your tobacco-free policy.

TobaccoFreePolicy.org



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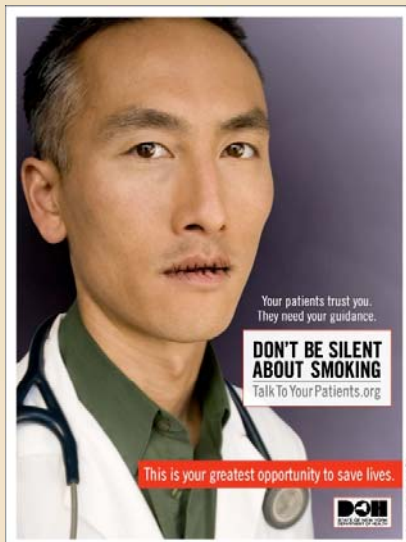
Audience Challenges

Influencers: Providers

- Time
- Unsure how to communicate
- Patients don't want to hear it



Targeting Influencers: Providers



Targeting Influencers: Providers



BETTER WORLD ADVERTISING

For more information please contact:

lesp@socialmarketing.com

415-979-9775

www.socialmarketing.com

Today's Speaker

- **Kristin Harms**
 - Communications Manager,
California Smokers' Helpline



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California Smokers' Helpline
1-800-NO-BUTTS

**Social Marketing and
Tobacco Campaigns**

Kristin Harms
Communications Manager
February 21, 2013





California Smokers' Helpline
1-800-NO-BUTTS

Outline

- About the California Smokers' Helpline
- Why Advertise to Health Professionals?
- Behavioral Health Professional Advertising Campaign
- Lessons Learned About Provider Advertising

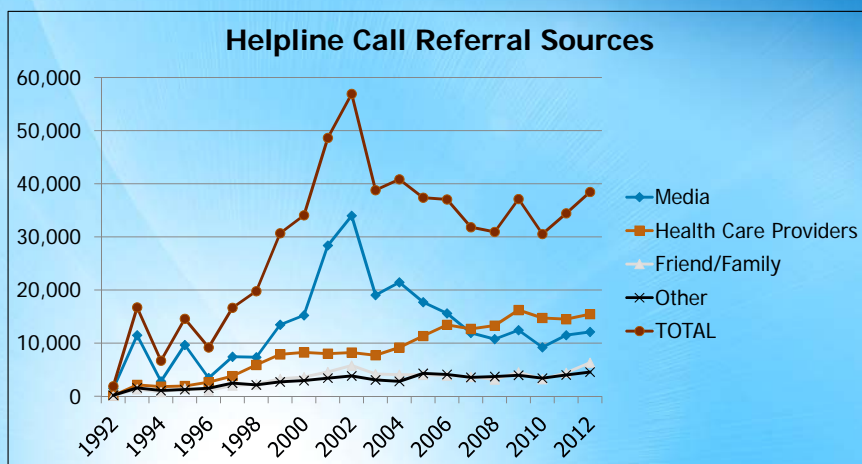


California Smokers' Helpline
1-800-NO-BUTTS

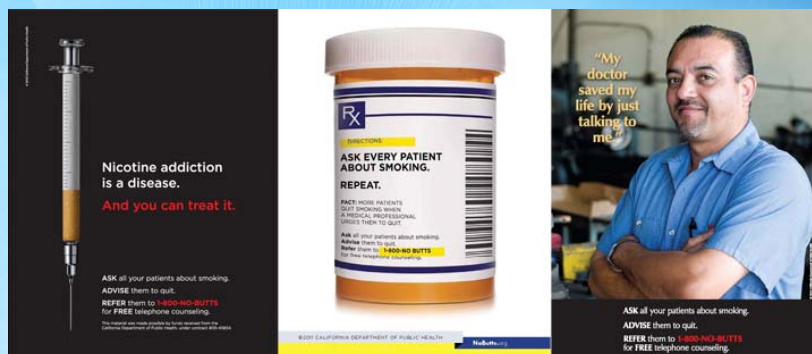
California Smokers' Helpline

- A free, statewide, telephone-based tobacco cessation program
- Available in multiple languages: English, Spanish, Cantonese, Mandarin, Korean, Vietnamese
- Established in 1992 by UCSD researchers
- Proven in clinical trials to double a smoker's chance of success
- Monday–Friday: 7am to 9 pm and Saturday: 9 am to 1 pm
- Funded by California Department of Public Health and First 5 California

Why Target Health Professionals?



Provider Advertising Campaigns



Nicotine addiction is a disease. And you can treat it.
ASK all your patients about smoking.
ADVISE them to quit.
REFER them to 1-800-NO-BUTTS for FREE telephone counseling.

ASK EVERY PATIENT ABOUT SMOKING. REPEAT.
ASK all your patients about smoking.
ADVISE them to quit.
REFER them to 1-800-NO-BUTTS for FREE telephone counseling.

"My doctor saved my life by just talking to me."
ASK all your patients about smoking.
ADVISE them to quit.
REFER them to 1-800-NO-BUTTS for FREE telephone counseling.



California Smokers' Helpline
1-800-NO-BUTTS

Why Target Behavioral Health Professionals?

- Smokers with behavioral health conditions have smoking rates 2-4 times higher than the general population¹
- The majority of persons with mental illness and substance use disorders want to quit smoking and want information on cessation services and resources²
- Persons with mental illness and substance use disorders can successfully quit tobacco³

1. Kalman, 2005; 2. Prochaska et al., 2004, Prochaska et al., 2009, Joseph et al., 2004 ; 3. el-Guebaly, Cathcart, Currie, Brown, & Gloster, 2002;



California Smokers' Helpline
1-800-NO-BUTTS

Target Audience

- Drug and alcohol counselors
- Psychiatric nurses
- Licensed clinical social workers
- Marriage and family therapists
- Licensed clinical psychologists
- Physicians: family practice, internal medicine, psychiatry



California Smokers' Helpline
1-800-NO-BUTTS

Core Message

- "People with mental illness and substance use disorders want to quit smoking, can quit successfully, and you can help them."



California Smokers' Helpline
1-800-NO-BUTTS

Call to Action

- Talk to your patients/clients about quitting smoking
- For more help, refer your patients/clients to 1-800-NO-BUTTS for free help quitting smoking
- Visit www.nobutts.org for free training, information, and patient materials



California Smokers' Helpline
1-800-NO-BUTTS

Print Creative



California Smokers' Helpline
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Digital Ads



California Smokers' Helpline
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Digital Ads



California Smokers' Helpline
1-800-NO-BUTTS

Digital Ads



California Smokers' Helpline
1-800-NO-BUTTS

Digital Ads



California Smokers' Helpline
1-800-NO-BUTTS

Campaign Channels

- Print Ads: Addiction Professional, California Psychologist
- Website Banner Ads: American Psychological Association, Medscape, Wiley Online Library
- Email: Addiction Professional e-Blasts, Advance for Nurses e-Blasts, National Association of Social Workers (NASW) e-Newsletter, Nurse.com e-Blast
- Direct Mail: National Association of Social Workers members in California, American Association of Marriage and Family Therapists members in California
- Added Value Placements



California Smokers' Helpline
1-800-NO-BUTTS

Schedule

- Print and digital advertising: February through September 2012
- Direct mail: February, April, June, and August 2012



California Smokers' Helpline
1-800-NO-BUTTS

Campaign Offers

- Provider ToolKit
 - *Tobacco Cessation for Persons with Mental Illness or Substance Use Disorders* fact sheet
 - *Ready to Quit Smoking?* patient flyer
 - Helpline materials order form



California Smokers' Helpline
1-800-NO-BUTTS

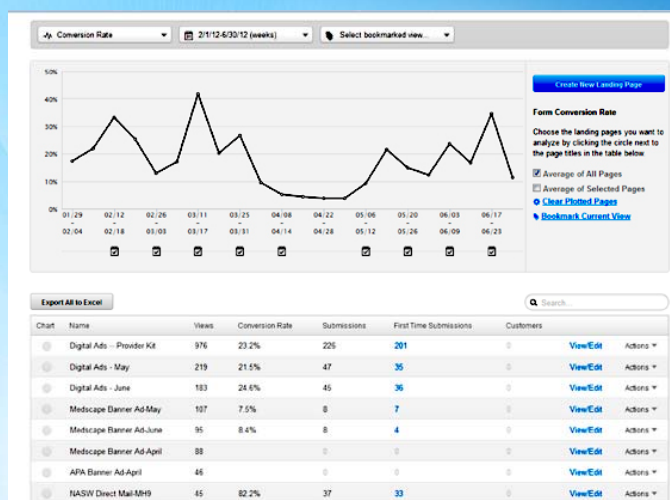
Campaign Offers

- Three Webinars
 - *Smoking and Behavioral Health*
 - *Latest Research and Promising Practices for Treating Tobacco in Smokers with Co-Occurring Mental Disorders*
 - *Treating Tobacco Dependence in Smokers with Substance Use Disorders*



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Marketing Automation



 California Smokers' Helpline
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Digital Ads

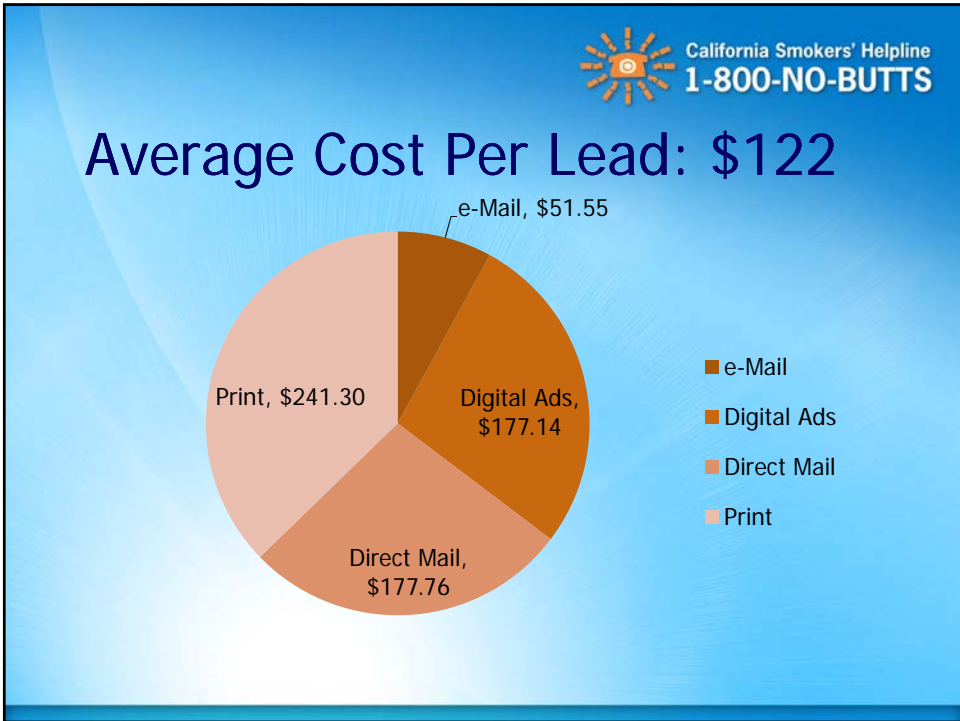
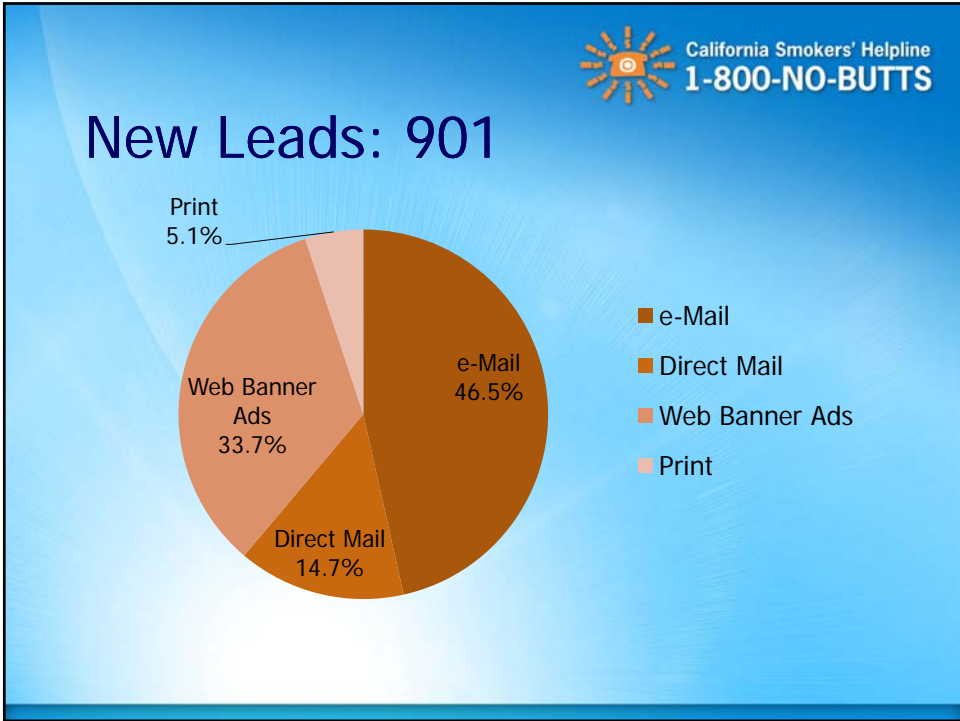


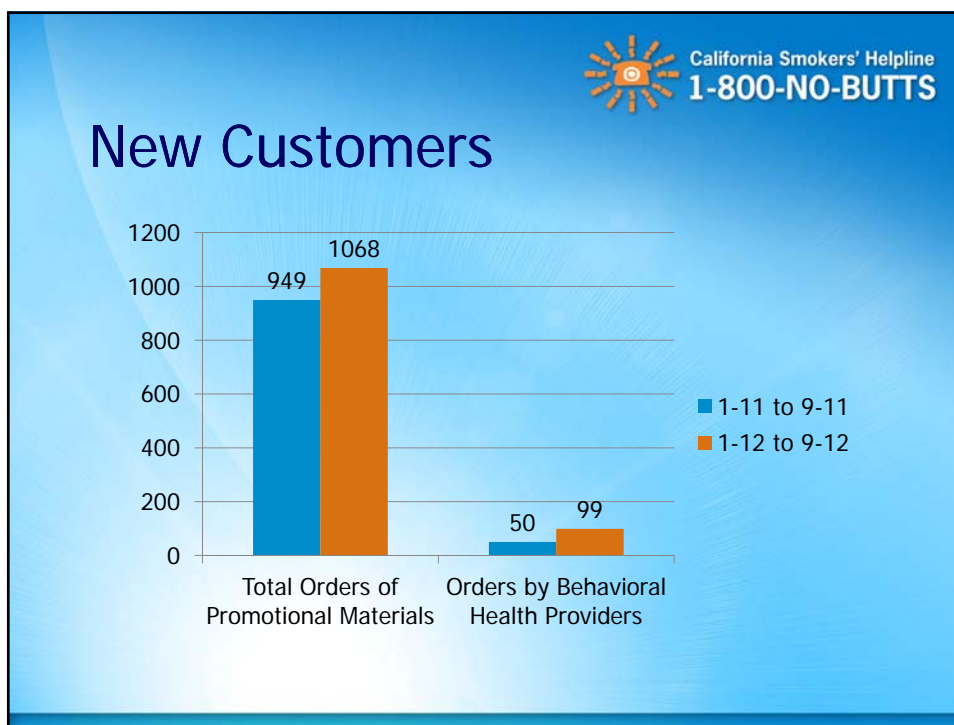
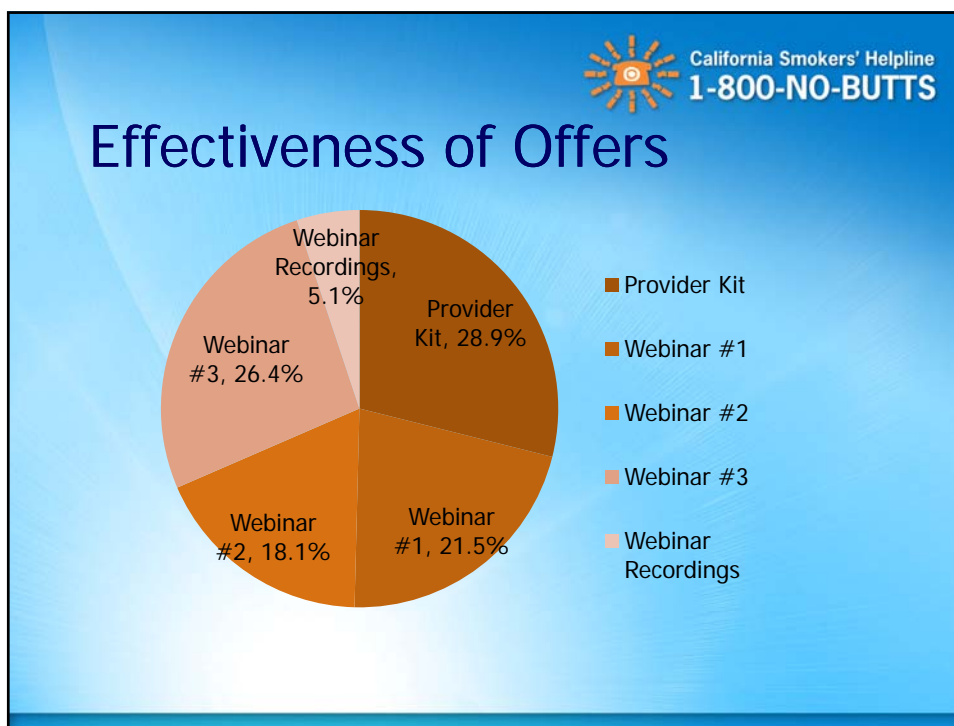
Landing page URL, <http://info.nobutts.org/sw1>

 California Smokers' Helpline
1-800-NO-BUTTS

Evaluation Criteria

- Number of new contacts or leads
- Number of orders of Helpline promotional materials
- Number of webinar registrants







California Smokers' Helpline
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Lesson Learned-Provider Advertising

- Target a specific audience with a relevant message
- Utilize specialized publishers that reach the target audience
- Combine a variety of media with more emphasis on online advertising and less on print
- Field test creative
- Rotate creative frequently



California Smokers' Helpline
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Lesson Learned-Provider Advertising

- Keep campaigns short and impactful (6 months or less)
- Offer a few relevant, compelling offers
- Develop measurable objectives and evaluation criteria
- Identify or develop sources of outcome data early on
- Consider marketing automation



California Smokers' Helpline
1-800-NO-BUTTS

Contact Information

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California Smokers' Helpline
kharms@ucsd.edu
(858) 300-1011

Questions & Answers

- Feel free to ask questions via the **chat box**.



Contact the SCLC

Visit us online:

<http://smokingcessationleadership.ucsf.edu>

Call us toll-free:

1-877-509-3786



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Closing Remarks

Please help us by completing the post-webinar survey.

Thank you for your continued efforts to combat tobacco.

Stayed tuned for SCLC's next webinars in March and April 2013!

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Les' Bio:

Les has been creating social marketing campaigns for 30 years and is nationally recognized as one of the leading authorities in the field. Under his leadership, Better World Advertising has produced social marketing campaigns on a wide range of issues, including tobacco cessation and prevention, HIV/AIDS and obesity prevention. Les' creative vision and commitment to clients' issues results in campaigns that are powerful, cost-efficient and effective.

Les has worked with over 100 clients, specifically public health departments and health organizations, to create messages that help their audiences live healthier lives. As the Director of Education Campaigns for The San Francisco AIDS Foundation for ten years, Les honed his skills of conceptualizing campaigns, producing award-winning material, earning media attention and collaborating with numerous stakeholders.

Les is currently a member of the FDA's Center for Tobacco Products Think Tank, contributing to strategies on how to best nationally prevent youth from smoking. He received a BA from Clark University and a MPA from the University of San Francisco.

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Kristin's Bio:

As Communications Manager for the California Smokers' Helpline and the Center for Tobacco Cessation, Kristin directs the communications and outreach efforts for both programs.

She has more than 20 years experience in healthcare marketing and communications and 15 years experience in tobacco control. She has served as Policy Manager for the American Lung Association of San Diego, Corporate Relations Manager for American Specialty Health, Health Promotion Manager for CIGNA Healthcare, and Marketing Manager for Mercy Healthcare San Diego.

Kristin has directed a variety of successful health care marketing and communications initiatives and has managed all aspects of marketing and communications, from strategic planning and market research to identity development, collateral design and production, web site development, print and digital advertising, direct mail, and trade show management.

Kristin earned her BA in Social Ecology from the University of California, Irvine and a diploma in Graphic Design from Platt College.

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