Leveraging the CDC “Tips” Campaign to Support the Recommendations of the 50th Anniversary Surgeon General’s Report: Experiences from the State and Local Level

Presented by:
The Association of State and Territorial Health Officials (ASTHO)
&
The National Association of County and City Health Officials (NACCHO)

April 2, 2014
3:30-5:00pm ET
Welcome
  ◦ Diana Karczmarczyk, ASTHO & Jennifer Kahn–Marshall, NACCHO

Introduction
  ◦ Rear Admiral Boris D. Lushniak, Acting United States Surgeon General

State Perspective: South Carolina
  ◦ Sharon Biggers, Manager, Division of Tobacco Prevention and Control, South Carolina Department of Health and Environment Control

Local Perspective: McLean County, Illinois
  ◦ Sarah Philos, Health Promotion Specialist, McLean County Health Department

Interactive Q&A Session
  ◦ Diana Karczmarczyk, ASTHO & Jennifer Kahn–Marshall, NACCHO
The U.S. Surgeon General
Fighting Tobacco for 50 Years

RADM Boris D. Lushniak, MD, MPH
Acting U.S. Surgeon General, USPHS
April 2, 2014
Health Effects of Tobacco Use

- Thirty two SG Reports on Smoking and Health released (1964-2014)
- Produced growing evidence of health effects from smoking and secondhand smoke
  - Heart disease
  - Chronic obstructive pulmonary disease
  - Cancers
  - Pregnancy complications
  - Pediatric diseases
50th Anniversary
Surgeon General’s Report on Smoking and Health
Major Points from the 50th Anniversary Report (1)

- **Over 20 million premature deaths** since the first report
  - 480,000 annual deaths
- Remains single largest cause of preventable disease and death
- 8 million lives saved since 1964
- 45 million smokers (18%)
  - 3 million youth smoke
- Economic burden of $289 billion
  - Direct costs $130 billion (60% from public funds)
Major Points from the 50th Anniversary Report (2)

• Tobacco epidemic was initiated and sustained by the aggressive strategies of the tobacco industry which deliberately misled the public
  – Spend nearly a million dollars an hour to market their deadly and addictive products
  – Per capita spending -- $27
    • Per capita state spending on tobacco control -- <$1.50
– Engineered cigarette -- today we know that smokers have greater risk of developing lung cancer even though they smoke fewer cigarettes
Major Points from the 50th Anniversary Report (3)

- Cigarette smoking has been determined to cause diseases in nearly all organs of the body, to damage overall health status, and to harm a growing fetus
  - Diabetes mellitus
  - Rheumatoid arthritis
  - Colon and rectal cancer
  - Erectile dysfunction
  - Macular degeneration
  - Cleft lip/palate, ADHD, brain development in fetus
  - 16 million suffer from at least one smoking-related chronic disease
Major Points from the 50th Anniversary Report (4)

• Exposure to secondhand tobacco smoke caused cancer and preventable diseases; it adversely affects the health of infants and children

• Of the 20 million premature deaths since 1964
  – 2.5 million nonsmokers
  – 100,000 babies (SIDs, prematurity)

• Stroke a known consequence of secondhand smoke
Major Points from the 50th Anniversary Report (5)

- Disease risks from smoking by women have risen sharply over the last 50 years
  - Women are now as likely to die from smoking as men
  - Women’s lung cancer risk now the same as men
  - More women die from COPD than men
  - Smoking can cause ectopic pregnancy and reduce fertility
Major Points from the 50th Anniversary Report (6)

• Cigarette smoking causes inflammation and impaired immune function, reducing the body’s ability to fight off infection and disease
  – Increased risk of TB disease and death
Major Points from the 50th Anniversary Report (7)

• Although cigarette smoking has declined significantly since 1964, very large disparities in tobacco use remain
  – Race and ethnicity
  – Educational level
  – Socioeconomic status
  – Regions of the U.S. (Midwest and Southeast)
  – Sexual orientation
  – Mental illness
Major Points from the 50th Anniversary Report (8)

• Comprehensive tobacco control programs and policies are effective
  – Need to use them and fund them
  – Full, forceful and sustained use of measures
The burden of death and disease from tobacco use in the United States is overwhelmingly caused by cigarettes and other combusted tobacco products; rapid elimination of their use will dramatically reduce this burden

- Every day 3200 under 18 years of age smoke their first cigarette
- Every day another 2100 youth and young adults become daily smokers
- 90% of adults who smoke started smoking before 18
- 98% before age 26
- If current trends continue, 5.6 million kids (1 in 13) now alive will die prematurely from smoking-related diseases

Our goal is to make the next generation tobacco free
For 50 years the Surgeon Generals’ reports on smoking and health have provided a critical scientific foundation for public health action directed at reducing tobacco use and preventing tobacco-related disease and premature death.
Proven tobacco control measures: Role of States and Locals

- Year-round hard-hitting media campaigns
- Easy-to-access cessation treatments (ACA)
- 100% indoor smoke-free laws
- Excise taxes and pricing/limiting access to youth
- Tobacco-control programs funded at CDC recommended levels
- Full use of FDA’s regulatory authority over tobacco products
Success in South Carolina

S.C. Tobacco Quitline
New Year’s Resolution Media Campaign

Presented by:
Sharon Biggers, Director
DHEC Division of Tobacco Prevention and Control

Catherine Warner, Outreach Coordinator
DHEC Division of Tobacco Prevention and Control

Jennifer Read, Public Health Outreach Director
DHEC Office of the Director of Public Health
Campaign Goals

- Quitline Call Volume
- Quit Attempts
- Quit Success Rate
- Reduced Health Care Costs
- Lives Saved

South Carolina Department of Health and Environmental Control
Promoting and Protecting the Health of the Public and the Environment
About the S.C. Tobacco Quitline

South Carolina Department of Health and Environmental Control
Promoting and Protecting the Health of the Public and the Environment

Quit Date Call
Quit Date Follow-up Call
Relapse Prevention Coaching
Relapse Prevention Coaching
Assessment & Planning
Unlimited Inbound Phone Support
Web Coach®
Quit Guide
Nicotine Patch/Gum
Tobacco Free
Evaluation Survey
Enrollment Phone
Tobacco User
Campaign Overview

- Chose to run ads during the **New Year** when people tend to set new health goals for themselves.

- Utilized an **evidence-based, multi-media approach** to reach a broad audience.

- Focused on **increasing access** to nicotine replacement therapy (NRT) for South Carolinians without health insurance.
Compiled **Nielsen market research data** and state **epidemiology data** to plan media buys.

Drafted $1.5M budget using **state cigarette tax funds**, and ensured adequate financial support for Quitline services were in place.

**Coordinated with Quitline provider** to assure adequate staffing levels to cover anticipated increase in call volume during the campaign.

Worked with CDC and MCRC to secure **CDC “Tips” ads** for use during the campaign.
How We Did It

- Worked with internal agency communications staff to create **online and mobile ads**, and add state-specific tags to “Tips” ads.

- Worked with cable companies and local TV and radio stations to place **targeted ad buys** in one-month flights.

- **Monitored call volume** weekly, and **made adjustments** to ad placements and messaging as needed.
How We Did It

  - Radio ads
  - TV ads

- **Flight 2** (January 22, 2014 – February 22, 2014):
  - TV ads
  - Online banner, tower, and button ads
  - YouTube pre-roll ads
  - Mobile ads, including click-to-call buttons
Campaign Used a Multi-Media Approach

- Television ads
- Radio ads
- Online ads
- Mobile ads, including click-to-call buttons
- YouTube and local, online news pre-roll ads
- News release
- Live interviews
CDC “Tips” Ads

FOR FREE HELP, CALL
1-800-QUIT-NOW

YOU CAN QUIT.
1-800-QUIT-NOW

FREE nicotine patches and gum are available for South Carolinians who do not have health insurance.
Campaign Substantially Increased Registered Callers to Quitline

S.C. Tobacco Quitline Callers (2013-2014)

DHEC Promotional Campaign Began Dec. 16
Campaign Drove Quitline Call Volume

February 2013

Top 10 How Heard About (Contract YTD)

- Health Professional
- Family/Friend
- TV/Commercial
- Health Department
- Other
- Brochure/Newsletter/Flyer
- Outbound Re-enrollment Offer
- Website
- Radio
- Community Organization

February 2014

Top 10 How Heard About (Contract YTD)

- TV/Commercial
- Health Professional
- Family/Friend
- Outbound Re-enrollment Offer
- Other
- Radio
- Health Department
- Brochure/Newsletter/Flyer
- TV/News
- Website
Campaign Increased Access to Cessation Resources for the Uninsured

S.C. Tobacco Quitline Callers by Health Insurance Status (January 2013)

- Commerically Insured: 47.6%
- Medicaid: 23.7%
- Medicare: 10.6%
- Uninsured: 15.8%
- Other: 2.2%

S.C. Tobacco Quitline Callers by Health Insurance Status (January 2014)

- Commerically Insured: 57%
- Medicaid: 11.7%
- Medicare: 11.5%
- Uninsured: 18.9%
- Other: 0.8%
Lessons Learned

- Results support findings of **U.S. Surgeon General’s Report** that media campaigns influence societal perceptions of tobacco use and individual health behaviors.

- **CDC “Tips” ads** proved highly effective in raising awareness of S.C. Tobacco Quitline services and resources available for tobacco users. “Tips” ads also provided wide variety of messaging to **reach diverse audiences** and tobacco users with associated chronic conditions.
Lessons Learned

- Utilizing **multi-media approach** (television, online, and mobile ads) proved extremely effective in reaching wide audience.

- Combining **Nielsen market research** with state **epidemiological data** helped agency make cost-effective, targeted ad buys.

- By **coordinating ad buys** with CDC national buy, we maximized overall impact of both campaigns.
Special Thanks To:

- Catherine Templeton, DHEC Director
- Jamie Shuster, DHEC Public Health Director
- DHEC Office of Communications Resources:
  - Anthony Doyle
  - Cristi Horne
  - Stephanie Copple
  - Gregg Glymph
- DHEC Office of Procurement Services
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McLean County Health Department
Illinois Tobacco Free Communities
Media Efforts FY14

Sarah Philos, BS, CHES
Health Promotion Specialist
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McLean County

• Population- 174,647
  • Largest county in Illinois
  • Illinois State University, Illinois Wesleyan University, Heartland Community College, State Farm Headquarters, Mitsubishi

• Demographics
  • Caucasian (82%), African American (8%), Hispanic (5%), Asian (5%)
  • Female (51%), Male (49%)

• Smoking Prevalence
  • 2014 County Health Ranking- 11% of population are smokers
  • Illinois Tobacco Quitline call data
Illinois Tobacco Free Communities Grant: McLean County

- Evidence-Based School Program
- REALITY Illinois
- SFIA Monitoring & Enforcement
- Illinois Tobacco Quitline Promotion
- Freedom From Smoking
ITFC FY14 Media Efforts
“Tips From Former Smokers” Campaign

- Radio Ads- Roosevelt and Jessica’s Story
  - WJBC (older adults)
  - Great Plains Media (adults over 18)
  - B104/WBNQ (rural young adults)
  - WXRJ (African Americans)

- Television Commercials- Suffering Mother, Marie, Cessation Tips
  - Comcast (higher income adults, teenagers)
  - WMBD/WYZZ (lower income adults)
  - Bounce (African Americans)
ITFC FY14 Media Efforts

Kick Butts Day

• Pantagraph Newspaper Feature
  • Smoke-free Multi-Unit Housing Initiative

• REALITY Grant TV Student Ad - “If You Really Knew Me”
  • Comcast
  • WMBD/WYZZ
ITFC FY14 Media Efforts
Illinois Tobacco Quitline Promotion (continued)

• Kroger Pharmacy Bags- Bloomington, IL
  • January 2013-January 2014

• Kroger Pharmacy Bags- Normal, IL
  • July 2013-July 2014

• Illinois State University Daily Vidette Newspaper
  • New Media Center Resources
Recommendations

• Tailor to your community
• Choose new media when available
• Choose media that speaks to you
ASTHO Tobacco Resources

- Guide from CDC Office on Smoking and Health – Surgeon General’s Report Media Resources
  - Available at: [www.astho.org/Prevention/Tobacco/Tobacco-Webinars](http://www.astho.org/Prevention/Tobacco/Tobacco-Webinars)

- Comprehensive Tobacco Control: Guide for State and Territorial Health Officials
  - [www.astho.org/Prevention/Tobacco](http://www.astho.org/Prevention/Tobacco)

- State Letters Supporting CDC’s Tips Campaign
  - [www.astho.org/Prevention/Tobacco/CDCs-Tips-From-Former-Smokers-Campaign](http://www.astho.org/Prevention/Tobacco/CDCs-Tips-From-Former-Smokers-Campaign)
Recent Publications
◦ Supporting Comprehensive Tobacco Prevention and Control at the Local Level Policy Statement: http://naccho.org/advocacy/positions/tobacco.cfm

For additional resources on Tobacco Prevention and Control visit NACCHO’s Tobacco Toolkit:

For technical assistance contact:
◦ tobacco@naccho.org
If you would like to ask a question, please type it into the chat box on your screen.
Thank you for joining us!

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