

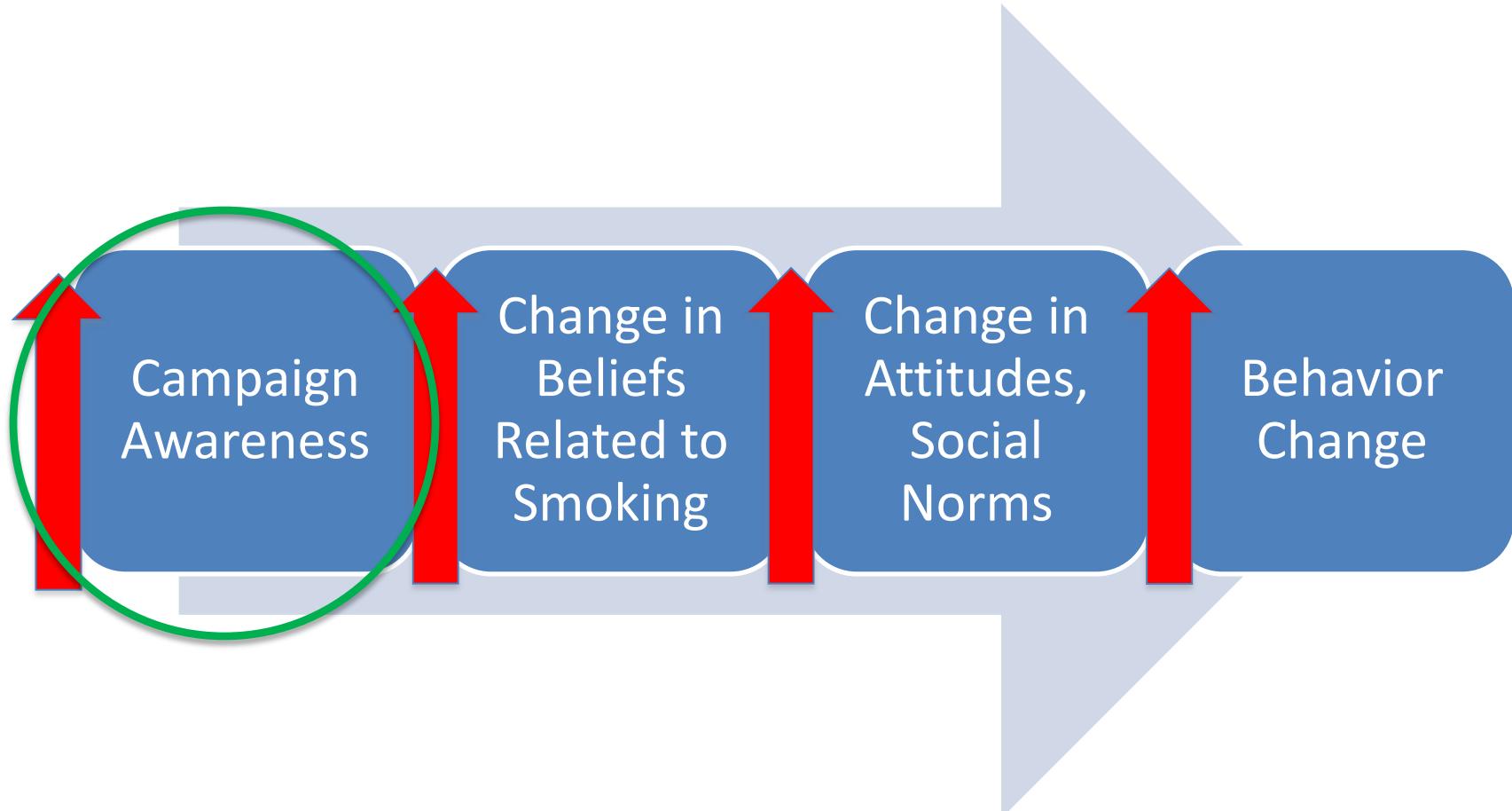
National Advertising to Reduce Youth Tobacco Use: the truth® campaign

DONNA VALLONE, PhD, MPH
CHIEF, EVALUATION SCIENCE AND RESEARCH
LEGACY

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PUBLIC EDUCATION CAMPAIGNS WORK

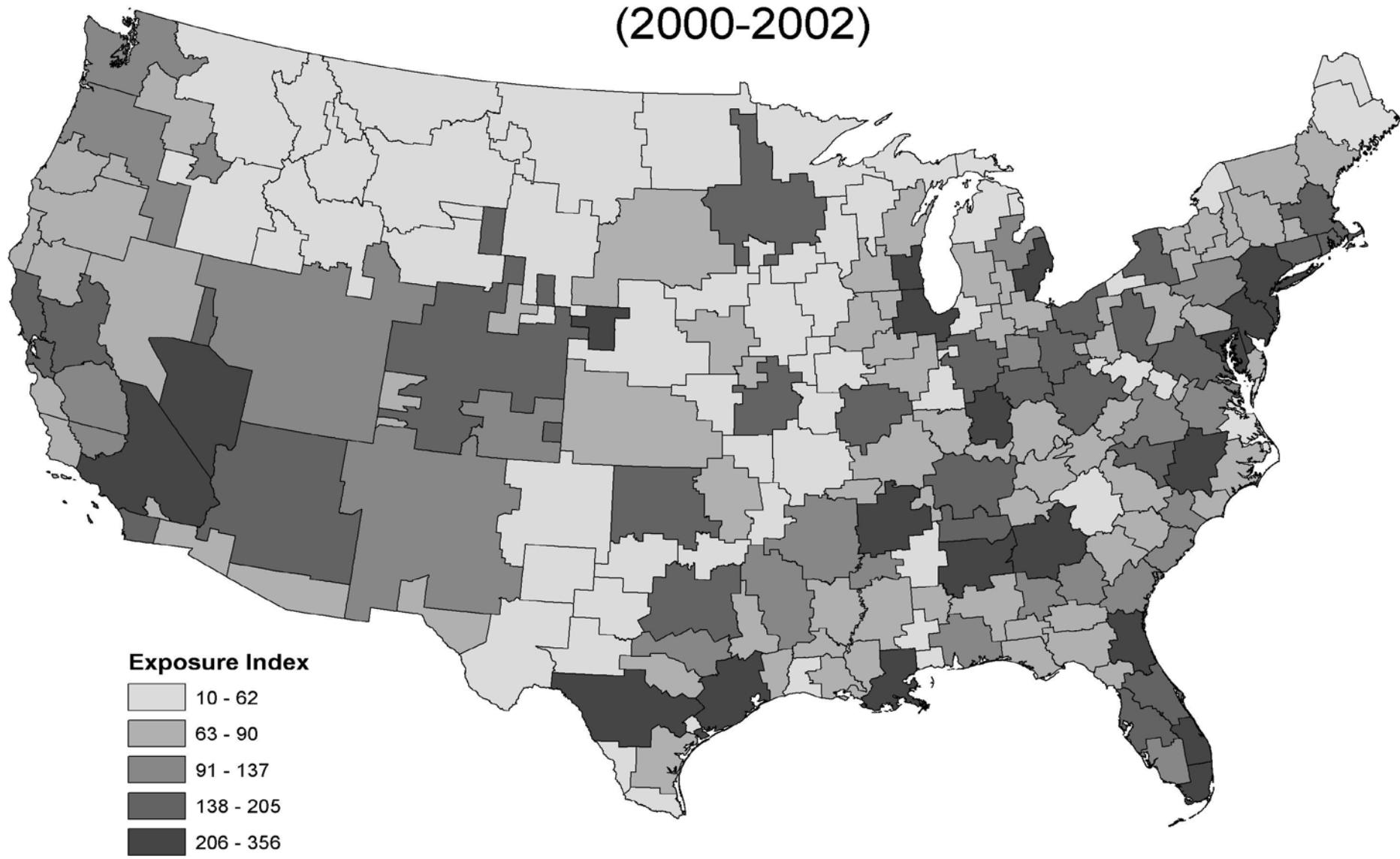


DEMONSTRATING IMPACT: EVIDENCE FROM TOBACCO CONTROL

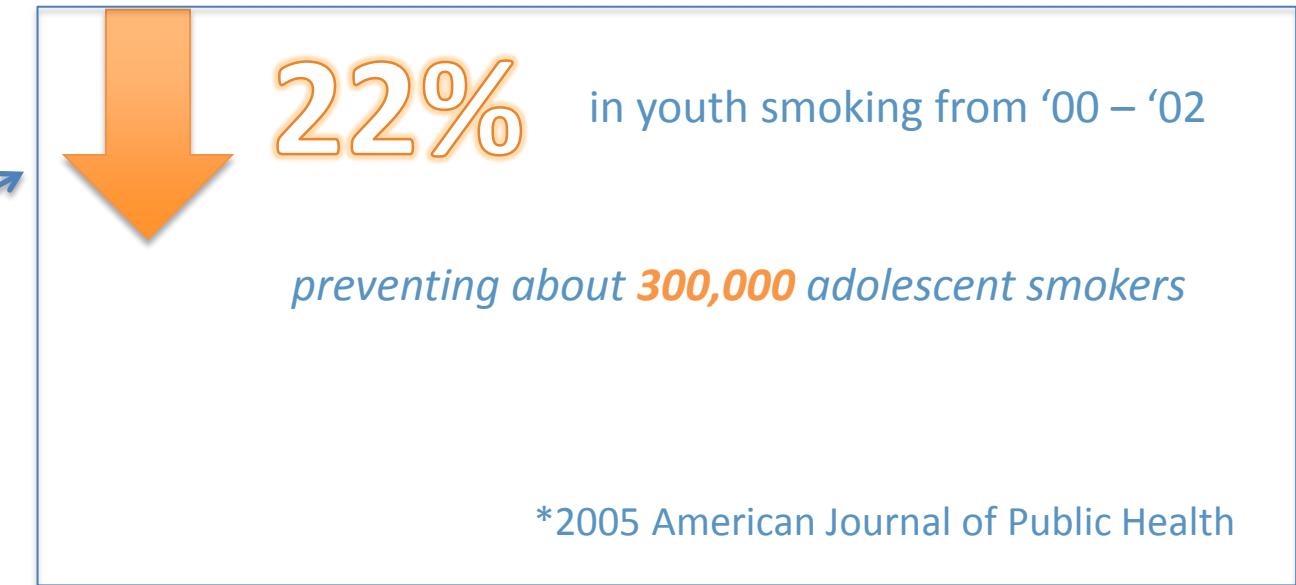
- **State & National Evidence**
 - California, Florida, Massachusetts, Minnesota, New York and others; national truth® campaign
- **Sufficient reach, frequency and duration (CDC)**
 - Use mass-reach vehicles, in particular TV, for population change
 - Reach 75% to 85% of the target audience
 - Minimum of 1,200 gross rating points (GRPs)/quarter during the introduction of a campaign and a minimum average of 800 GRPs per quarter thereafter
 - At least 3 to 6 months to achieve awareness, 6 to 12 months to influence attitudes, and 12 to 18 months to influence behavior.



Truth Campaign Exposure by Media Markets (2000-2002)



DOCUMENTING THE IMPACT OF TRUTH

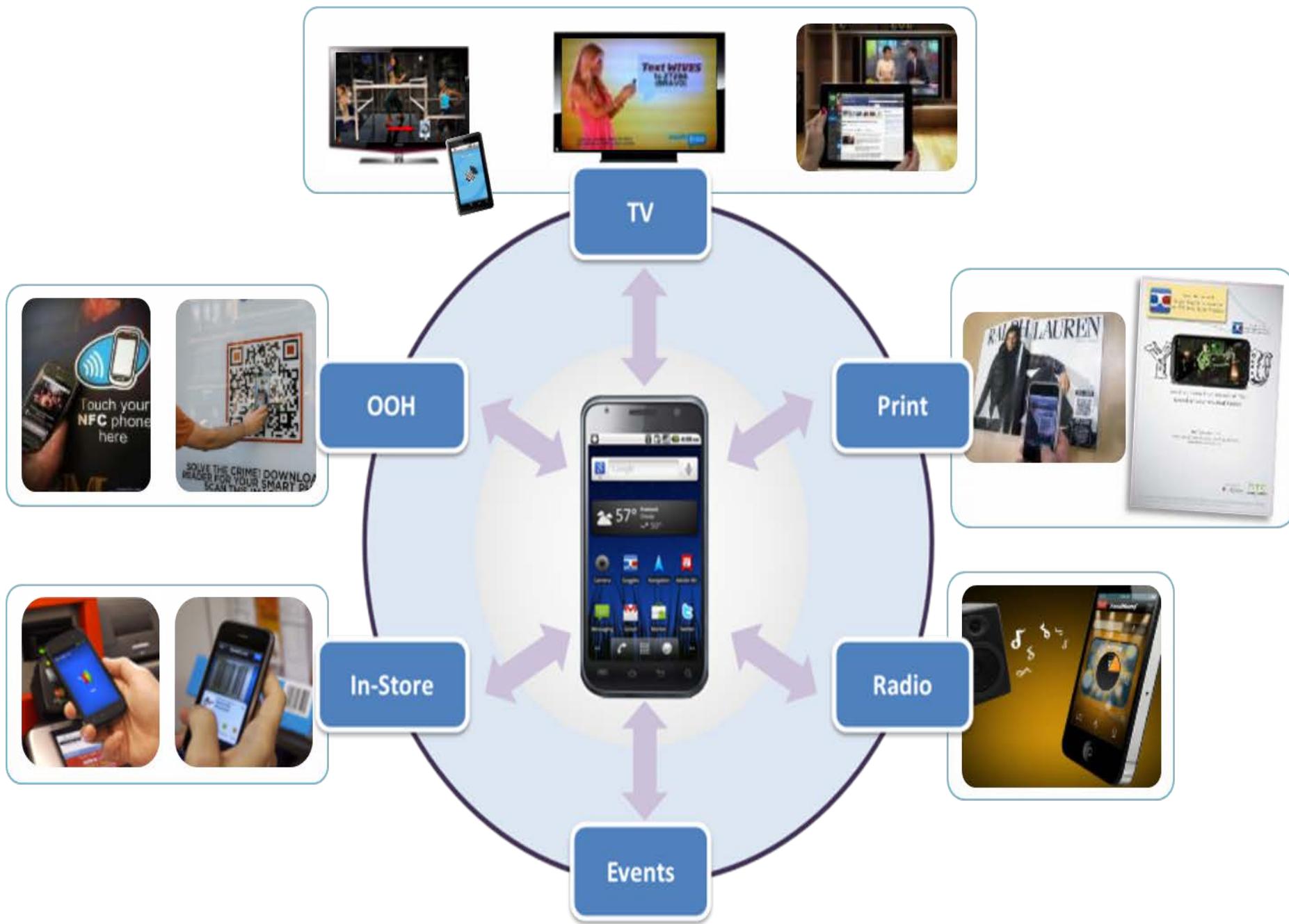


prevented

450,000

adolescents from smoking initiation
nationwide through 2004

*2009 American Journal of Preventive Medicine



OPPORTUNITIES AND CHALLENGES

- PAID TV ADVERTISING

- Effective reach to identified target audience
- Quantifies the dose of the intervention
 - Gross Ratings Points (GRPs=Reach X Frequency)
- Ensures optimal placement of messages
- Requires significant investment

- PAID DIGITAL ADVERTISING

- Effective mechanism to deliver frequency
- Reach can be limited
- Significantly less costly than TV

WHY CHANGING BEHAVIOR DEPENDS ON EFFECTIVE COMMUNICATION...

- The power to inspire does not come from academic jargon.
- It's not that the public is incapable of caring about these issues. They—we—just need some help.
- If Google and Apple understand the value of promoting its message and products to the public in innovative ways, why can't we do the same?

QUESTIONS?

THANK YOU