



Legacy's EX Campaign: Results from a smoking cessation pilot program in four U.S. cities

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EX Ads: Direct Response

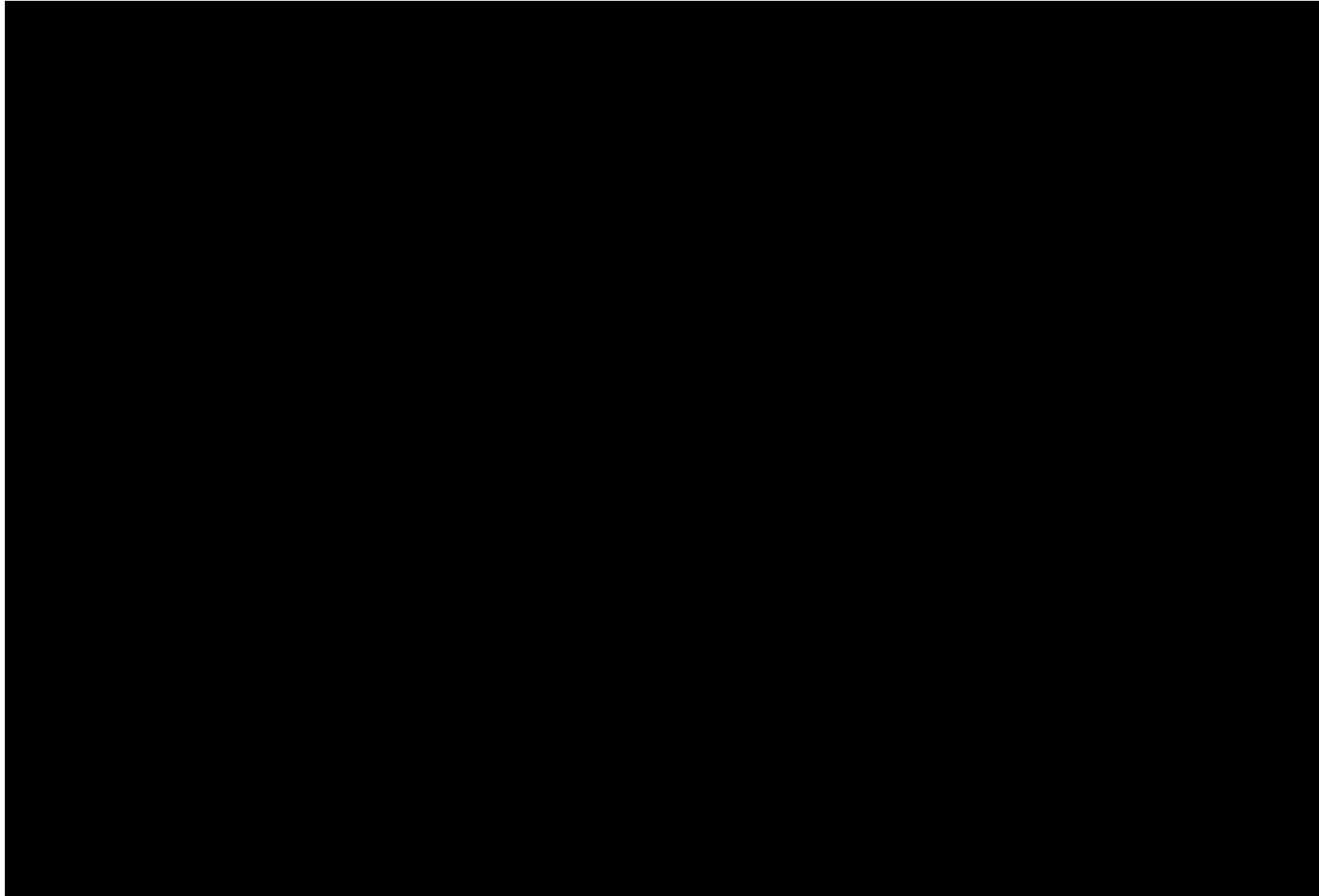
- Targeting committed quitters who are ready to quit and currently trying
- Building EX brand as credible, promoting services (web, phone, manual); **Voice Over emphasis for 1-800-QUIT-NOW.**



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Leap

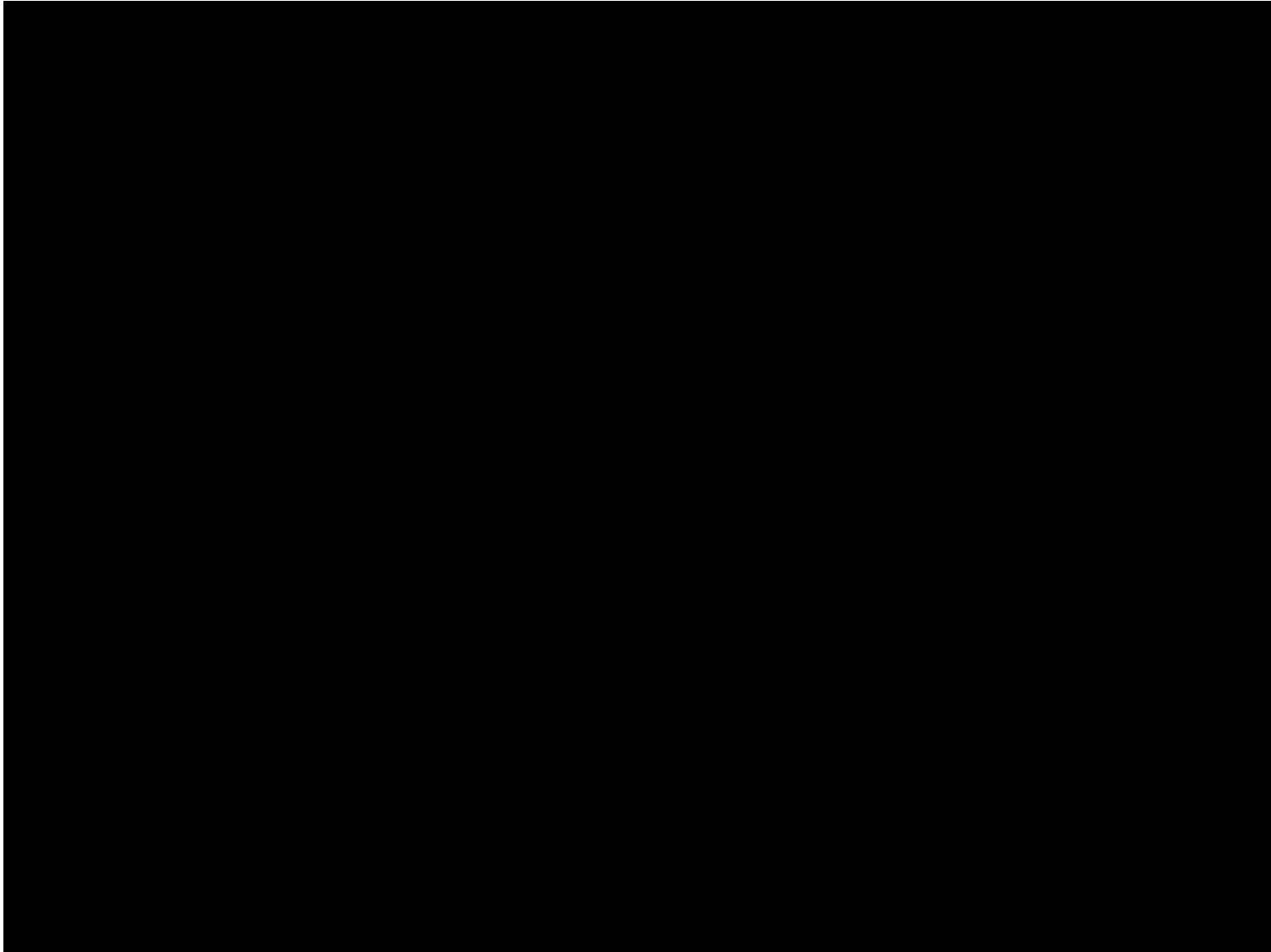


EX Ads: ReLearn

- Targeting a broader audience of potential quitters
- Focus on building confidence about quitting
- **Did not highlight 1-800-QUIT-NOW as prominently as the Direct Response ads**



Coffee



Pilot Sites

- **Grand Rapids, MI:** Nationally representative media market, lower level of TC policies.
- **San Antonio, TX:** High proportion of Hispanic/Latino population, \$1 cigarette tax increase (effective January 2007).
- **Baltimore, MD:** High proportion of African-Americans and anticipated NRT promotion.
Buffalo, NY: Established tobacco control program: media, SHS policies & high taxes.

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Evaluation of Pilot Campaign

- Assess ad and brand awareness and receptivity
- Track Service Utilization
 - 1-800-QUIT-NOW calls
 - Registrants and visits to the website
- Evaluate EX book efficacy and receptivity
- Explore relationship between exposure to ads and:
 - cessation attitudes and beliefs
 - confidence in quitting
 - quit attempts.



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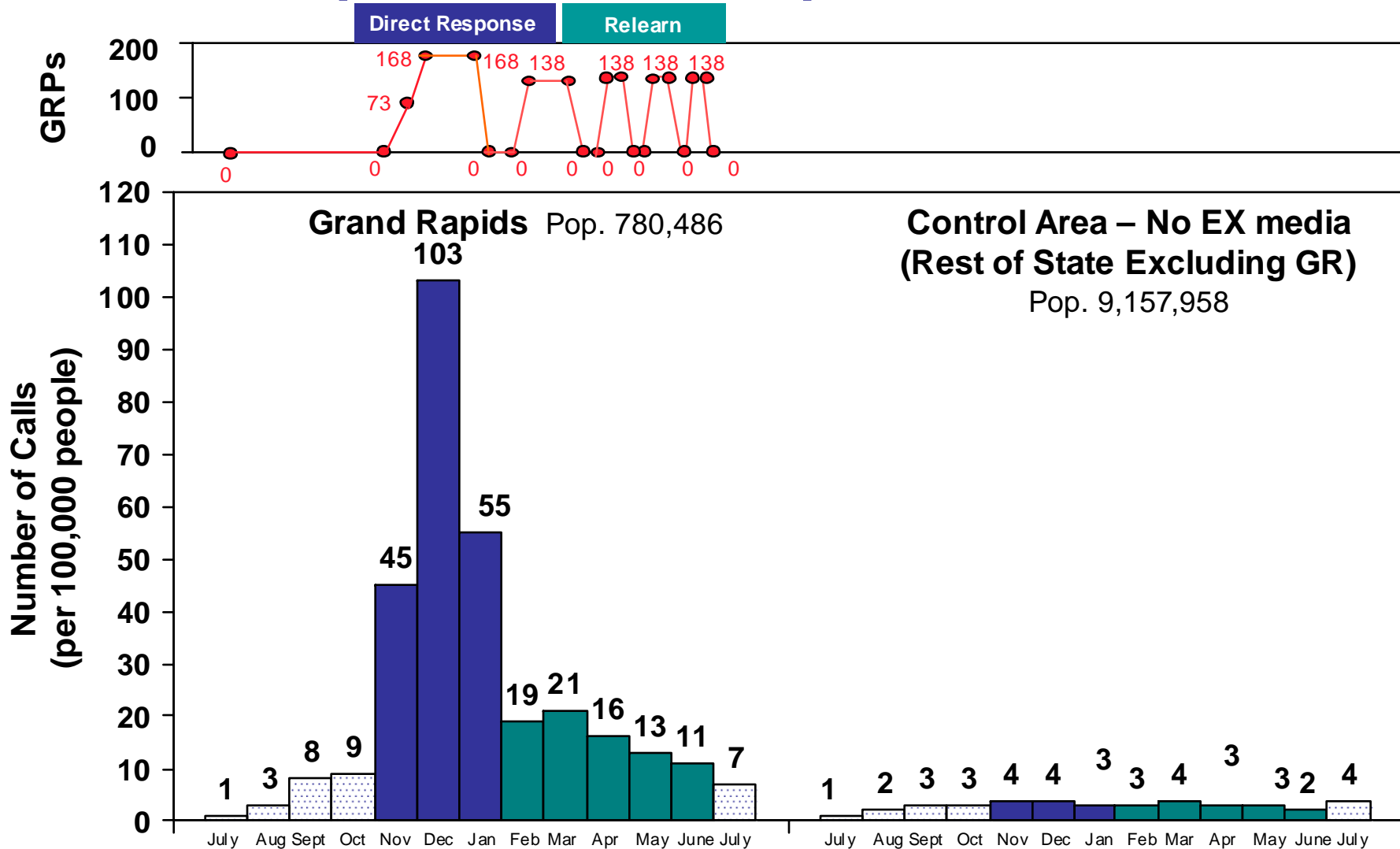
Call Volume: 1-800-QUIT-NOW

- NCI provided data on incoming calls to 1-800-QUIT-NOW for each pilot market by area code and comparison group.
- Provides standardized method across pilot cities pre- and post-campaign
- Limitations of call volume data:
 - Does not differentiate multiple calls made by one person or account for wrong numbers; no information as to whether callers are smokers or other interested parties

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Grand Rapids - Call Attempts to 1-800-QUIT-NOW



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Lessons Learned:

Factors Influencing Call Volume

- Direct Response Ads increase call volume 5-11 fold
- Ad Content and GRPs influence call volume
 - Direct Response ads increased call volume as compared to the ReLearn ads
 - Ads can be tailored to specifically influence call volume or other outcomes
 - Can control volume collaboratively to avoid system overload
- Community Context
 - Presence of quitline promotion efforts (NRT, Media)
 - Policies (SHS Laws and Price)



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Results and Lessons Learned: becomeanex.org

- High demand for service
 - 26,803 unique visitors to site
- Registration rate
 - 10-16% registration rate compares favorably to registration rates of other cessation sites
- Sharp decline after first session
 - Explore how to increase length of participation on the site



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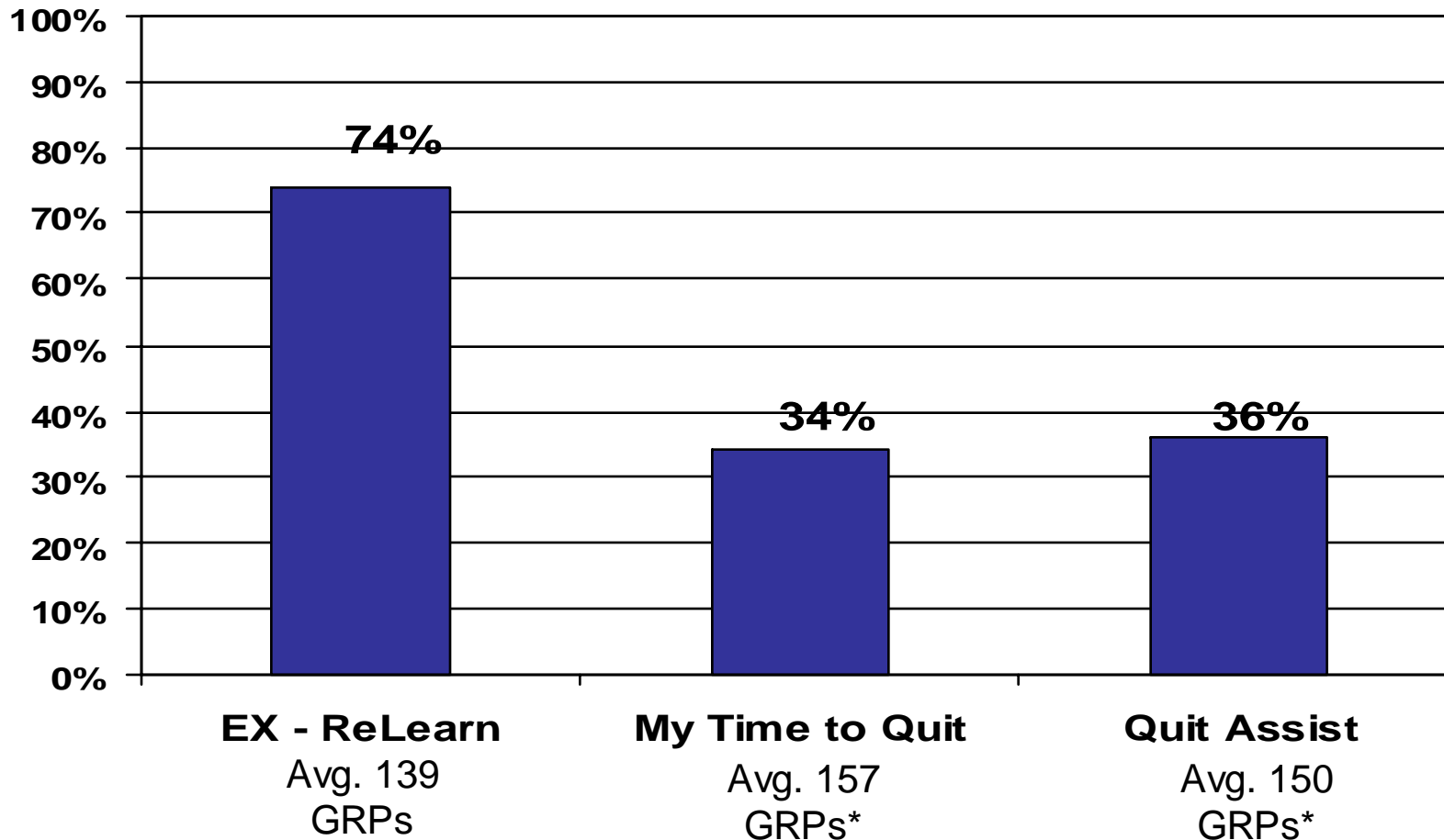
Results and Lessons Learned: EX Book Efficacy

- Slightly higher receptivity and satisfaction with the EX book than with standard NY State materials
- No difference in quit rates between the EX book and NY State materials (Odds Ratio = 1.08, NS)
 - Null findings consistent with the literature on the efficacy of self-help materials
- Low media weight and brief duration of the campaign make it difficult to draw conclusions about combined effect of media and book
- EX materials must be modified to reduce cost

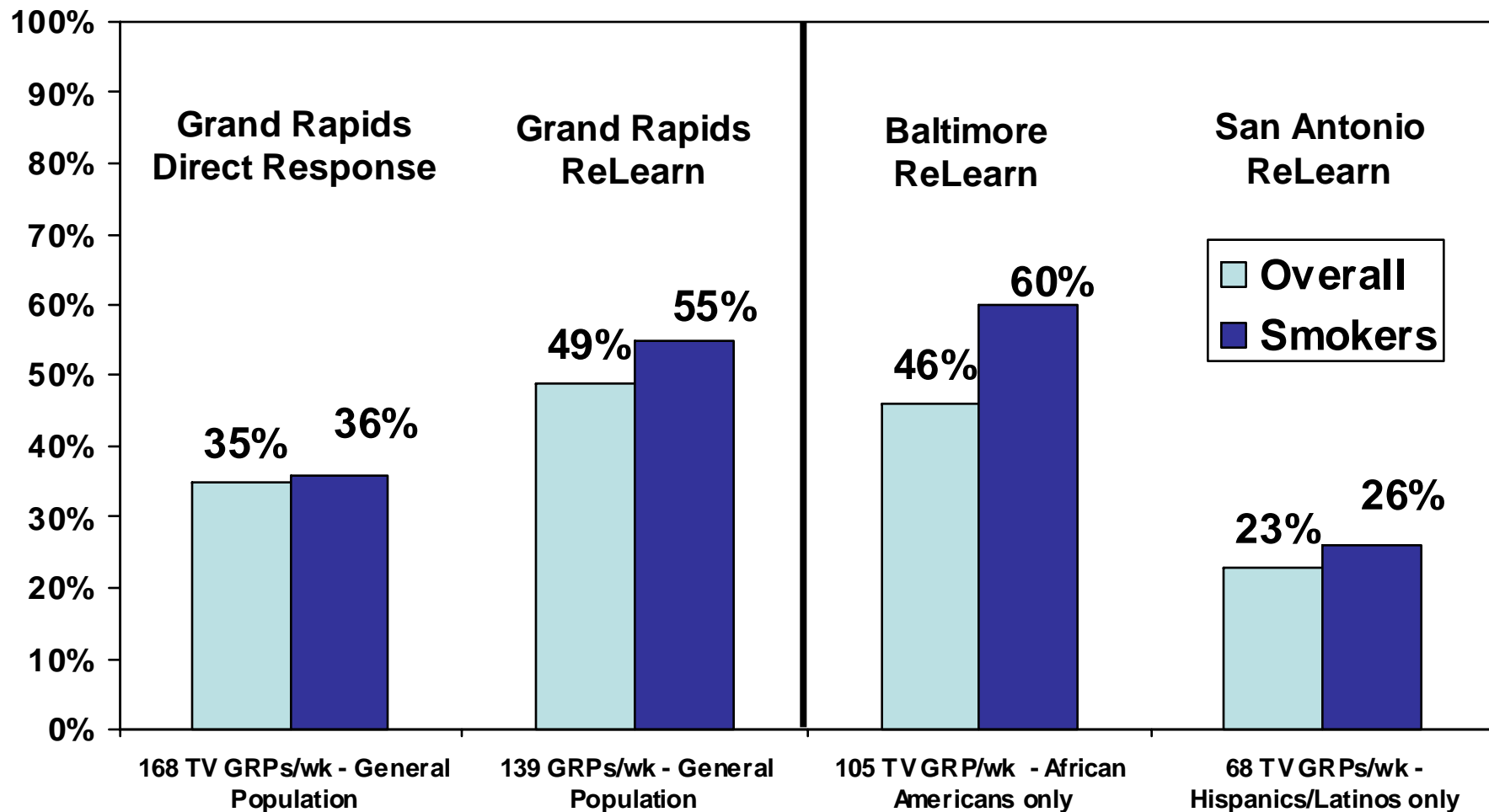


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Aided Awareness of Cessation Ads among Grand Rapids Smokers



Confirmed Awareness of EX



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Brand Receptivity – Direct Response & ReLearn Grand Rapids Smokers w/ Confirmed Awareness

	Phase 1 – Direct Response	Phase 2– ReLearn
% Agree/Strongly Agree with Statement:		
EX offers a new way to look at quitting smoking.	87%	69%
EX made me feel like there might be help out there for smokers like me.	83%	74%
EX is coming from someone who knows how I feel	83%	51%
EX has information that could be helpful in my next quit attempt	74%	68%
EX feels like it's for smokers like me	71%	56%
EX makes me feel more confident that I will succeed in my next quit attempt	51%	45%
EX has inspired me to make a quit attempt	41%	27%
% Disagree/Strongly Disagree with Statement:		
EX doesn't seem like something I can relate to (disagree/strongly disagree)	69%	52%



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ReLearn Brand Receptivity among Smokers

	Hispanics/ Latinos (SA)	African- Americans (Balt)
% Agree/Strongly Agree with Statement:		
EX offers a new way to look at quitting smoking.	56%	80%
EX made me feel like there might be help out there for smokers like me.	67%	83%
EX is coming from someone who knows how I feel	67%	69%
EX has information that could be helpful in my next quit attempt	65%	80%
EX feels like it's for smokers like me	70%	73%
EX makes me feel more confident that I will succeed in my next quit attempt	58%	59%
EX has inspired me to make a quit attempt	49%	51%
% Disagree/Strongly Disagree with Statement:		
EX doesn't seem like something I can relate to (disagree/strongly disagree)	45%	67%



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Longitudinal Analyses: Shifting Cessation Attitudes and Beliefs

- Longitudinal survey of Grand Rapids smokers
 - RDD telephone survey of 596 smokers at baseline
 - 212 of the 357 respondents that agreed to be re-contacted completed follow-up interviews
- Baseline and follow-up samples were similar
 - Follow-up sample less likely to have another smoker in the HH
- Measures:
 - Cessation-related attitudes, desire to quit, confidence in quitting, quit attempts, 30-day abstinence



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Cessation Attitudes

Thinking about Quitting

- I have been thinking a lot about quitting smoking recently.
- Lately, I have been thinking about which cigarettes during my day would be the hardest to give up if I were to quit.

Preparation for Quitting

- I know exactly what I will have to change to be able to stop smoking.*
- I am not prepared to make changes in my life in order to quit smoking.

Desire to Quit and Confidence

- How much do you want to quit smoking?*
- If you decided to give up smoking altogether in the next 12 months, how likely do you think you would be to succeed?*

Red highlight = significant difference in change scores

•= Non-significant shift in the right direction

Note three attitudinal items (not listed) did not show significant change over time among EX Aware.

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Behavioral Impact: Longitudinal Sample

- Multivariate modeling of quit behaviors by EX awareness
- No statistically significant behavior change among those aware of EX
 - Intention to quit (expected direction)
 - Quit attempts since baseline (expected direction)
 - 30-day abstinence at follow-up
- Given the length of the pilot, it is unlikely we would be able to demonstrate behavior change



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Overall Findings

- Positive response to EX ads and brand across all sites and across race/ethnicity
- Demonstrated ability to increase consumer demand for quitlines and website
 - Increased call volume 5-11 fold
 - High demand for web cessation services
- Statistically significant changes in some key attitudes among those aware of EX campaign
- No statistically significant changes in self-efficacy or quitting behaviors, but trends call for cautious optimism



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Next Steps

- Conduct additional analyses
- Share pilot results with national and state partners
- Review findings and make decisions about moving forward with EX
- Work with states and other partners interested in establishing the National Alliance for Tobacco Cessation



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