

truth[®] or Consequences:
Increasing exposure to the truth[®]
campaign among rural and
underserved youth



Learning Objectives

- To understand the background and rationale for the truth[®] or Consequences program
- To understand the design and evaluation of the program
- To learn about the grants initiative conducted as part of the program

Background of truth[®] campaign

- Legacy's national truth[®] campaign is an anti-tobacco countermarketing campaign designed to reduce smoking among high sensation seeking youth.
- Several studies have documented the effectiveness of the campaign, which is credited with roughly 22% of the total decline in youth smoking from 1999 to 2002.

What is truth[®] or Consequences?

- truth[®] or Consequences is a three-year program funded by a CDC grant design to designed to reduce smoking rates among rural youth through:
 - an increase in the media weight of truth and
 - a complementary grants program
- CDC funds are being matched 2.1 to 1 by the American Legacy Foundation.

Why truth[®] or Consequences?

- Legacy's truth campaign shifted a higher concentration of its media buy to cable in 2003
- This is a cost-effective strategy, but cable penetration is uneven nationwide, especially in lower population density and smaller communities
- Rural 8th and 10th graders are more than 1.5 times more likely to smoke than their urban peers.

truth[®] or Consequences Program Objectives

- Over three years, increase the truth[®] media delivery in 18 states (41 Designated Media Markets – DMAs) to the mean national level.
- Provide tobacco use prevention community-based grants.
- Provide technical assistance and training to grantees.
- Develop and implement national dissemination plan for the grants initiative.

Evaluating truth[®] or Consequences

- The purpose of the evaluation is to investigate the effectiveness of increased levels of paid media messages on:
 - Confirmed awareness of truth[®] ads
 - Anti-tobacco industry beliefs
 - Beliefs and attitudes about tobacco use

Research Design

- Target population:
 - residential population
 - 12 to 17 year-old youth
 - 41 Designated Market Areas (DMAs): lower population density and reduced truth delivery
- Longitudinal quasi-experimental treatment/control design

Graphic of Research Design

**41 Media Markets in
18 states**

Increased Dose

**8 Comparison Markets
(from the same state as
“treatment” markets)**

National Dose

**8 “Treatment” Markets
(CO, IA, MN, NE, SD, TN, NM, &
WA)**

Increased Dose

Data Collection

- Sample size: 3,500 baseline interviews (1,750 treatment, 1,750 comparison)
- Baseline data collection conducted 2/07 through 4/07
- Follow-up data collection just completed
- Initial results expected early 2008

truth[®] or Consequences Grants

- Grants will leverage the enhanced truth[®] media campaign by developing local tobacco use prevention projects
- Projects aimed at 12-17 year old youth at-risk for smoking in the community
- Anticipate grants to be awarded late Feb 2008.
- Expert Panel will be convened to advise on evaluation plan for grants program once grantees are selected.