

BREAKING UP WITH TOBACCO: AN INNOVATIVE APPROACH TO REACHING LGBT POPULATIONS

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OBJECTIVES

- Explain strategies to reach LGBT populations with tobacco cessation messages.
- Evaluate the effectiveness of strategies to reach LGBT populations with tobacco cessation messages.
- Describe creative elements of an effective public education campaign targeting LGBT populations.

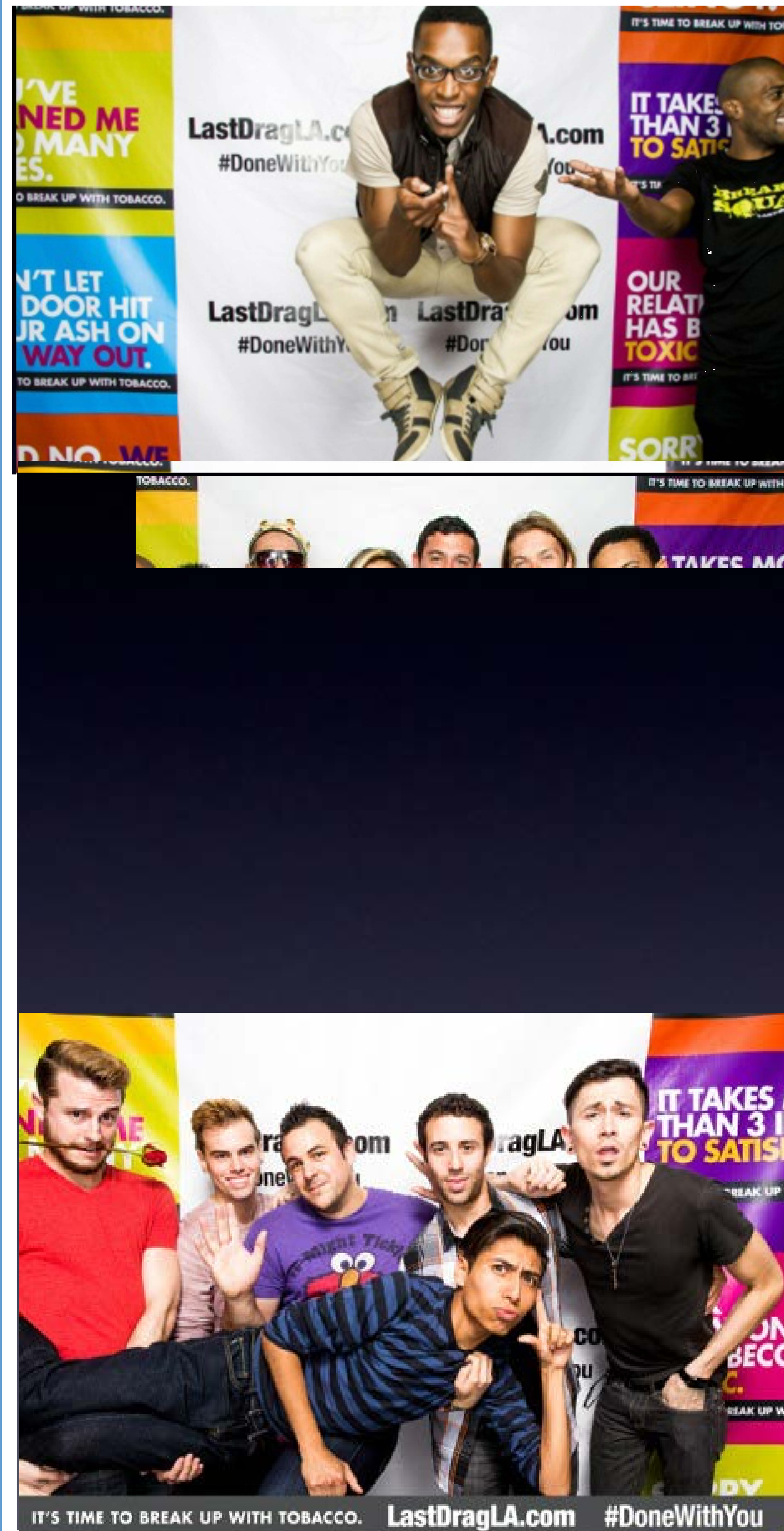
BACKGROUND

The goal of this campaign was to get a niche audience segment, in Los Angeles' vast media market, to consume, consider and amplify an anti-tobacco message. The target audience was mainly Lesbian Gay, Bisexual, and Transgender (LGBT) Millennials (ages 18-33). Research shows that Millennials consume traditional forms of media (TV, news, radio, etc.) at much lower rates than older populations (e.g., Boomers and Gen Xers). For example, according to 2014 Pew Research report, 61% of Millennials report getting political news on Facebook. At the same time, Millennials' relatively low reliance on local TV for political news (37% see news on TV in a given week) almost mirrors Baby Boomers' comparatively low reliance on Facebook (39%).

Approach

The Los Angeles County Department of Public Health launched "It's Time to Break Up with Tobacco", a fun and campy quit smoking and tobacco-free living media campaign targeting the LGBT communities. The campaign targeted messages where the audience congregated and played. It recognized the fact that the vast majority of LGBT already know that smoking is bad but they are also confronted with a large number of public health messages (e.g., safe sex, HIV, STDs, drugs, alcohol, etc.). This makes connecting with another public health message even harder.

Messaging and creative execution were done to: first, garner attention and consumption and; secondarily, be sharable so that the target cohort would also serve as a "media channel" to help distribute our content within their networks via email, messaging, Twitter, Instagram, Facebook, word-of-mouth, etc.). Individual networks tend to be reflective of our demographics and lifestyle so it makes sense that getting LGBT social networks to amplify the message will target more LGBT.



The campaign utilized multiple channels to deliver the various "It's Time Break Up with Tobacco" messages, including website and social media outreach (e.g., Facebook, Twitter, Instagram, YouTube, Flickr), digital screens in bars and dance clubs, posters in highly visible locations of bars and health clubs, paid advertising (e.g., LGBT magazines and geo- and behavior-targeted Facebook ads), and street team interventions (e.g., bar takeovers, promotional items, photobooth photos).

RESULTS

- The majority of people exposed to the campaign agreed or strongly agreed that the campaign was appealing, relevant and motivational to them.
- Over one-third of participants reported discussing the campaign with someone else and more than one-quarter had shared the campaign on a social media platform.
- There were significant associations between campaign awareness and precursors to smoking cessation.

SOCIAL MEDIA

- **Facebook:** 368,929 total impressions of content associated with LA Quits; avg daily reach of 2,513 unique users; more than 1,000 people liked, commented on, or shared posts; driven by organic and paid media
- **Instagram:** More than 4,600 combined likes on @breakupsquad photos & tagged #donewithyou; organic only, no paid media
- **Twitter:** Demonstrated power of shareability & word of mouth e.g. a Twitter conversation resulted in a retweet potential audience of 13,251; favorited potential audience of 9,328
- **Flickr:** 5,387 combined views of Break Up with Tobacco images

DISCUSSION

The significance of the "shareability" of this campaign cannot be underestimated. The campaign wasn't being discussed in a negative fashion and the fact that word-of-mouth and online sharing are that high (for an anti-tobacco campaign) is a key result of this effort.

