

# Tobacco Marketing and Community Relations Campaign Development and Implementation

## Frequently Asked Questions

### How was the campaign developed?

Primary and secondary research was conducted by the Voice of Your Customer and BLDG. Through this research, including focus groups with the priority population, the campaign was developed and will be ready for initial implementation at the end of 2019. An overview of the research findings can be found in the slides that follow. All research conducted, including findings, will be share with the selected contractor to inform development of the implementation plan.

### Where will the campaign be implemented?

The priority population is African American adults with lower incomes who are current smokers in Greater Cincinnati's urban core. Specific implementation tactics will be determined during the development of the multi-year plan by the selected contractor. We anticipate that implementation tactics will be community specific and include many non-traditional strategies.

### What campaign will be implemented?

The campaign developed is called "Quit Culture." The campaign concept can be found in the slides that follow. Full branding guidelines will be shared with the selected contractor.

### Are small agencies or individual consultants eligible to apply?

Yes, we are open to all agency sizes and collaborations between consultants and agencies. Based on the size and scale of the project and budget, we anticipate that multiple agencies or consultants may need to work together to ensure effective implementation.

### This is a large budget over multiple years. Will smaller agencies be considered?

Yes, contracts will be awarded on an annual basis and we anticipate that a smaller agency would be working with subcontractors to share the workload and budget.

### If a team is applying, do they need a history of working together?

While a history of working together is a strength, it is not required. Teams will need to identify who the lead project manager is and how the team envisions working together. If during the review and interview process Interact for Health determines the campaign would be best carried out by different agencies that did not partner on a single proposal, we reserve the right to award the work to multiple agencies with specific expertise.

### Do all subcontractors have to be identified for the application?

Team members and subcontractors that will be working on the development of the multi-year marketing and community relations plan should be identified in the application. Upon completion and approval of the developed plan, additional subcontractors can be identified based on specific implementation strategies selected.

### What types of agencies or consultants is Interact for Health looking for?

Strong applicants will have a diverse team that has experience working with African American adults with lower incomes and will be able to provide:

- Overall project management.
- Development of a multi-year marketing and community relations campaign.
- Experience with traditional and non-traditional marketing and community relations campaigns.
- Engagement with leaders and community members to ensure implementation is relevant and culturally appropriate.
- Implementation of a variety of campaign tactics over a multi-year period.

### Are agencies or contractors that applied through the RFA in 2018 that led to campaign development eligible to apply?

Yes, all agencies and contractors will be considered and selected based on the proposal submitted and interviews conducted through this RFA. The RFA in 2018 initially included all aspects of the campaign including research, design and implementation. Through the application and interview process, Interact for Health decided to only award research and design through the 2018 RFA.





**IFH**

SMOKING CESSATION CAMPAIGN

**BLDG & VOYC |**



# Secondary Research

## January-March 2019



# Secondary Research TAKEAWAYS

## **Most dollars and impressions go to broad campaigns focused on prevention**

Truthfully it was hard to find targeted cessation campaigns towards low income/minority groups.

## **Don't take the broad approach to the highly specific**

This Free Life, Fresh Empire attempt to reach our audiences, but seem to just bring the broad approach to targeted communities.

## **Define your metrics before you define success**

Reducing the smoking rate is always the overall goal, but for our specific campaign, more granularity in our metrics is key. For example: Reduce the number of tobacco retailers in low income neighborhoods, and you can likely assume the rate of smoking tobacco will decrease.



# Secondary Research Opportunities

## Go beyond awareness

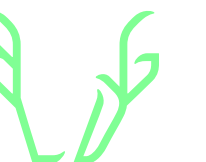
To move the needle on the issues we care about the most, research and experience both show that we must define actionable and achievable calls to action that will lead a specific group of people to do something they haven't thought doable before.

## Hyper-focused/Hyper-clear

Our region and budget can be advantages. Those factors force us to really hone in on our target audience.

## Use tobacco's tactics against them

We know they're in the communities we're going to reach, so let's figure out how to reverse engineer their tactics to drive change.



Primary Research

May 2019

# **INTERACT FOR HEALTH TOBACCO RESEARCH PROJECT**

- **PURPOSE**

- **PRIMARY RESEARCH TO PREPARE FOR ADVERTISING, MARKETING AND OUTREACH INITIATIVES TO REDUCE TOBACCO USE AMONG LOW-INCOME, ADULT AFRICAN AMERICAN TOBACCO USERS WHO LIVE PRIMARILY IN GREATER CINCINNATI'S URBAN CORE.**

- **PRIORITY POPULATION**

- **AFRICAN AMERICAN TOBACCO USERS AGES 25 TO 50 YEARS OLD WHOSE HOUSEHOLD INCOME IS 200% OR LESS OF THE FEDERAL POVERTY LEVEL (FPL)**

- **LOCATION**

- **HAMILTON AND BUTLER COUNTIES IN OHIO AND KENTON COUNTY IN KENTUCKY**



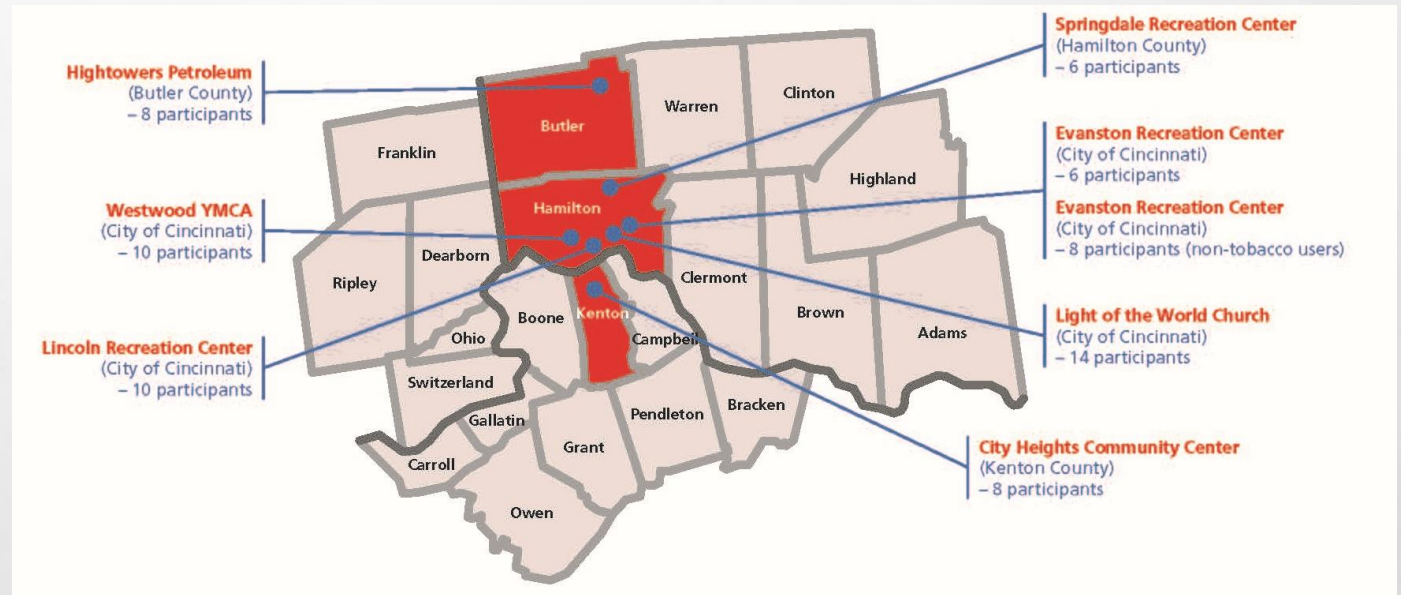
# **INTERACT FOR HEALTH TOBACCO RESEARCH PROJECT**

## **METHODOLOGY**

- **5 INTERVIEWS WITH KEY INFLUENCERS WHO WORK WITH SUBGROUPS OF THE PRIORITY POPULATION**
- **7 FOCUS GROUPS WITH THE PRIORITY POPULATION WHO USED TOBACCO PRODUCTS MORE THAN 15 DAYS PER MONTH AND HAVE AN INTEREST IN QUITTING**
  - **GROUP DISCUSSION TO UNDERSTAND TOBACCO USE AMONG THE PRIORITY POPULATION**
  - **SMOKING DECISIONAL BALANCE 20-QUESTION SURVEY TO DETERMINE PROPENSITY AND STRATEGIES FOR CHANGE**
  - **ONE-ON-ONE VIDEO INTERVIEWS TO DOCUMENT PERSONAL EXPERIENCES WITH TOBACCO USE AND CESSATION**
  - **GROUP CREATIVE SESSION TO ILLUSTRATE POINTS OF SALE AND IDEAL CESSATION MESSAGES**
- **1 FOCUS GROUP WITH THE PRIORITY POPULATION WITH SOME OR A LOT OF STRESS BUT DID NOT USE TOBACCO**
  - **GROUP DISCUSSION TO UNDERSTAND TOBACCO USE AMONG THE PRIORITY POPULATION, STRESS MANAGEMENT TECHNIQUES, SUCCESSFUL QUITTING STRATEGIES AND ACTIVITIES TO REMAIN TOBACCO-FREE**
  - **GROUP CREATIVE SESSION TO ILLUSTRATE IDEAL CESSATION MESSAGES**

# OVERVIEW OF FOCUS GROUP PARTICIPANTS

- **70 FOCUS GROUP PARTICIPANTS**  
– **62 TOBACCO USERS AND 8 NON-TOBACCO USERS**
- **AFRICAN AMERICAN, AGES 25-50,**  
**ANNUAL HOUSEHOLD INCOME**  
**LESS THAN 200% FPL**
- **SESSIONS RAN FROM MAY 18 –**  
**JUNE 4, 2019**



# **PRIMARY RESEARCH COMPARED TO SECONDARY RESEARCH**

# CONFIRMATIONS OF SECONDARY RESEARCH

- ✓ **READINESS AND MULTIPLE ATTEMPTS TO QUIT**
- ✓ **MORE LIKELY TO QUIT “ON THEIR OWN” WITHOUT THE BENEFIT OF COUNSELING, MEDICATION OR EVIDENCE-BASED TREATMENTS**
- ✓ **UNIQUE QUITTING MOTIVES, CULTURAL VALUES, STRONGER SMOKING NORMS, PERVASIVE TARGETED ADVERTISING, HIGHER LIFE STRESS**
- ✓ **SKEPTICISM ABOUT ADS DEPICTING HEALTH CONSEQUENCES OF SMOKING**
- ✓ **CAMPAIGN MUST MOVE BEYOND AWARENESS OBJECTIVES**





## **AH HA MOMENTS**

- ✓ **TOBACCO ADVERTISING HAS TRANSITIONED FROM IMPRESSIONS AND EXPOSURE TO DIRECT, PERSONAL AND FREQUENT ENGAGEMENT WITH CONSUMERS**
- ✓ **BOREDOM, STRESS, TRAUMA AND TRAGEDY TRIGGER SMOKING**
- ✓ **“QUITTING” SEEMS INSURMOUNTABLE – PREFER A PROGRESSIVE APPROACH**
- ✓ **TRADITIONAL MARKETING, ADVERTISING AND COMMUNICATIONS CAMPAIGNS WILL NOT RESONATE WITH THIS POPULATION**
- ✓ **MOST SUCCESSFUL EFFORTS TO REDUCE TOBACCO USE ARE POLICY AND ENFORCEMENT CHANGES**
- ✓ **WE PICKED A RIPE AUDIENCE - LOW-INCOME AFRICAN AMERICANS IN THE REGION HAVE A STRONG DESIRE TO QUIT SMOKING**



# Design and Concept testing

## July-August 2019

# DESIGN FOCUS GROUPS



# DESIGN FOCUS GROUPS

## Methodology:

- Three separate group sessions
- Each group was given packets for seven concepts
- We walked each group through each concept, having a general discussion about every picture, word, photo and graphic style used
- At the end, the groups were given a written survey where they put into words what they liked, what they didn't like, and any other feedback they had



# DESIGN FOCUS GROUPS

## Conclusion:

- Direct, motivational messaging resonated with focus groups
- In-community activation, positive imagery, positive messaging, real consequences appealed the most to the focus groups
- **Quit Culture as an overall concept was the clear winner**
- BUT... elements of the other campaigns resonated well and are getting carried into the larger concept



**Quit Culture**



# THE EQUATION



**Education** + **Motivation** + **Personalization** + **Celebration** + **Commemoration**

=

**Quit Culture**

# Education

Helping the community see their readiness for change, as well as realize the lifelong health effects created by big tobacco.

# Celebration

# Celebration

**Giving the community exciting, healthy, and smoke-free ways to spend their time.**

# Personalization



# Personalization

Equipping the community with tools and tactics that help them at an individual level.

# Motivation

# Motivation

Providing the community positive reinforcement (and a little humor) to make quitting seem less daunting.

# Commemoration

# Commemoration

**Idolizing every quit attempt in the community, even if it isn't an individual's last.**