

06. Creating Hard-Hitting Health Consequences Media Campaigns That Motivate Smokers to Quit

Tuesday, 17 March 2015, 09:00 - 17:00

Room Capital Suite 2



16th World Conference on
Tobacco
OR **Health**

Type	Workshop
Track	Demand side: FCTC Art. 6 14, Art. 20
Topic	Education and mass media
Organised by	U.S. Centers for Disease Control and Prevention, Office on Smoking and Health
Duration	Full-day
Max attendees	50
Meeting type	Open meeting
Description	This interactive workshop will take participants through planning, implementing and evaluating a mass media campaign to motivate smokers to try to quit. Using the effective Tips From Former Smokers Campaign sponsored by the U.S. CDC as an example, campaign staff will share insights and tips gleaned from its development and execution. Examples from other countries' successful campaigns will be shared as well. Workshop content will include strategies for communicating campaign messages with limited resources, such as adapting ads from other countries, securing news media coverage, strategic media placement, and use of digital/social media vehicles and tools.
Target audience	Tobacco control practitioners from all regions, especially those who have responsibility for developing, implementing and/or evaluating communications campaigns.
Objectives	<ol style="list-style-type: none"> 1. Understand how hard-hitting mass reach campaigns can drive calls to tobacco quitlines and encourage quit attempts. 2. Learn how formative research can be used to improve ads which can result in high performing ads. 3. Learn how to use low-cost digital and social media strategies to enhance campaign efforts. 4. Know how to access no-cost media campaign resources in the global public domain for use in their countries
Expected outcome	CDC's Office on Smoking and Health will develop a guidelines document that will lay out the process for developing, implementing and evaluating a mass reach campaign. It will include information about free resources available to tobacco control practitioners in any country, as well as lessons learned from campaigns that may be applicable to participants' own situations in their countries.
Keywords	mass reach campaigns; mass media campaigns; advertising campaigns; stop-smoking campaigns; cessation campaigns; public education; quitting
Coordinator(s)	Karen Gutierrez (USA), Jane Mitchko (USA)
Chair(s)	Melanie Wakefield (Australia), Timothy McAfee (USA)
Presentations	<ul style="list-style-type: none"> » Welcome, overview of day, logistics and introductions Melanie Wakefield (Australia), Diane Beistle (USA) » What works in mass reach campaigns to reduce tobacco use? Karen Gutierrez (USA) » Planning your campaign: key strategic choices Diane Beistle (USA) » Getting to know your audience and what messages resonate with them Karen Gutierrez (USA) » Accessing low- and no-cost media campaign resources in the global public domain and adapting advertising Karen Gutierrez (USA), Irina Morozova (USA) » Recruiting candidates for testimonial ads Diane Beistle (USA) » Driving calls to the quitline Diane Beistle (USA) » Working with the news media to get your messages across Karla Sneegas (USA) » Working with partner organisations from all sectors (public, non-profit, private) Karen Gutierrez (USA) » Placing messages through all available vehicles, including digital/social media Diane Beistle (USA) » Case study: India's testimonial campaign Tahir Turk (Australia) » Evaluating your campaign (process and outcome measures) Diane Beistle (USA), Sarah Durkin (Australia) » Wrap-up, final questions and evaluation Karen Gutierrez (USA)