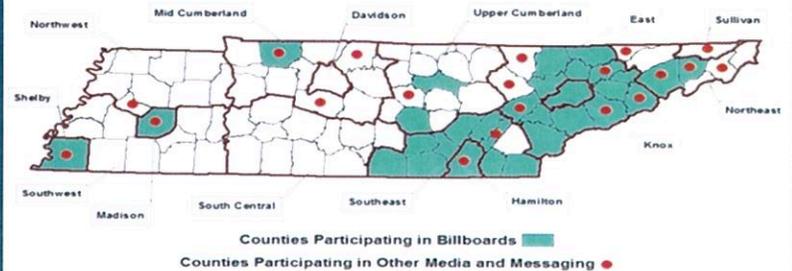


Media and Messaging Strategies

Addressing pregnancy smoking, secondhand smoke and helping children to not begin to use tobacco



38 counties
\$372,000 Year 1 Tobacco Settlement invested

Goals for change

- Link smoking behavior to risk of secondhand smoke for others
- Increase awareness of dangers of secondhand smoke on the health of children
- Reinforce health protection messages for health department patients.
- Learn more about marketing and use of media like billboards on public awareness
- Promote use of cessation 1-800-QUIT-NOW
- Improve community awareness of statistics about tobacco use and its health impacts
- Move smokers to contemplative “stage of change”

By the numbers

36 different graphics and/or products created and submitted by counties for statewide sharing

New graphics developed by counties to distribute messages using multiple channels (newspaper ads, TV PSAs, internal school messaging, posters, signs, movie trailers, branded giveaway products and internet blogs)

62 roadside billboards created by counties placed for 5,460 days

2,557,038 people weekly estimated to view billboards in twelve counties

Half of local health department patients had seen second hand smoke roadside billboards, two-thirds of health council members reported seeing billboards



Left: Washington County PSA urging against smokeless tobacco

Center: Most popular billboard across the state

Right: Snapshot of CDC ad about low birth-weight babies ran on local TV stations in Montgomery County

Improvements Identified by Plan-Do-Check-Act Cycles of Learning

- Continue to involve county health councils and community partners in development of messages and selection of media
- Collect more data on the overall reach of messages
- Understand types of messages most effective with specific populations
- Continue to use same messages with multiple media for reinforcement

Project Progress

