KICKING THE HABIT WITH AUDIENCE RESEARCH, COMMUNITY ENGAGEMENT AND EVALUATION
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Objectives
- Increase the number of smokers who make a quit attempt
- Increase the number of smokers who view the American Lung Association as a resource

Strategy
- Mobilize local communities through focused grassroots coalition engagement
- Develop digital and PSA campaigns that provide motivated quitters with the support needed to quit smoking for good
- Leverage national and local media support to disseminate the Quitter in You key messaging

Target Audience
Smokers who have previously tried to quit smoking in five local communities: Harrisburg, PA; Richmond, VA; St. Louis, MO; Milwaukee, WI; and Tucson, AZ

Audience Research
Styles data and qualitative research provided information about motivations for and barriers to quitting. Qualitative research further offered feedback on message concepts, enabling development of a message that would effectively motivate smokers to quit.

Quantitative
Porter Novelli HealthStyles survey, 2009 (n=400)
- Annual, nationally representative survey
- Porter Novelli HealthStyles, 2009 (n=1,500)
- Proprietary Web-based survey of 2,150 physicians, nurse practitioners, and registered dietitians

Qualitative
Twelve trials in two markets (n=36)

Sample Materials
- Posters/PSAs
- Postcards
- Event Banner

A key research finding – that 6 out of 10 former smokers required multiple quit attempts to quit successfully – led to the Quitter in You campaign, which positions past quit attempts as necessary steps along the way toward quitting for good, rather than as failures.

Community Engagement
- Coalition: More than 57 community partners comprised of businesses, media, and faith-based groups enabled the campaign to reach smokers where they lived, worked, and played.
- Champions: Eight local spokespersons served as the “face” of the campaign. These spokespeople shared their stories and participated in 82 events.
- Media: Outreach resulted in eight interviews and coverage in an additional 13 outlets, resulting in more than 1 million impressions. National media and PSA outreach resulted in 354,661,839 impressions.
- Local market paid media: PSAs and local media partnerships resulted in nearly $3.8 million in donated media. The local radio buy resulted in $142,934 total added value, a 61% ROI.

Digital: The campaign website provided a place for quitters to gather to form a support community. The site featured user-generated content and secured 10,581 Absolute Unique Visitors, and 40,695 page views.

Evaluation
A pre- and post-campaign survey in the five markets tracked and assessed campaign awareness and its impact on current smokers. Results showed strong awareness and differences between those aware of the campaign and those unaware.

- The campaign reached approximately 1 in 4 smokers in the target markets.
- Those who recall the Quitter In You campaign were more likely than all smokers to say they turn to the American Lung Association for information (39% vs. 26%).
- Approximately 4 in 5 smokers (84%) agreed with the campaign’s key message, demonstrating that the campaign message was relevant and engaging.
- Half (50%) of those who recalled the Quitter In You campaign reported making a quit attempt in the past six months, as compared to 41% of all smokers. They were also more likely to make a quit attempt in the next 3–6 months (66% vs. 58%).

Additionally, local American Lung Association offices used Quitter In You to build partnerships and capacity of smoking cessation services – supporting long term sustainability of these vital resources in a time when many programs were being cut.