

Title of Intervention: Anti-smoking Media Campaign

Intervention Strategies: Campaigns and Promotions

Purpose of the Intervention: To reduce smoking rates among women

Population: Women cigarette smokers with young children

Setting: Seven community media markets in the Northeast United States, including New York, Pennsylvania, and Delaware; community-based

Partners: National Cancer Institute's Cancer Information Service (CIS), advertising company, American Red Cross in New York, American Lung Association in Pennsylvania

Intervention Description:

- Campaigns and Promotions: In each community, the campaign was initiated through a local press conference, and an effort was made to localize the campaign by working with an organized volunteer agency. The anti-smoking campaign used a mix of professionally-produced broadcast and print materials encouraging smokers to telephone the National Cancer Institute's Cancer Information Service (CIS). An advertising company was used to create six storyboards, which were tested by a focus group of 10 smoking mothers of young children. Based on their responses, three TV spots were chosen, along with the overall theme "Give Them Breathing Room." For the most part, the spots were aired as public service announcements (PSAs). Stations were visited personally by staff who discussed the campaign. Stations received follow-up phone contact to ask about the use of the spots. Television time was purchased for three periods during the campaign. In addition to the television spots, an array of supporting print materials was developed. These included not only press releases, but also a pamphlet and a poster that were distributed to health-care providers. PSAs were given to the radio stations.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: Media professionals, communication staff
- Training: Not mentioned
- Technology: Media production
- Space: Sets, press conference
- Budget: Not mentioned
- Intervention: TV ads, pamphlets, press releases, posters
- Evaluation: Call records

Evaluation:

- Design: Post-test only control group
- Methods and Measures:
 - The number of calls to the New York and Pennsylvania area CIS offices was monitored.
 - A call record form for every smoking-related inquiry collected information on the demographic characteristics of callers, address, smoking status and whether caller was part of the target audience.

Outcomes:

- Short Term Impact: The intervention markets accounted for 4.8 times as many calls as did the control markets. The call rate per 10,000 smokers was significantly higher in intervention markets. Callers from the intervention markets were more likely to be female. Television was cited as the primary source of learning about CIS.
- Long Term Impact: Not mentioned

Maintenance: Not mentioned

Lessons Learned: Not mentioned

Citation(s):

Cummings, K. M., R. Sciandra, et al. (1993). "Results of an antismoking media campaign utilizing the Cancer Information Service." *J Natl Cancer Inst Monogr*(14): 113-8.