

Kentucky Utilizes CDC Tips Campaign Resources as Part of Larger Strategy to Decrease Minority Smoking Rates and Increase Quitline Engagement

After observing elevated smoking rates in the state’s African American and Hispanic/Latino populations, the Kentucky Department for Public Health utilized Tips from Former Smokers™ campaign resources in their own Facebook marketing campaign. These efforts, coupled with other community outreach initiatives, have resulted in improved quitline engagement and lower smoking rates among priority populations in Kentucky.

The Kentucky Department for Public Health’s Tobacco Prevention and Cessation Program regularly monitors [Behavioral Risk Factor Surveillance System](#) (BRFSS) data on adult and youth tobacco use to ensure that its tobacco-free efforts reach Kentuckians of all racial and ethnic backgrounds. In recent years, Kentucky has taken a two-pronged approach to decrease smoking rates and improve quitline engagement among the state’s priority populations. First, Kentucky partnered with [promotores de salud](#) in a regionally-based health education center to develop culturally appropriate smoking cessation materials and deliver in-person educational messaging to Hispanic/Latino tobacco users and retailers throughout Kentucky. Second, Kentucky began working with a local marketing firm to appropriate resources from the CDC [Tips from Former Smokers™](#) national advertising campaign to use in their own Facebook marketing efforts designed to reach specific minority populations.

Steps Taken:

- Kentucky monitors state tobacco use data in BRFSS to understand trends in tobacco use for both the state as a whole and specific sociodemographic populations. This data informs outreach strategies that will have the greatest impact.
- In 2008, Kentucky partnered with the Central Kentucky [Area Health Education Center](#) (AHEC) to collaborate on additional outreach efforts to Kentucky’s Hispanic/Latino community.
 - Kentucky contracted with the AHEC’s *promotores de salud* to deliver in-person health education to Spanish speakers in Kentucky, including referrals to a Spanish language quitline. *Promotores de salud* appeared at health fairs and conducted classes at public housing and low-income housing facilities.
 - In 2012, education expanded to Spanish-speaking retail store owners who sell tobacco, many of whom are immigrants, to ensure these retailers are in compliance with state and local laws, as well as federal FDA guidelines on retail tobacco sales (e.g., ensuring that someone is 18 years of age or older to purchase tobacco products).

- Facebook advertising campaigns that used Tips™ campaign videos to appeal to minority audiences resulted in approximately 1.7 million total impressions and 370,000 video views.
- According to statewide BRFSS data, the African-American smoking rate in Kentucky dropped from 29.6 percent in 2014 to 22.3 percent in 2015.
- The percentage of quitline participants who identify as Hispanic/Latino increased from 0.98 percent in 2014 to 2.17 percent in 2017 (through March).

- In 2014, the AHEC's *promotores de salud* developed a [fotonovela](#) print education tool that discusses smoke-free themes in a culturally appropriate manner through Spanish language storytelling. Over 1,000 *fotonovelas* are distributed annually through doctors' offices and health events. While the impact of these *fotonovelas* has not been evaluated, other health departments have inquired about using them for community outreach purposes.
- In 2015, Kentucky began working with marketing firms such as Red7e to develop digital media buys on Facebook designed to deliver smoke-free messaging to African American and Hispanic/Latino Kentuckians, and to direct viewers to the Kentucky state quitline.
 - Media vendors downloaded Tips™ campaign videos and materials from CDC's [Media Campaign Resource Center](#) (MCRC), which makes Tips™ resources and other tobacco media content available for download, often for free. Kentucky's digital advertisements featured smokers such as [Felicita](#), [Roosevelt](#), and [Jamason](#), a high school student from Kentucky.
 - Spanish language resources from the Felicita ads were used in efforts focused on reaching out to Hispanic/Latino Kentuckians and directing them to the national Spanish language quitline, 1-855-DEJELO-YA.

Results:

- According to state BRFSS data, Kentucky's African-American adult smoking rate decreased from 31.3 percent in 2012 to 22.3 percent in 2015. By comparison, 27.9 percent of white Kentuckians smoked in 2012, which decreased to 25.8 percent in 2015. A large portion of the reduced African-American smoking rate can be attributed to Jefferson County, where Louisville is located.
- Kentucky's most recent six-to-eight week Facebook advertising campaign, which took place in late summer and early fall of 2016, resulted in 800,000 impressions and 200,000 video views. This campaign targeted the approximately 216,000 African-American Kentuckians aged 18-64.
- In 2014, 0.98 percent of Kentucky quitline users were Hispanic/Latino. This number increased to 1.11 percent in 2016 and 2.17 percent in 2017 through the month of March.
- The 2016 digital Facebook campaign aimed at reaching Hispanic/Latino Kentuckians resulted in over 900,000 total impressions and 170,000 video views in both English and Spanish.

Lessons Learned:

- Partnering with community groups that are already doing strong outreach work can help states make a stronger impact with specific minority populations. Kentucky's partnership with the Central Kentucky AHEC and their *promotores de salud* allowed Kentucky to get in touch with members of the Hispanic/Latino community impacted by tobacco use in a culturally appropriate manner.
- Data from national prevalence surveys, such as BRFSS, are a strong tool that states can use to monitor annual tobacco use trends for both the state as a whole and specific sociodemographic groups. This data can inform state strategies to improve outreach and quitline engagement in subpopulations experiencing the greatest tobacco burden.
- States and their contracted media vendors can brand CDC Tips™ resources available online from the MCRC, many of which are available for free. States can utilize video, audio, and visual Tips™

materials in English and Spanish which feature messages delivered by diverse former smokers to appeal to different audiences.

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