

## United States (Nebraska) –2009 to present *IMReady* Campaign

### **Organization**

Nebraska Department of Health & Human Services  
Division of Public Health  
Tobacco Free Nebraska Program

### **Campaign Dates**

August 2009 - Present

### **Objectives**

Offer another form of support to people who are ready to quit smoking and/or chewing tobacco.

### **Target Audience(s)**

August to November 2009: College students who smoked

December 2009 to present: Adult chewing tobacco users trying to quit

August 2010 to present: Adult tobacco users trying to quit  
Friends and family of tobacco users trying to quit

### **Media Vehicles**

Cell phones (text messages), newspapers and magazines (advertisements)

### **Media Presence (TRPs or other measure of exposure)**

Readership of magazines and newspapers in which ads were placed: 3,234,966+ (Circulation multiplied by 2.7 = Readership/Impressions)

### **Campaign Budget (in USD)**

Overall Budget: \$27,550

Ad Budget: \$26,100

Budget for Development of Digital Tools/Elements: \$1,450

### **Advertising Agency or Public Relations Firm**

Snitily Carr (layout of newspaper/magazine ads)

### **Research Firm**

None used

### **Language(s)**

English

### **Target Audience Research**

None conducted.

### **Pre-Campaign Evaluation of Draft Materials**

A focus group of 18- to 24-year-olds was held in March 2009 to gauge reactions to new print ad concepts. During the groups, participants talked about their dislike of the smell of cigarette smoke. More specifically, participants said “I hate the smell of smoke—the ads should say ‘you reek.’ No one wants to smell like smoke.” They also discussed ways in which they like to request and receive information, stating that they would go to a Website before calling a phone number. These comments helped the campaign staff refine the print ad as well as select wording for the t-shirt that would be used

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as an incentive during the campaign. The t-shirt messaging chosen focused on not smelling like smoke and the Website address was promoted on the t-shirts instead of the Quitline phone number. The front of the t-shirt said, “I ♥not smelling like smoke”. The back of the t-shirt said, “R U Ready 2 Quit? QuitNow.ne.gov.”

### **Campaign Description**

The text messaging campaign developed as a way to measure the campaign’s advertising in a college planner. In 2007 and 2008, the Tobacco Free Nebraska program placed ads for the Nebraska Tobacco Quitline in a college planner that was handed out for free on campus at the state’s largest university. When approached by the company about placing an ad in the 2009 planner, Tobacco Free Nebraska staff asked the company selling the ads to provide data on how effective the ad was in terms of readership, number of planners distributed, etc. The company was unable to do so. As brainstorming ensued on how ad effectiveness could be captured, the company mentioned that they also maintain a text messaging service. The program staff decided to re-design the college planner ad and include a text messaging component. This decision was made because text messaging was considered to be an effective way to reach college-aged adults. As people texted in, the program staff would be able to ascertain the effectiveness of the college planner ad (i.e., the more people who texted in, the more people who saw the ad and acted upon the ad’s content).

In August 2009, the college planner ad launched. To entice people to text-in, a free t-shirt was offered. Since the planner was the only vehicle for this particular ad at the time, we were able to ascertain how successful the ad placement was as a result of the number of people who texted in and requested a t-shirt. When the response to the planner ad resulted in less than 10 people texting in and requesting a shirt, the same ad was placed in college and university newspapers across the state in an attempt to increase the number of people who texted-in and requested a t-shirt. As people texted in and t-shirt requests were received, we were able to ascertain which college/university newspaper ads were the most successful in terms of capturing new phone numbers. Combined, the planner and college/university newspaper ads resulted in 136 people texting-in and 204 t-shirts being distributed.

Thinking that text messaging might be an effective way to reach other populations (beyond college-aged students) who were interested in receiving information this way, in early 2010 and again in February 2011, the campaign began offering Quit Spit Kits to chewing tobacco users who were ready to quit. In January and February 2010, “Free Quit Spit Kit” ads were placed in publications that targeted rural audiences. Ads were repeated in June 2010 and January/February 2011. Interested people texted IMREADY to 39649 and were directed to a Website where they could request a Quit Spit Kit.

In June 2010, the service was enhanced when text messages began being sent out to the captured phone numbers of those who had texted in as a result of seeing the previous ads. In August 2010, the service was further refined by allowing people to self-identify into one of four groups after the initial text-in. Upon texting-in, the first message sent was:

Thanks for taking the first step. For relevant support, please tell us if you're a:  
SMOKER | CHEWER | FRIEND | FAMILY | (Reply with best fit.)

Once a reply was received, the following messages were sent:

SMOKER: You'll receive 1-3 text tips/month. Visit <http://QuitNow.ne.gov/kit> for a FREE quit kit.

Unsub: rply STOP

CHEWER: You'll receive 1-3 text tips/month. Visit <http://QuitNow.ne.gov/kit> for a FREE quit spit kit. Unsub: rply STOP

FRIEND: You'll receive 1-3 text tips/month. Visit <http://QuitNow.ne.gov> for resources to share with your friend who's trying to quit. Unsub: rply STOP

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FAMILY: You'll receive 1-3 text tips/month. Visit <http://QuitNow.ne.gov> for resources to share with your loved one who's trying to quit. Unsub: rply STOP

Allowing people to self-identify the group that they considered themselves part of aided in targeting messages and providing relevant support – although sometimes the same message was sent to all of the groups. Text messages can be supportive in nature and timed to certain events during the year (e.g., New Year's Day or the start of spring). The following are examples of some of the messages that were sent out during the campaign:

- Quitting smoking or chewing tobacco isn't easy. There are lots of great resources to help. Check some out at <http://bit.ly/aVdlHV>.
- Ready to Quit Chew? My Last Dip is a great resource at: <http://MyLastDip.com>.
- Time for spring cleaning! Get rid of any lingering lighters, matches & ashtrays. You don't need the reminders! More tips at <http://QuitNow.ne.gov>

Quit Smoking Kits were developed and made available in late 2010-early 2011. The availability of the Quit Smoking Kits was promoted via an ad placed in all weekly newspapers and most daily newspapers throughout the state. The Quit Kit Web sign-up page was updated to allow people to select which type of Quit Kit they would like to receive: smoking or spit (chewing) tobacco.

In addition, the texting campaign was promoted by a button on the [QuitNow.ne.gov](http://QuitNow.ne.gov) Website as well as mentioned in a Cessation Resources factsheet that was distributed at health fairs, etc. Aside from the development time, there was no cost associated with creating the button and factsheet.

### **Process Evaluation**

The college campaign resulted in 136 people texting in with 204 t-shirts distributed.

The Quit Spit Kit ads resulted in 52 people texting in and 19 kits being mailed out.

The Quit Smoking Kit ads resulted in 65 people texting in and 25 kits being distributed.

From August 2009 through February 2011, the number of captured phone numbers each month ranged from 0 to 147 and constantly fluctuated as new people signed up and others opted out.

### **Outcome Evaluation**

While no outcome evaluation was done, responses to each new campaign intervention were tracked, and decisions about future interventions were made based on the results obtained from the monitoring.

### **Findings**

1. The text messaging service provided immediate feedback that allowed campaign planners to determine the relative impact of each ad or text message and use the data to plan future interventions. As soon as each ad was placed, the ad's effectiveness as a direct response vehicle could be gauged by the number of people who texted in. Likewise, as soon as a text message was sent out, the service captured the number of people who opted-out, giving campaign staff a sense of the perceived value of each to the target audience. This information was used to determine which of the interventions to continue.
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2. Working synergistically, the variety of cost-efficient cessation-focused interventions had the potential to increase awareness of the negatives of tobacco use and the benefits of quitting. While the numbers of responses from the direct response ads and text messaging efforts were not high enough to effect population-level attitude and behavior change, the campaign staff viewed the interventions as cost-efficient enough to continue doing over time, with the assumption that they were contributing to greater community awareness of the issues related to tobacco use and the importance of quitting. The individual campaign elements provided unique ways to engage people and gave them free access to cessation tools that they might find useful. Some people preferred quitting with the help of the Quitline, others by receiving supportive texts, and others by themselves.

### Additional Information

[www.QuitNow.ne.gov](http://www.QuitNow.ne.gov)

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College Campaign:



Chewing Tobacco Campaign:

One promoted “Through with Chew” Week and one was general.

**FREE  
Quit Spit Kit**

**Thinking about quitting?  
We can make it  
easier.**

Text “IMReady” to 39649 for your FREE Quit Spit Kit.  
For tools and information that can help  
you quit tobacco, visit [QuitNow.ne.gov](http://QuitNow.ne.gov)  
While supplies last. Standard texting rates apply.

**Kit includes a toothbrush,  
toothpaste, floss and more!**

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**Through with Chew Week  
is February 14-20, 2010.**

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Smokers Campaign:

Text messaging was also promoted via a button on the Nebraska Tobacco Quitline Website:

**Quitting tobacco just got a little easier.**

Get your  
**FREE QUIT KIT**  
today!

Text **IMReady** to **39649** to receive your quit kit  
and start living tobacco-free.  
While supplies last. Standard texting rates apply.

For more support and information, visit [QuitNow.ne.gov](http://QuitNow.ne.gov).

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**Trying to Quit?**

Text  
**IMREADY** to **39469**  
for texts to help keep  
you on track!

Standard texting rates apply.  
Opt-out at any time.