

ST E P P

STATE TOBACCO EDUCATION
& PREVENTION PARTNERSHIP

College QuitLine Campaign

Target Audience:

Male and female smokers enrolled in colleges

Developmental Research:

In-depth interviews were conducted with eleven male and female smokers enrolled in 4-year universities, technical schools and community colleges along the Front Range.

Recruitment and Methodology:

The demographics of the participants included:

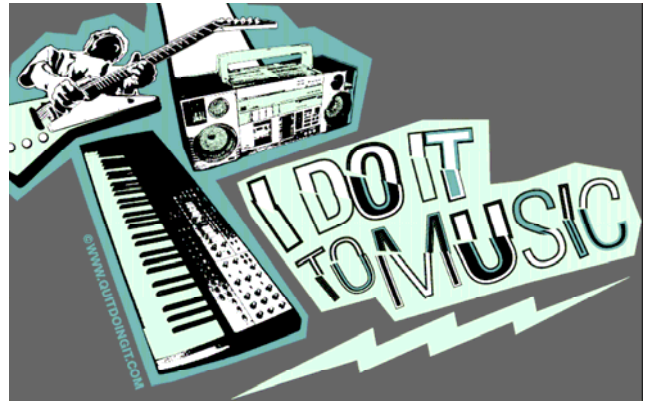
- Five males, six females
- Nine Caucasian, one African-American, one Russian
- Three Freshmen, five Sophomores, one Junior, two Seniors
- Seven 18 to 20-years-old; Four 21 to 24-years-old
- All smokers: Eight heavy smokers, Three occasional smokers

Each participant was involved with the research for approximately two weeks. Participants completed workbooks about their daily life and smoking; conducted interviews of their peers; participated in an in-depth interview about their college experiences and smoking; and completed exercises about anti-smoking and smoking cessation advertising. They were interviewed in a two-hour taped session at the end of the two weeks.

Key Findings:

- Colorado college-age smokers weren't familiar with the Colorado QuitLine and the services offered.
- Students who smoked didn't see themselves as smokers.
- They were aware of the negative effects of smoking.
- Quitting was a confusing topic for students and a catch-22. They believed that quitting is a decision. They wanted to quit someday, and they knew they would quit someday. But, only when they were ready. How would they know when they were ready? When they actually quit...
- There was a direct correlation among smoking, alcohol use and sexual activity with college-age smokers. These smokers viewed the ritual of smoking in the same manner as other activities they "explored" at college.
- Delivery of all QuitLine messaging had to be eye-catching and stand out among the multiple messages and marketing materials a college student was exposed to daily (including tobacco advertising). The materials and messaging also had to resonate as truthful, feature useful information and feel as if they came from within the college culture (not from a state health department). In addition, the messaging could not be preachy or judgmental.

****All research is preliminary and indicates the need for further investigation.**



Campaign Objectives:

To design a campaign to increase awareness of and the number of calls to the Colorado QuitLine among students enrolled in college.

Campaign Tactical Plan:

Campaign elements were designed to befriend smokers by coming from “within their culture”; help them acknowledge that they were, in fact, smokers; direct them to the www.quitdoingit.com Web site for more information on quitting smoking and the QuitLine; encourage them to interact with the QuitLine; and speak to them in a unique and ultimately informative way.

Campaign elements included:

- An interactive display that was staffed by a four-person “street team.” The display, which consisted of paneled cubes that were assembled and taken down each day, promoted the QuitLine and featured informational items and giveaways. The “street team” members were young adults from within the 18 to 24-year-old target audience who engaged students and answered their questions on the QuitLine. This display visited each of the eight campuses involved with the campaign pilot.
- Flags to draw attention to the display.
- Posters promoting the display were placed around campus.
- Posters promoting the free nicotine replacement program.
- Advertising that ran in campus newspapers.
- Information cards with details on the QuitLine and the free nicotine replacement program. These were distributed at the display.
- Promotional items, including stickers, magnets, coasters, t-shirt iron-ons, spiral notebooks, and t-shirts. These items were distributed at the display.
- A “quit kit” including an information card on the QuitLine and the free nicotine replacement program, a booklet, toothpicks and gum. The kit was distributed to students who visited the display and were actively interested in quitting.
- Mobile Marketing techniques, including wallpapers, ringtone, and text messages.
- A poster promoting the mobile marketing.
- An I-pod giveaway where students who turned in a cigarette at the display could register to win an I-pod.
- A Web site at www.quitdoingit.com that featured detailed information on the QuitLine, its benefits and its services.
- Additionally, the street team employed off-campus tactics at one campus. The team blanketed area business with the promotional items. In addition, “gift boxes” containing the promotional items were given to the Greek housing located off campus property.

STEPP piloted the campaign at the following eight Colorado college campuses:

- University of Denver: 5/15 (off campus), 5/16
- Colorado Institute of Art: 5/16-5/18
- Emily Griffith Opportunity School: 5/23-5/24
- Auroria Campuses:
 - Metro State: 6/6
 - Community College of Denver: 6/7
 - University of Colorado at Denver: 6/8
- Westwood College (North and South campuses): 6/12-6/13

Evaluation:

To help gauge the effectiveness of the pilot campaign, a number of evaluation metrics were used. These included the following:

- Analysis of how the www.quitdoingit.com Web site was utilized
- Analysis of calls to the Colorado QuitLine from the 18 to 24-year-old target audience before, during and following the campaign
- Evaluation of students' receptivity to the campaign through intercept interviews conducted with students on campus one to two weeks following the campaign
- Evaluation of feedback provided by street team members regarding their experiences
- Calculation of the quantity of campaign materials distributed

Results:

- Beginning 5/14/06 (the date prior to the launch of the campaign) through 8/17/06, there were 748 sessions on the website, with a total of 18,006 hits. The average number of sessions per day was 7.71, and the average number of hits per day was 185. Average page views per session were 6.34, and a session lasted an average of 2 minutes and 45 seconds.
 - It is noteworthy that the greatest interaction with the Web site occurred on the days surrounding the campaign's visit to the University of Denver campus.
- The campaign ran from May 15th through June 13th. During that time period, the number of intake calls to the Colorado Quitline increased 2600% in the 18- to 24 year-old demographic from the same time period in 2005. See chart below:

	# Intakes Age 18 to 24	# Intakes Age 25 to 34
April 15 – May 14, 2005	17	36
May 15 – June 13, 2005	12	40
June 14, - July 24, 2005	16	30
April 15 – May 14, 2006	237	505
May 15 – June 13, 2006	229	493
June 14, - July 24, 2006	375	826

Two major factors that need to be considered while reviewing the increase in calls to the QuitLine are that free NRT was introduced in November 2005 and the smoke-free law started July 1, 2006.

- Approximately one to two weeks following each campus visit, street team members conducted brief intercept interviews with students on campus. The interviews consisted of a 10-question questionnaire. The following are the findings from the intercept interviews:
 - Of all students stopped on campus, 52% recalled seeing the campaign. Of those, the most comment recall factor was the cubes and the fact that “free stuff” was being distributed.
 - For students that recalled seeing the campaign, 41% were smokers, and 70% had heard of the Colorado Quitline. Additionally, 36% of the students that recalled the campaign were familiar with quitdoingit.com

- Each member of the street team that visited the campuses was asked to write a report on their observations regarding the campaign.
 - They all believed that the students were very receptive to the campaign, the message, the graphics and the creative executions. Feedback from students, faculty and staff was overwhelmingly positive.
 - The most popular materials were the t-shirts, notebooks, stickers, and quit kits. The least popular materials were the posters, coasters, t-shirt iron-ons, magnets, informational cards, and interactive tools (cell phone wallpapers and text messaging).
 - They suggested decreasing the total number of promotional items.
 - They suggested conducting interviews with students on the same weekdays as when the campaign visited campus (ex: Monday visit, Monday interviews).
 - They suggested that the daily hours on campus should be 10 am – 3 pm, rather than a full day.

Next Steps:

- The campaign launched statewide at 20 campuses in the spring of 2007 to include the following:
 - Adams State College in Alamosa
 - Art Institute of Colorado in Denver
 - Colorado College in Colorado Springs
 - Colorado Mountain College – Alpine in Routt
 - Colorado Mountain College – Roaring Fork in Spring Valley
 - Colorado Mountain College – Timberline in Leadville
 - Community College of Aurora
 - Community College of Denver
 - Fort Lewis College in La Plata
 - Front Range Community College in Westminster
 - Lamar Community College in Lamar
 - Mesa State College in Mesa
 - Metro State College in Denver
 - Otero Junior College in Otero
 - Red Rocks Community College in Golden
 - University of Colorado – Colorado Springs
 - University of Colorado – Denver
 - University of Denver
 - University of Northern Colorado - Greeley
 - Western State College in Gunnison
- Based on feedback from 2006, the quit kits were updated with a different design and instead of a small booklet inside, two palm cards were added instead.
- As supplies run low on some promotional items, (posters, t-shirt iron-ons), they are not being re-ordered as they are not as popular with students.