

STEP P

STATE TOBACCO EDUCATION
& PREVENTION PARTNERSHIP

Latino/a Cessation Campaign

Target Audience:

Low-income Latino/a adult male and female smokers, both monolingual and bilingual

Research:

Six focus groups were held at various locations with low-income Latino/a adult men and women to gather feedback about tobacco attitudes and usage, preference for cessation messages and QuitLine/QuitNet services.

Please see reverse side for methodology and key findings.

Objective:

To increase the number of calls from low-income Latino/a adult male and female smokers to the Colorado QuitLine

Campaign Tactical Plan:

The Latino/a campaign is scheduled to begin in February 2007 through June 30, 2007. TV ads will flight for 5-6 continuous weeks on Spanish and English speaking cable and network channels statewide and then be off air for 2-3 weeks.

Materials created:

- Eight :30 sec television ads (Four in English and four in Spanish)
- Eight :60 sec radio ads (Four in English and four in Spanish)
- Eight posters (Four in English and four in Spanish)
- One brochure
- Four different print ads (twenty-four ads total in varying sizes)
- PR templates

Evaluation:

- Calls to the QuitLine
- # of impressions and frequency rates on TV and radio
- TRP's (Total Rating Points for TV)
- # of posters and brochures distributed



Research for Latino/a Cessation Campaign**

Overview:

Six focus groups were held at various locations with low-income Latino/adult men and women to gather feedback about tobacco attitudes and usage, preference for cessation messages and QuitLine/QuitNet services.

Three focus groups were conducted in English and three were conducted in Spanish. A Latina moderated all the sessions and the Spanish language sessions were held in community churches.

Recruitment:

Participants were recruited by the following methods and were paid a stipend and given dinner for their time:

- Radio, newspaper ads, mailing lists and flyer distributions

Focus Group Details:

Group	# of Participants	Location
1	13	Rocky Ford
2	10	Trinidad
3	11	Greeley
4	10	Denver
5	10	Denver
6	2	Alamosa

Key Findings:

- I. Attitudes/Behaviors related to Smoking:
 - a. Both groups started and continue to smoke because family and friends smoke
 - b. Both groups continue to smoke to help them reduce stress
 - c. Both groups felt that smoking negatively affects personal image
 - d. Both groups see smoking as a sign of weakness
 - e. Both groups felt that family is very important to them
 - f. Spanish speakers said they would try to quit for their children
- II. QuitLine/QuitNet:
 - a. No one from either group had heard of the QuitNet
 - b. Very few of the English speakers had heard of the QuitLine
 - i. They did not know what happens when they call
 - ii. Spanish speakers felt that it was important to advertise that the service is free
 - c. The offer of free NRT was considered a major benefit, especially for the Spanish speakers
 - d. Willpower is necessary to quit
 - e. The word counseling is not understood or looked at positively
- III. Anti-smoking Messages:
 - a. Want to see positive messages and not guilt-ridden or negative messages to inspire quitting
 - b. Feeling empowered to make their own decisions was very important
 - c. Family themes are preferred for messages by both groups
 - d. Both groups reported high rates of television usage

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