

STEPP

STATE TOBACCO EDUCATION
& PREVENTION PARTNERSHIP

Low Socio-Economic Status (SES) Cessation Campaign

Target Audience:

Low-income adult smokers in urban and rural areas.



Research:

Six focus groups were held across Colorado with low-income 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 adult male and female smokers to the Colorado QuitLine.

Campaign Tactical Plan:

- Redesigned the Colorado QuitLine logo and tagline to be used on all future materials
- One poster created
- One brochure created
- PR templates

Evaluation:

- Calls to the QuitLine
- # of posters and brochures distributed

Research for Low SES Cessation Campaign**

Overview:

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

Low-income was defined by the income threshold from the US Census Demographic data of \$13,861/annually for a family of three.

Recruitment:

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

- Newspaper ads, radio ads, mailing lists and flyer distributions

Focus Group Details:

Group	# of Participants	Location
1	11	Leadville
2	12	Rifle
3	11	Greeley
4	12	Yuma
5	11	Denver
6	9	Denver

Key Findings:

- I. Attitudes/Behaviors related to Smoking:
 - a. Started and continue to smoke because family and friends smoke
 - b. Continue to smoke because of boredom
 - c. Love/hate relationship with cigarettes
 - d. Smoking compliments alcohol consumption
 - e. They are afraid of weight gain and withdrawal symptoms if they quit
 - f. Smoking is not socially accepted
 - g. Smoking is not a sign of weakness
- II. QuitLine/QuitNet:
 - a. Most smokers had not heard of QuitNet
 - b. Most smokers had heard of QuitLine, but did not know details
 - i. They did not know what happens when they call, specifically
 - c. The offer of free NRT was a huge benefit
 - d. Willpower is more important to quit than “counseling”
 - i. The word counseling is not understood or looked at positively
- III. Anti-smoking Messages:
 - a. Smoking parents felt that an important reason to quit smoking was for their children
 - b. Want to see positive messages and not guilt-ridden or negative messages to inspire quitting
 - c. Feeling empowered to make their own decisions was important

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