

STEPP

STATE TOBACCO EDUCATION
& PREVENTION PARTNERSHIP

On-line Cessation Campaigns



Target Audiences:

GLBT – Gay male smokers, GLBT – Lesbian smokers, African-American smokers, Asian-Americans smokers, English-speaking Latino/a smokers, Spanish-speaking Latino/a smokers, middle to high income smokers and spit users.

Research:

A comprehensive national literature review was conducted and reviewed 90+ published articles about Internet usage and marketing needs for each audience.

Please see reverse side for key findings for each target audience.

Objective:

To increase the number of calls to the Colorado QuitLine and registrants to the Colorado QuitNet

Campaign Tactical Plan and Strategy:

For each target audience, a series of on-line ads were created which can be placed on targeted websites. The ads are in a variety of sizes and can be changed in a short time frame, if they are not performing well. For example, ads promoting cessation for African-Americans might be placed on www.blackplanet.com or www.denverblackpages.com

In addition to the on-line ads, a laundry list of searchable terms was created for pay-per-click strategies on Google and Overture. For example, if a smoker typed in “quit smoking” onto Google, one of the QuitLine/QuitNet landing pages would appear as a paid advertisement at the top or along the right-hand side. Once the smoker clicked on the link and was taken to the cessation information, the STEPP account at Google would be charged a minimal amount for the “click-through”.

By utilizing both on-line ads and pay-per-click strategies, STEPP can affordably and efficiently reach a high number of smokers, while they are already searching for information on-line.

Evaluation:

- Calls to the Colorado QuitLine
- Landing page statistics – Click-through rates, time spent, etc...
- Registrants to the Colorado QuitNet
- Pay-per-click statistics

On-Line Cessation Campaigns**

Overview:

A comprehensive national literature review was conducted and reviewed 90+ published articles about Internet usage and marketing needs for each audience.

Key Findings:

All the findings listed below are for both smokers and non-smokers within the target audiences. There was no information specifically on smokers.

- I. Internet Usage Rates
 - a. In 2005, an increasing number of adult Americans were on-line.
 - i. 88% have Internet access at home, work or in their community
 - ii. 58% use e-mail regularly
 - iii. 35% get news
 - iv. 15% instant message
 - v. 7% get health information
 - b. In 2005, 84% of Internet users belong to groups on-line
 - c. In 2005, 27% of Internet users read blogs
 - d. In 2006, 55% of adult Internet users have high-speed access either at home or work
- II. GLBT – Gay males and lesbians:
 - a. While STEPP created specific ads for these diverse sub-groups of the GLBT population, most research articles combined the two groups.
 - i. In 2004, 73% of gays and lesbians visited gay information Web sites and 54% visited gay entertainment Web sites
 - ii. 70% say they are more likely to purchase products or services who use gay themes in advertising
 - b. Popular websites:
 - i. Gay men - Yahoo!, gay.com, hotmail.com, amazon.com
 - ii. Lesbians – Yahoo!, amazon.com, eBay.com and planetout.com
- III. African-Americans:
 - a. In 2005, they spent more time on-line than watching TV (4.7 hours vs. 4.6 hours)
 - b. 66% have high-speed connection vs. 53% of the general US population
 - c. 45% say the Internet helps them find health care information vs. 35% of Caucasians
 - i. Of this 45% which searched for health care information, 59% are women
 - d. Can be a difficult audience to reach as it is nearly impossible to determine race or ethnicity on-line, unless the user registers at a Web site, such as Yahoo! or hotmail.com
 - e. Popular websites:
 - i. AOL's BlackVoices, BlackPlanet.com, NBA Web site, BET Interactive and Zjamz.com
- IV. Asian-Americans:
 - a. 70% of Internet users in this audience go on-line daily
 - b. On-line language: English (35.2%), Chinese (13.7%), Japanese (8%) and Korean (3.9%)
 - c. 63% of Internet users in this audience are ages 18-24

- d. Use the Internet more often and for a longer duration than any other ethnic group
 - e. Use more sophisticated tools on the Internet, such as on-line banking, music downloads and job-related applications, versus simply information searching
 - f. Difficulty with advertising to this audience because of it's diversity with varying cultures and languages
 - g. Popular websites:
 - i. AsianXpress.com, Colorado Dragon Boat Festival, Asian Chamber of Commerce, Boulder Asian Pacific Alliance and Asians in America Project
- V. Latino/as:
- a. In 2005, were only 7.1% of all Internet users, while representing over 14% of the total US population
 - b. Adoption of the Internet has expanded exponentially however, driven by large number of younger users
 - i. 56% of on-line users are ages 18-34
 - 1. Use more of the cutting-edge technology than the general population, such as instant messaging, music downloads, watching video clips and to meet other entertainment needs
 - 2. Far less likely to be searching for news or media sources
 - c. 79% of Latino/as with on-line access at home feel that the Internet will help them improve the education and career prospects for their children
 - d. Prefer English for web searches at work and Spanish for web searches at home
 - e. A diverse population from multiple cultures, acculturation rates and languages makes this a difficult population for advertising
 - f. Popular websites:
 - i. AOL Latino, MSN Latino, Yahoo! En Espanol, StarMedia and Univision
- VI. Spit users, persons with disabilities, persons in treatment for mental illness and persons in treatment for substance abuse:
- a. Information was extremely limited and therefore, not applicable.
- VII. Native-Americans:
- a. No acceptable pictures could be found on four different photography on-line companies and there was no budget to conduct a full photo shoot.
 - b. Very limited information and therefore, not applicable.

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