

STEP P

STATE TOBACCO EDUCATION
& PREVENTION PARTNERSHIP

Spit Users Cessation Campaign

Target Audience:

Rural, adult male spit users

Research:

Six focus groups were held at statewide locations with rural, adult male spit users 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 rural, adult male spit users to the Colorado QuitLine.

Campaign Tactical Plan:

A grassroots, event-based campaign has been running at 14 different county fairs and rodeos from June through September 2006. Top tier sponsorships were purchased at each event and no tobacco sponsorships were allowed. Street teams were hired to “man” booths at most events, banners were hung and print advertisements purchased.

Materials created:

- Two :60 sec radio ads
- Three posters created
- One brochure created
- Quit spit kit
- Three different print ads (Nine ads total in varying sizes)
- PR templates

Evaluation:

- Calls to the QuitLine
- # of posters, brochures and quit spit kits distributed
- # of impressions and frequency rates for radio spots
- Observational data from street team members

Research for Spit Users Cessation Campaign**

Overview:

Six focus groups were held at various locations with rural, adult male spit users (and one female) to gather feedback about tobacco attitudes and usage, preference for cessation messages and QuitLine/QuitNet services.

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
- This target audience was very hard to recruit

Focus Group Details:

Group	# of Participants	Location
1	6	Leadville
2	2	Rifle
3	6	Rocky Ford
4	3	Trinidad
5	7	Alamosa
6	6	Yuma

Key Findings:

- I. Attitudes/Behaviors related to Spit Use:
 - a. Many participants were not ready to try to quit, but when they were, they want to quit on their own with no help
 - b. All participants believed that chew is addictive
 - c. Users reported that they would quit for a woman, not necessary their wives though
 - d. Chew is socially acceptable in their communities
 - e. Chew is easy to hide
 - f. Chew is prevalent at county fairs and events
 - g. Chew brings together generations and family is important
- II. QuitLine/QuitNet:
 - a. Over half of participants had heard of the QuitLine
 - i. They did not know what happens when they call though
 - ii. They did not like the original QuitLine logo
 - b. The offer of free NRT was considered a major benefit
 - c. Willpower is necessary to quit
 - d. 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. Want to feel empowered to make their own decisions
 - c. Many believed a cessation message should come from a woman

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