



Media Strategy

Goal: Change community awareness and norms regarding smoking and its impacts using multiple media approaches for public education.

Unit of practice	Resources	Activities	Outputs	Outcomes	Impact
Community	*Tobacco Settlement funding *CDC/other PSAs, and images *Local partnerships *Partnerships with other state agencies	*Cooperative message/graphics development and product design *Align with Topics projects	*Large media (Billboards, bus wraps, movie trailers) *Small media (pens, t-shirts, park benches, etc.) *Print media (newspaper supplement, child books) *State-wide handbill project, DMV offices and Welcome Center Campaign	*Community support for public smoke free messaging *Referrals for QUITLINE	*Reduced pregnancy smoking, second hand smoke exposure and youth choosing not to smoke

Key outcomes	Why does this strategy work?
*56 media projects were produced through cooperation with partners *Other state government authorities used Tobacco Settlement messages and graphics *Two replicated social media campaigns targeting youth	*This was first opportunity for counties to create local media to strike back against very effective tobacco industry marketing and advertising. *Media projects efficiently combined multiple counties investments. *Community involvement (health councils, peer-to-peer groups, schools) in message development and images garners local support. *Effective use of social media platforms engage youth to support and deliver an array of anti-tobacco messages. *Offers of park benches, sports uniforms and other “swag” which include smoke-free messages can be framed as Give-Get propositions. *Media projects efficiently combined multiple state-agency investments.

What did we learn that promoted Topic projects’ improvement?

- Media strategies included both big, highly visible projects to address community norms (billboards, bus wraps, movie trailers) and small media as cues to targeted behavior change (t-shirts, park benches, water bottles).
- Stages of change theory applies to communities as well as individuals regarding readiness to be smoke free.
- Counties and partners were creative in developing culturally appropriate and acceptable messages and images.
- Good ideas from one county were quickly adopted/adapted by other counties.
- Good images and graphics were used with multiple types of media.
- Media supported all three Tobacco Settlement Topics’ projects when messaging was planned and targeted.
- Counties received continuous feedback on acceptability of anti-smoking messaging from community leaders’ acceptance or rejection and content of messages by feedback solicited from patients and health councils.
- Effective messages simultaneously targeted multiple personal and community Stages of Change.

Best practices

- Sullivan – #unSmokeable social media use (later adapted by Johnson and Knox)
- Grainger/East Region – Health council develop wording for “CHILDREN deserve the NO SMOKING section”
- East Region – Adoption by DMV of billboard in interstate welcome centers and with license renewals
- Hamilton – “The mayors say ... It’s time for a smoke-free COMMUNITY” billboard picturing all 11 mayors.
- Shelby and Montgomery – Public transportation bus wraps.
- Montgomery (student designed radio ads) and Polk (student designed reading book for young children)