



# **Media and Health Communication Interventions**

Miriam Karanja, Section Chief,  
Media and Health Communications  
Tobacco Prevention and Cessation

# Agenda

Scope of the Problem

Tobacco Industry Marketing

Arkansas Tobacco Control  
Communications

Questions

# Scope of the Problem in Arkansas

- 4,900 adults die each year from their own smoking
- 540 nonsmoking adults die from exposure to secondhand smoke
- 27% of adults currently smoke.
- 18.2% of youth currently smoke.

# Tobacco Industry Spend

- U.S. annual marketing spend - \$12.8 billion
- Estimated portion spent in Arkansas - \$155.7 million.
- TPCP Media Budget – FY13 – 1.3 million
- Outspent over **120** times.

# Tobacco Control Media & Health Communications

❑ One of the CDC's Best Practice intervention areas.

❑ Supports all TPCP goals:

- Preventing the initiation of tobacco use among youth and young adults
- Promoting quitting among adults and youth
- Eliminating exposure to secondhand smoke
- Identifying and eliminating tobacco-related disparities among population groups

# Media and Health Communications

Paid Media

Earned or “Free” Media

Grassroots Programs

# **Paid Media**

- Arkansas Tobacco Quitline**
- Let's Clear the Air Arkansas**
- No Smoking with Kids in Cars**
- Big Tobacco Is Not Your Friend**

# Promoting the Quitline



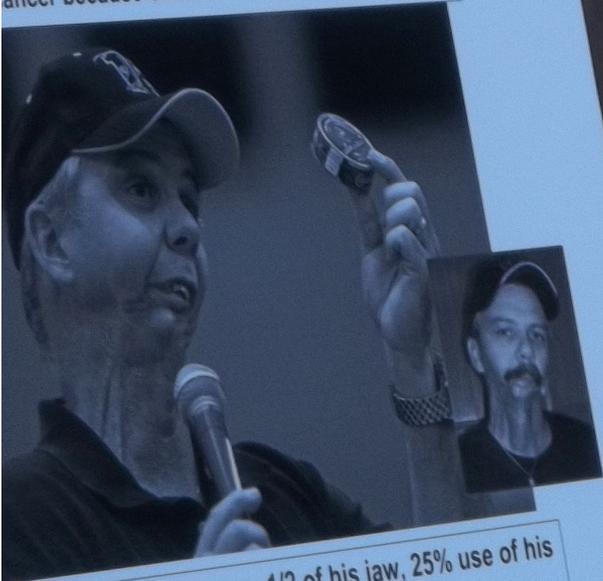
A photograph of a man with a mustache, wearing a dark blue or black long-sleeved button-down shirt. He is leaning forward, resting his arms on a dark wooden bar. The background is dark and out of focus, showing bokeh lights from what appears to be a bar or restaurant setting. The text "Clear the Air Campaign" is overlaid in white, sans-serif font on the right side of the image.

# Clear the Air Campaign

# Earned or “Free” Media

- Press Releases
- Media Interviews
- Letters to the Editor
- Press Conferences

26 (March of 1989) Rick Bender was diagnosed  
cancer because of his use of Spit Tobacco



ck lost 1/3 of his tongue, 1/2 of his jaw, 25% use of his  
right arm, as well as almost his life.

Arkansas Tobacco Quitline  
1-800-QUIT-NOW

ARKANSAS  
DEPARTMENT OF HEALTH

TIME  
JANU 69  
TO BE OPEN  
BICENTENNIAL OF  
RESPECTFU  
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# Grassroots Programs

Essay Contest

Coloring Contest

Film Festival

SOS Project Prevent

Banners in Schools Program

REASON  
LETTERS FOR  
CO-FREE T



# My Reason to Write

Letters for a  
Tobacco-free Tomorrow



## WITH EACH OTHER'S HELP, WE ALL CAN SAY "NO" TO TOBACCO.

For the 2012 Stamp Out Smoking essay contest, you can write a letter to someone in your life who is living a tobacco-free life and tell them how much you appreciate their healthy example. Or you can write a letter to someone in your life that needs encouragement to quit using tobacco. It's your chance to win some cool prizes and support someone else in the fight against Big Tobacco.

The tobacco users you know can call 1-800-QUIT-NOW for help to quit tobacco. To learn more about available quit services, visit [stampoutsmoking.com](http://stampoutsmoking.com).



## WRITE A LETTER AND YOU COULD WIN PRIZES

### GRADES 2-3:

- 1st - Nintendo Wii - Black - Super Mario Package
- 2nd - Nintendo DSi XL - Bronze
- 3rd - Portable DVD Player

### GRADES 4-6:

- 1st - iPad2 with Wi-Fi - 32GB - Black
- 2nd - iPad Touch - 32GB - Black
- 3rd - iPod Nano - 8GB - Graphite

### GRADES 7-9:

- 1st - iPad2 with Wi-Fi - 64GB - Black
- 2nd - iPad Touch - 64GB - Black
- 3rd - iPod Nano - 16GB - Graphite

**ENTRIES MUST BE SUBMITTED BEFORE 5 P.M.  
ON FRIDAY, OCTOBER 26, THROUGH [SOESSAYCONTEST.COM](http://SOESSAYCONTEST.COM).**

# Electronic Communications

- Electronic blasts
- E-newsletters
- Facebook fan page
- Website

# GREAT AMERICAN SPIT OUT FEB 24

## DEAR TOBACCO CONTROL ADVOCATES,

Smokeless tobacco use remains a problem among Arkansans, especially adults and high school males. Tobacco advocates in Arkansas have taken the right steps to provide education about the dangers of smokeless tobacco use, but there is still much work to be done. **To continue in this effort, Stamp Out Smoking is encouraging your organization to participate in the Great American Spit Out on February 24** – a date marked to encourage tobacco users to quit for a day and, ultimately, quit for good.

The Great American Spit Out occurs in conjunction with Through With Chew Week, which takes place February 20 – 26 and raises awareness of the harmful effects of smokeless tobacco. While many national organizations are taking a stand against smokeless tobacco, **we need your help to implement some of the activities in your community.**

**DOWNLOAD THE MATERIALS**  
TO SHARE THROUGHOUT YOUR COMMUNITY

**GET IDEAS FROM WYOMING'S THROUGH WITH CHEW TOOLKIT**

**PROMOTE THE EVENT AMONG MILITARY**

Stamp Out Smoking will be happy to post a summary of your event and photos on our website or in the next e-newsletter. You can submit materials to [Miriam.Karanja@arkansas.gov](mailto:Miriam.Karanja@arkansas.gov). **Please keep us informed about how you promote the Great American Spit Out in your area.**

Sincerely,  
Miriam Karanja, M.B.A.  
Section Chief, Media and Health Communications  
Tobacco Prevention and Cessation Program  
Arkansas Department of Health



# Support for Coalitions

- Review of all communications
- Sample Templates: Press releases, Letters to the Editor
- Research and Editing
- Customizing Materials
- Media placement, Public Relations.

# Sub-grantee Requirements

- Community grantees will be required to spend at least 5% on media.
- Youth-focused grantees will be required to spend 3% on media
- Prior approval of all media by the TPCP.
- Prior approval of all collateral materials
- Tracking of all media efforts

# For More Information

[www.stampoutsmoking.com](http://www.stampoutsmoking.com)

[www.facebook.com/stampoutsmoking](http://www.facebook.com/stampoutsmoking)

[www.sosprojectprevent.com](http://www.sosprojectprevent.com)

[www.facebook.com/sosprojectprevent](http://www.facebook.com/sosprojectprevent)

<http://www.healthy.arkansas.gov>

# Data Sources

1. 4,900 adults die each year from their own smoking: Campaign for Tobacco Free Kids
2. 540 nonsmoking adults die from exposure to secondhand smoke: TPCP estimate.
3. 27% of adults currently smoke: 2011 BRFSS
4. 18.2% of youth currently smoke: 2011 YRBSS
5. U.S. annual marketing spend - \$12.8 billion – Campaign for Tobacco Free Kids
6. Estimated portion spent in Arkansas - \$155.7 million. Campaign for Tobacco Free Kids
7. TPCP Media Budget – FY13 – 1.3 million – TPCP Budget
8. Tobacco Control Interventions: Centers for Disease Control and Prevention