

DEJELO YA media campaign connects Spanish-speaking communities to effective support for quitting tobacco

Background

About 29% (about 500,000) of New Mexico's residents self-identify as Hispanic or Latino **and** speak Spanish at least half of the time at home. About 16% of Spanish-speaking Hispanic adults in New Mexico smoke cigarettes, translating to approximately 63,000 adults at-risk for the harm of tobacco use.¹

New Mexico's Tobacco Use Prevention and Control (TUPAC) program uses an evidence-based approach to help tobacco users quit, which includes a telephone quitline – QUIT NOW – that is available to all state residents, with free counseling, resources and nicotine replacement medication. Telephone quitlines are recommended as a “best practice” state-level activity by the Centers for Disease Control and Prevention, and are proven to increase the success of quitting tobacco.² NM's quitline offers live Spanish-speaking counselors, Spanish language materials, and can be accessed either through the general phone number (1-800-QUIT NOW), website QuitNowNM.com, or through the national Spanish language phone number (1-855-DEJELO YA) or website DejeloYaNM.com.

Identifying the Problem

The *Nuestra Salud* (“our health”) Network of Spanish-speaking communities for tobacco prevention in NM conducted focus groups and key informant interviews with Spanish-speaking people in 2013. A key finding of this study was that there was a lack of awareness about effective services to help Spanish-speaking people quit tobacco (see box at right). *Nuestra Salud* also participated in an equity lens review process to assess the performance of the quitline services specifically among Spanish-speaking communities. In 2014, satisfaction and quit rates for Spanish-speaking users of QUIT NOW were similar to other groups, but the number of users was lower than expected – while 9% of New Mexico's smokers are Spanish-speaking, they made up only 5% of QUIT NOW users. These findings suggested that services were effective for Spanish-speaking people who accessed them, so better promotions were needed to connect Spanish-speaking people to the effective services. Based on these findings, TUPAC asked *Nuestra Salud* to work with TUPAC's media firm (McKee, Wallwork & Co.) to develop a new Spanish-language campaign.

Despite having promotions and Spanish language services, there was a lack of awareness in Spanish-speaking communities about quitting resources.

Comments from community members highlighted the need for more information about quitting resources.

“I don't understand the [previous QUIT NOW] commercial... I really don't know what it is about.”

“There is nothing for Hispanics, no programs or information about phone numbers to call. At least not from people we know.”

Participant quotes from *Nuestra Salud* report of focus groups in New Mexico Spanish-speaking communities. June 2013.



Intervention

Nuestra Salud's community formative research identified the theme of **perseverance** as meaningful in New Mexico's Spanish-speaking culture. The new Spanish-language campaign centered on this theme and promoted quitting and the quitline.

In October 2014, TUPAC unveiled the *DEJELO YA* media campaign, which was formally launched in early 2015.³ The campaign centers around USA Olympic Silver Medalist Leo “the Lion” Manzano. Leo is a Mexican-American track star who won a silver medal in the 2012 Olympics in London, England, and continues to train for the 2016 Olympics.

The campaign was produced as a 60-second Spanish language TV spot, 3 Spanish radio spots, bus posters and panels, banners and other supporting materials. Significant numbers of free spots (earned media) were provided by media partners.

Results

Quitline utilization improved among Spanish-speakers. After the campaign launch, calls to the quitline increased more among Spanish-speaking New Mexicans than among other groups:

- There was a 31% increase in Spanish-speaking enrollees (from 307 served in 2014 to 403 served in 2015, phone and web services combined).
- In comparison, there was a 7% increase in general population (excluding Spanish-speaking) enrollees during the same period (from 6,751 served in 2014 to 7,223 served in 2015).

Quitline services were effective for Spanish-speakers.

Both prior to and after the *DEJELO YA* campaign, Spanish-speaking people who received services were more likely than all users to be *satisfied with services*.

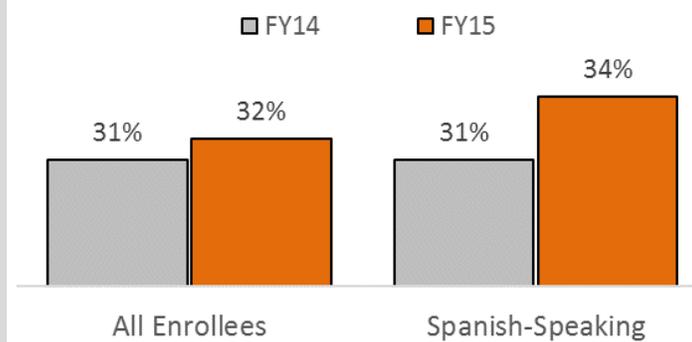
- During FY14, 84% of Spanish-speakers said they had all or most of their needs met by the service, vs. 80% in the general population
- During FY15, 80% of Spanish-speakers vs. 78% of all users had most of their needs met

Successful quitting was also similar between groups – and appeared to improve slightly for Spanish-speakers after the *DEJELO YA* campaign (see graph at right).

- In FY14, 31% of both Spanish-speakers and all QUIT NOW users successfully quit smoking
- In FY15, 34% of Spanish-speakers had successfully quit vs. 32% of all QUIT NOW users

NM Cessation Services Enrollees who Successfully Quit

30-day quit rate, 7 months after enrollment⁴



Conclusions and recommendations for other states

- Implementation of an original Spanish-language campaign (vs. a translation from an English campaign) was associated with increased effectiveness of New Mexico's quitline services reaching Spanish-speaking people.
- Collaboration with a community-based Network can result in more culturally-relevant messaging.
- The *DEJELO YA* campaign is now available to support Spanish-speaking communities in other states through the CDC Media Resource Center.
- With increased use of Spanish language services, there is need for more Spanish-speaking counselors. States should work with their quitline vendor to assure sufficient Spanish-speaking counselors are available to support increased need.

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References

- ¹ NM Department of Health (NMDOH): Indicator-Based Information System and 2011-2013 Behavioral Risk Factor Surveillance System.
- ² CDC, Best Practices for Comprehensive Tobacco Control Programs 2014. www.cdc.gov/tobacco/stateandcommunity/best_practices/pdfs/2014/sectionA-III.pdf.
- ³ NMDOH press release. October 27, 2014. Available at <http://bit.ly/233tsmn>.
- ⁴ NM QUIT NOW Follow-Up Evaluation for services delivered from December 2013-May 2014 (FY14), and December 2014-May 2015 (FY15).