Advancing Health Equity in Tobacco Control Through Tailored Interventions

March 25th, 2020 * 2:00 PM - 3:00 PM ET
USING TRUSTED ADVISORS

DEVELOPMENT & IMPLEMENTATION OF TAILORED, IN-LANGUAGE SMOKING CESSATION PROMOTIONS
OVERVIEW

UNDERSTANDING THE POPULATION

DEVELOPMENT PROCESS

CHANGES & UPDATES

CALL VOLUME/RESULTS

IMPLICATIONS
UNDERSTANDING THE POPULATION
HISPANIC/LATINO POPULATION

2017:

About 58 million people living in the U.S. are Hispanic, making up nearly **1 in 5** of the population.

2060:

Hispanics are projected to account for more than **1 in 4** of the people living in the U.S. by 2060.

Source: Census, 2017 ACS Survey

Percentage of Hispanic/Latino Adults Receiving Information About Health and Health Care in the Past Year by Source of Information, 2015

DEVELOPMENT PROCESS

Audience Engagement

Prime Time Viewership

The Power of Television

Trusted Community Advisor

Increased call volume
CHANGES & UPDATES
MARKET SELECTION

U.S. Hispanic/Latino Population, 2017

States with markets where promotions aired
LESSONS LEARNED: CHANGES OVER THE YEARS

MARKET OPTIMIZATION
2016 = 5 markets
2017 = 27 markets
2018 = 20 markets
2019 = 19 markets

IMPRESSIONS
2017 = 25 M impressions
2018 = 24 M impressions
2019 = 56 M impressions (projected)

* States in lighter red color represent “spill over” markets
UNIVISION PARTNERSHIP
¡Feliz día de San Valentín! Para tener un corazón amado se necesita un corazón sano y como cardiólogo puedo decirles que fumar afecta mucho todo lo que se tiene, por favor no fumen. El CDC tiene una línea de ayuda gratuita: 1-855-DUELO-YA.

Happy Valentine’s Day! To have a loving heart you need a healthy heart and as a cardiologist I can tell you that smoking is one of the main threats to your heart’s health so let’s break it, please quit. The CDC has a free help line: 1-800-QUIT-NOW.

31,320 likes
A COMPONENT FOR SUCCESS: PARTNERS
CALL VOLUME/RESULTS
1-855-DÉJELO-YA GROWTH, 2013-2017

- 2013: 2,161
- 2014: 2,491
- 2015: 3,656
- 2016: 6,644
- 2017: 10,275

1-855-DÉJELO-YA Growth
LDA IMPACT ON CALLS TO 1-855-DÉJELO-YA, WEEKS OF JANUARY 9 TO FEBRUARY 5, 2017

Calls During LDA On-Air Weeks:
- 1/9 – 1/15: 222 calls
- 1/16 – 1/22: 1,364 calls
- 1/23 – 1/29: 631 calls
- 1/30 – 2/5: 1,307 calls

3,524 calls in a one month period
Baseline for a typical month = 300
1-855-DÉJELO-YA RESULTS

2019 CALL VOLUME BY MONTH

LDA Calls  DEJELO YA Calls

January: LDA 76%  DEJELO YA 83%
February: LDA 68%  DEJELO YA 80%
March: LDA 80%  DEJELO YA 82%
April: LDA 79%  DEJELO YA 82%
May: LDA 60%  DEJELO YA 73%
June: LDA 73%  DEJELO YA 16%
July: LDA 79%  DEJELO YA 82%
August: LDA 80%  DEJELO YA 82%
September: LDA 76%  DEJELO YA 83%

Note:
Baseline per week = 68 calls
Baseline for 9 months = 2,430
LDA calls for 9 months = 6,055

In average, 75% DEJELO calls are generated by LDA

* May combines integrations and spots
** September had only 1 market
IMPLICATIONS
NEXT STEPS: ASIAN LANGUAGES OUTREACH
Radio

New in 2019 as a test to reach Asian smokers and encourage calls to the Asian Smokers Quitline

- DJ-hosted segments, modeled after Linea de Ayuda (LDA), to enhance call volume
  - Multiple versions of 5-min Q&A sessions with radio host and in-language ASQ counselors
  - Included free NRT messaging
- Delivered 21+ million impressions with 344 spots in CA and TX
ASIAN: CHINESE CALL VOLUME

Average Call Volume

Baseline (3-weeks prior): 15
Campaign (Print + Digital): 23
Campaign (Print + Digital + Radio): 26
ASIAN: VIETNAMESE CALL VOLUME

Average Call Volume

Baseline (3-weeks prior): 13
Campaign (Print + Digital): 20
Campaign (Print + Digital + Radio): 20

Week 11: 28
Week 12: 28
Week 13: 16
Week 14: 12
Week 15: 16
Week 16: 16
ASIAN: KOREAN CALL VOLUME

Average Call Volume

Baseline (3-weeks prior): 18
Campaign (Print + Digital): 26
Culturally relevant programming can increase reach, connecting those who smoke to cessation services.

Including trusted advisors & influencers to deliver messages serves as a complimentary strategy.

Promoting 1-855-DÉJELO-YA is important to help members of the Hispanic/Latino population who smoke to quit.

Other populations may experience similar results when using trusted advisors to convey health information.
2020 TIPS FROM FORMER SMOKERS® (TIPS®) CAMPAIGN
TIPS FROM FORMER SMOKERS® CAMPAIGN OVER THE YEARS
More than **16 million** Americans tried to quit smoking because of the *Tips* campaign.

Approximately **1 million** have successfully quit.

People who smoke who receive more exposure to *Tips* ads are more likely to make a quit attempt.
TIPS® MOTIVATES PEOPLE TO QUIT SMOKING

Focusing on living with the health consequences of smoking, rather than dying.

Disrupting their belief that: “I will quit later.” “I’m going to die anyway.”

Offering new information linking smoking to health conditions that they may not be aware of.

Providing free resources to encourage cessation. 1-800-QUIT-NOW CDC.gov/tips

Showing how smoking can impact family members and loved ones who may have to care for them.
2020 MEDIA BUY

• Launching March 23
• National broadcast & cable TV, streaming radio, digital
• Nicotine replacement therapy (NRT)
• Targeted subpopulation outreach
• Local market media tour
**SPANISH PROMOTIONS 2020**

- **2020 Spanish Promotions will now focus exclusively on programming integrations and social media support based on learnings from 2019**
  - Línea de Ayuda will air on Telemundo (with Influencer Angelica Vale social media support)
  - A Su Lado will air on Univision (with Influencer Dr. Juan social media support)
- **Started airing integrations early during “quit season” (and before March launch) and continue in Q2**
  - Q1 - Q2: January 6<sup>th</sup> – May 24<sup>th</sup>
  - Q3 historically sees much lower call volume and therefore will only see strategic targeted airings
- **Pilot programming integration idea with a “Radiothon” in Miami and test call volume response from Radio**
  - If pilot is successful, expand to other large markets where GRP levels can be replicated

<table>
<thead>
<tr>
<th>Total Hispanic Markets</th>
<th>Total Number of Integrations</th>
<th>Projected Hispanic GRPs</th>
</tr>
</thead>
<tbody>
<tr>
<td>19</td>
<td>38 (excludes Q3)</td>
<td>3,394 (excludes Q3)</td>
</tr>
</tbody>
</table>
ASIAN LANGUAGES PROMOTIONS 2020

Compared to 2019, the 2020 media plan includes increased digital presence and decrease in print; radio weight flat

- Increase in digital reflects stronger national Asian coverage and new digital video efforts
- For print and radio, weight prioritized in high population markets that have historically driven call volume
  - Flighting will alternate between print and radio within a given market to allow for always-on local coverage

Coordinated with Asian Smokers’ Quitline and California Tobacco Control Program to avoid campaign overlap and ensure clean baseline
HOW THE TIPS® CAMPAIGN CAN SUPPORT YOUR EFFORTS

• Include Tips in your earned media efforts
• Highlight the impact of the Tips campaign on your organization’s website, and in other materials
• Syndicate Tips content on your organization’s website. The quitting content is especially useful!
• Engage the healthcare community and work with them to place Tips campaign resources to promote conversations about quitting.
• Share the ways you’ve successfully leveraged Tips with your colleagues!
VISIT, FOLLOW, AND SHARE

VISIT our website: CDC.gov/tips

FOLLOW us on social media

@CDCTobaccoFree
Pinterest.com/cdcgov/quitspiration
Pinterest.com/cdcgov/tips-from-former-smokers

Youtube.com/user/CDCStreamingHealth
  • Playlist: Tips From Former Smokers

SHARE Tips content:
CDC.gov/tobacco/campaign/tips/resources/social
THANK YOU

MICHELLE JOHNS, MA MPH    MJOHNS@CDC.GOV
Largest and oldest Hispanic network of community-based organizations delivering services to over 15 million persons each year

Our Mission: Best Health for All
Nuestras Voces Network is working to expand multi-sector networks and meaningful collaborations and partnerships to effectively address the threats of commercial tobacco use and reduce tobacco related cancers, with a particular focus on reducing disparities in underserved Hispanic communities.
Supporting tobacco control programs at the state and local levels to expand and leverage their health communications reach with culturally proficient and linguistically appropriate media messaging targeting Hispanic communities.
Promotion and leveraging of TIPs campaign and Déjelo ya quit-line messages through the Nuestras Voces program partners and the Alliance’s network and social media platform.

Dissemination of tobacco control information at the Alliance’s ¡Vive tu vida! Get Up! Get Moving! events around the country.
Hispanic Federation @Hispani... · Jul 17

¡Hoy es el día para dejar de fumar! Sintoniza hoy a las 5:58pm la Línea de Ayuda de @Telemundo en Orlando (canal 31 WTMQ) y escuche consejos para ayudarte a ti o a un ser querido a dejar de fumar. Para más información, visite: cdc.gov/consejos o llama al 1-855-335-3569.
Camille Mendaros
ASPIRE Network Program Manager
March 25, 2020
APPEAL Advisory Committee Meeting
Advancing Health Equity in Tobacco Control through Tailored Interventions
APPEAL is a national non-profit working to advance health equity and to eliminate tobacco and cancer health related disparities in Asian American, Native Hawaiian, and Pacific Islander communities (AANHPI). APPEAL implements the ASPIRE Network.

ASPIRE Network

ASPIRE is a national network that aims to build community capacity and facilitate the development of tobacco and cancer policy initiatives among the diverse AANHPI populations. It is funded by the Centers for Disease and Prevention’s Office on Smoking and Health as well as the Division of Cancer Control and Prevention.
Asian Health Services (Oakland, CA)
Center for Pan Asian Community Services (Atlanta, GA)
Hui Malama Ola na Oiwi (Hilo, HI)
Light & Salt Association (Houston, TX)
National Tongan American Society (Salt Lake City, UT)
Pacific Partners for Tobacco-Free Islands (USPI)
Rohingya Culture Center (Chicago, IL)

ASPIRE NETWORK
ASYAN AMERICANS, NATIVE HAWAIIANS AND PACIFIC ISLANDERS NETWORK TO REACH EQUITY IN TOBACCO AND CANCER
APPEAL’S ROLE WITHIN THE ASPIRE NETWORK

National Advisory Committee & Network Management
Build and connect the Network with AANHPI stakeholders to design tobacco and cancer control activities including creating a National Policy platform to eliminate tobacco and cancer disparities in the AANHPI communities

Training and Technical Assistance (TAT)
Assess and deliver TAT to our Network members as well as other CDC-funded tobacco and cancer control programs

Communications
Expand and leverage media and communications opportunities (such as CDC’s Tips campaign, and the Asian Smokers Quitline) to create awareness about AANHPI tobacco and cancer issues
ASQ is a CDC-funded nationwide Asian-Language Tobacco Quitline that provides free smoking cessation counseling to Asian smokers. They offer their services in Cantonese, Mandarin, Korean, and Vietnamese languages.

- **Chinese**: 1-800-838-8917
- **Korean**: 1-800-556-5564
- **Vietnamese**: 1-800-778-8440

AsianSmokersQuitline.org
HOW APPEAL AND ASPIRE PROMOTE ASQ

• Community events such as Lunar New Year

• Referral to Asian Smokers Quitline

• Ongoing webinar collaborations
  → Upcoming webinar with ASQ and SelfMade Health Network on May 12, 2020

• Co-written press releases with ASQ

• Inviting ASQ to present at APPEAL/ASPIRE-led meetings and seminars

• Promoting ASQ through social media platforms
This Lunar New Year...
Start your journey towards good health and a tobacco free life.

Call Asian Smokers Quitline for free help

Chinese
請立即撥打
1-800-838-8917
獲得免費戒煙協助

Korean
지금
1-800-556-5564호
전화하기고 무료 공동
서비스를 받아보십시오.

Vietnamese
Xin gọi
1-800-778-8440
ngày và nhận được các
dịch vụ cai thuốc là
miễn phí

asiansmokersquitline.org
Tips campaign storyteller recruitment

Promoting Tips via APPEAL website and social media
THANK YOU!

For questions, contact cmendaros@appealforhealth.org