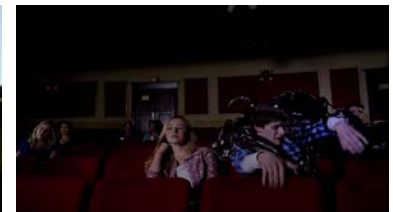




Rural Smokeless Tobacco Education Campaign (RuSTEC) Evaluation

9th National Summit on Smokeless Tobacco Prevention
October, 2018



Overview



Evaluation goal



Methods



Results



Video ad awareness



Radio ad awareness



Perceived effectiveness



Example of KABs



Conclusions



RuSTEC Evaluation Goal

🏆 Measure progress of *The Real Cost – Smokeless* toward achieving its three main objectives:

- 🏆 Change perceived norms
- 🏆 Change beliefs
- 🏆 Change intentions to use SLTs



Target Population

- 🦄 Hispanic and White, Non-Hispanic
- 🦄 Males ages 12 to 17
(11 to 16 at baseline)
- 🦄 Nielsen County Rank C and D
(12% from NCR B)

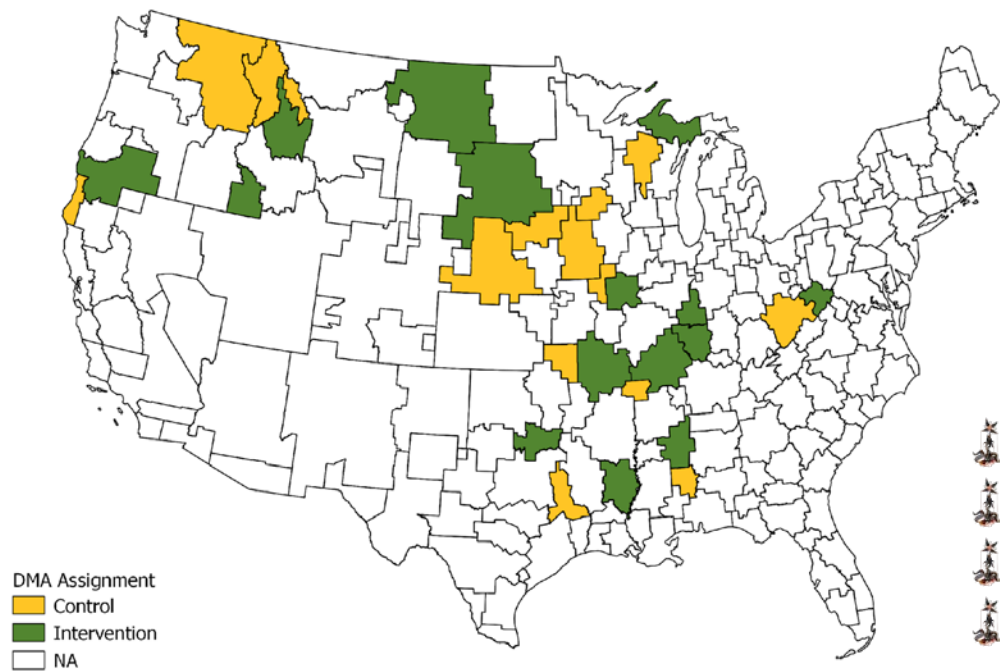


Methods



RuSTEC Evaluation and Data Collection Design

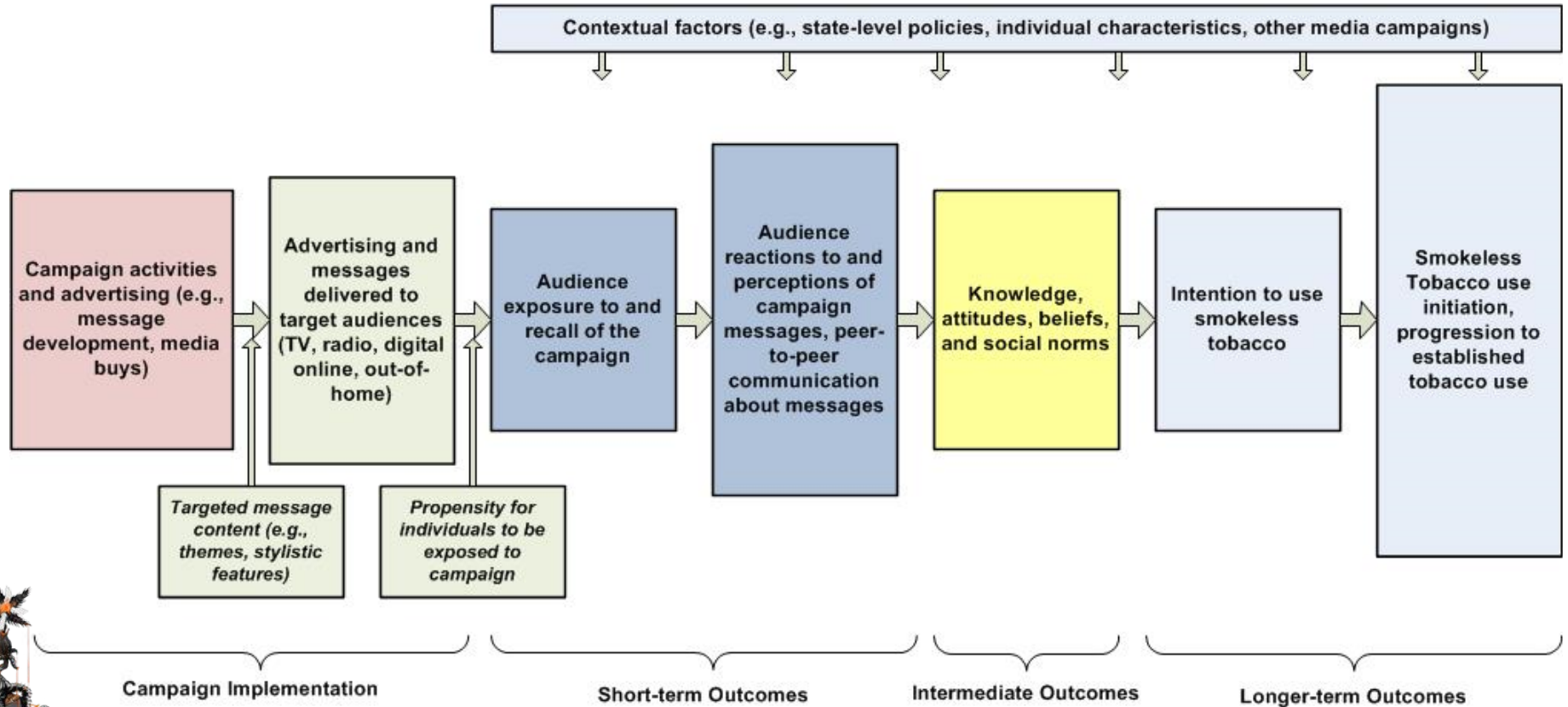
- ✦ Longitudinal randomized controlled field trial
- ✦ 15 intervention, 15 control
- ✦ 1 cohort (Baseline N=2,200)



- ✦ Mail screener
- ✦ In-person baseline
- ✦ 4 follow-up surveys
- ✦ 8-month intervals



RuSTEC Evaluation Logic Model



RuSTEC Evaluation Measures

🏰 Reach among the target audience

🏰 Video ad awareness

🏰 Radio ad awareness

🏰 Perceived effectiveness (PE)

🏰 6 items

🏰 5-point Likert scale

🏰 (strongly disagree to strongly agree)



RuSTEC Evaluation Measures

🦄 Knowledge, attitudes, and beliefs

🦄 Does campaign exposure influence campaign-targeted beliefs among the target audience?

🦄 intervention vs. control



Analysis Methods

- 🏰 Descriptive analyses
- 🏰 Univariate and multivariate analyses stratified by subgroup (Experimental group)
- 🏰 Difference in difference models
- 🏰 Analytic sample: 1,187



Timeline

Baseline

Jan - Jun
N=2,200

1st

Sep - Dec
N=1,937

RR=92%

2nd

May - Aug
N=1,770

RR=92%

3rd

Jan - Apr
N=1,667

RR=89%

4th

Sep - Dec
🎯 =1,334

2016

2017

2018



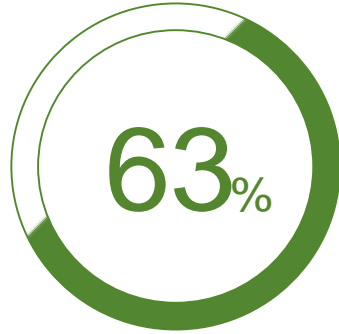
Results



Awareness of Any Video Ad at Follow-up 1 and 3

Follow up 1

Intervention



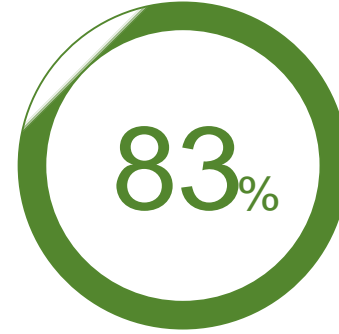
63%



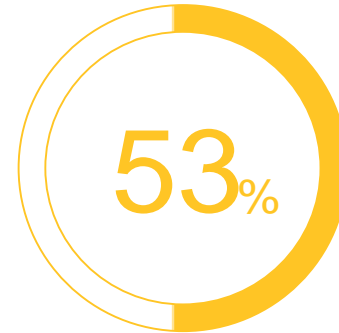
29%

Control

Intervention



83%



53%

Control

Follow up 3



Awareness of Video Ads at Follow-up 3: Intervention Group



73%

A circular gauge chart with a green segment representing 73% of the circle. The background is a black rectangle with a white border.



63%

A circular gauge chart with a green segment representing 63% of the circle. The background is a black rectangle with a white border.



47%

A circular gauge chart with a green segment representing 47% of the circle. The background is a video frame showing a dimly lit room with a window and some furniture.



54%

A circular gauge chart with a green segment representing 54% of the circle. The background is a black rectangle with a white border.



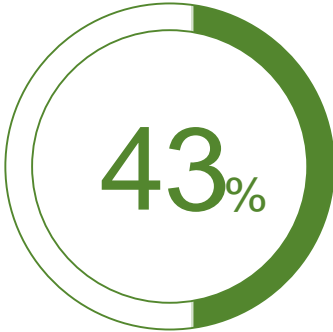
34%

A circular gauge chart with a green segment representing 34% of the circle. The background is a video frame showing a person sitting on a couch in a dimly lit room.

Awareness of Any Radio Ad at Follow-up 1 and 3

Follow up 1

Intervention



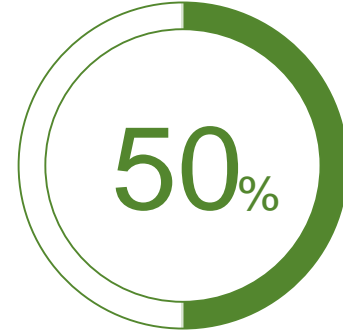
43%



35%

Control

Intervention



50%



30%

Control

Follow up 3



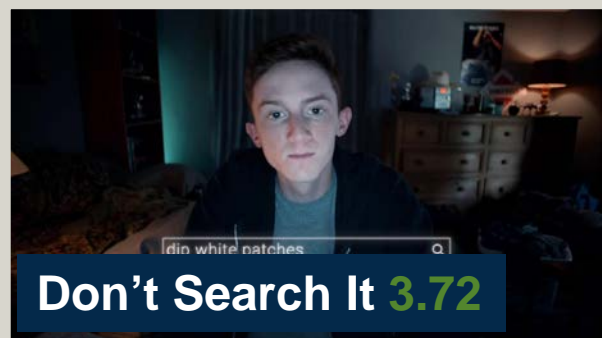
Awareness of Radio Ads at Follow-up 3:

Intervention Group

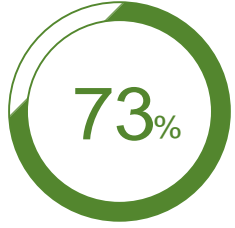


Perceived Effectiveness of Video Ads at Follow-up 3:

Intervention Group



Knowledge, Attitudes, and Beliefs



Intervention



Control

If I use smokeless tobacco,
I will develop red or white
patches in the mouth.

+ 9%

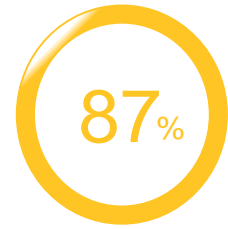
Difference in Difference
(Δ Intervention – Δ Control)

OR =

0.64



Intervention



Control

Follow up 3



Conclusions

- 🦅 *The Real Cost – Smokeless* is reaching a large proportion of target audience
 - 🦅 Exceeds CDC recommendations of at least 75%
- 🦅 Positive reactions to campaign ads
 - 🦅 Comparable to receptivity in *The Real Cost*
- 🦅 Campaign is targeting KABs that are predictive of smokeless tobacco use
 - 🦅 KABs are moving in right direction



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