

**NDQuits** is for  
quitting all tobacco,  
not just cigarettes!

**Creating a smokeless tobacco  
media campaign.**

# The Issue

- No marked decrease in smokeless tobacco usage rates
  - ❖ 14.8% in 2011 and 14.1% in 2015
- NDQuits utilization for smokeless/chew/spit tobacco low
  - ❖ 7/1/2015 - 12/31/2015 158 Smokeless Tobacco or chewing tobacco, 2 Orbs, 2 strips, 1 snus
  - ❖ Total enrollments for period was 1555

# Research

- April 19 and April 28 surveys completed
- ½ of survey participants were tobacco users
- Questions designed to:
  - ❖ Determine the best messages
  - ❖ Identify best messengers and tone for ads
  - ❖ Measure awareness of NDQuits
  - ❖ Gauge perceived harmfulness of tobacco products
  - ❖ Assess top-of-mind awareness of tobacco cessation support resources



# Interpret

- Interpret data- look at survey results
  - ❖ Respondents considered cigarettes very harmful and electronic cigarettes/vaping devices and smokeless tobacco less harmful
  - ❖ 1 in 4 did not know where they would go for help trying to quit tobacco
  - ❖ About half of respondents indicated an ad featuring positive and empowering message; 1 in 4 thought hard-hitting graphic ads would be more impactful
  - ❖ 2/3 of respondents had heard of NDQuits
  - ❖ 1 in 5 respondents reporting trying to quit tobacco in the past year



# Create

- Create- media campaign developed
  - ❖ A more lighthearted approach was taken to address public outcry, which included policymakers, regarding hard-hitting, graphic ads that were being run in the state.
  - ❖ Story boards and blue prints were created and approved by NDDoH leadership
  - ❖ An ad campaign was created-(2) 30 second videos , still shots, and radio ad.



# The Ads

The screenshot shows a news article from SF Gate. The article title is "What Are Some Healthy Alternatives to Smoking?". The text discusses the health benefits of quitting smoking and lists several alternatives: exercise, nicotine replacement therapy (NRT), and eating carrot sticks. A sidebar on the right features a graphic with the text "IT'S A CALL OR CLICK" and "1.800.QUIT.NOW" along with a "NO QUIT" logo. The article also includes a "Related Articles" section with links to "The Effects of Smoking on Eating Habits", "Alternatives to Refined Sugars", "Healthy and Unhealthy Habits", and "A Healthy Breakfast With No Eggs".



The screenshot shows a healthline article titled "Nicotine Addiction: What You Need to Know". The article is medically reviewed by the University of Illinois Chicago, College of Medicine and written by Amber Erickson Gabby. It includes a table of contents with links to "Effects", "Causes", "Risk factors", "Symptoms", "Diagnosis", "Treatment", "Withdrawal", and "Outlook". The main text explains that nicotine is a highly addictive chemical found in tobacco, and it discusses the physical and mental effects of addiction. A sidebar on the right features a graphic with the text "IT'S A CALL OR CLICK" and "1.800.QUIT.NOW" along with a "NO QUIT" logo. The article also includes a "related stories" section with links to "Can You Give Blood If You Smoke?" and "7 More Reasons to Quit Smoking".



Flight campaign include television, radio and online advertisements.

# Campaign Evaluation

*Flight - 05/07/2018 – 06/25/2018*

## Overall Digital Campaign

- ❖ Resulted in 7,504,647 impressions
- ❖ Performed very well with 13,633 click throughs, and a click through rate (CTR) of at 0.18% which is significantly than the national average click-through rate of 0.02% (Google/DoubleClick benchmarks, 'Social Issues & Advocacy' related vertical, 2017)
- ❖ Total of 457,432 video completions during the campaign timeline – which indicates it did an excellent job of helping promote the messaging of NDQuits in regard to Chew Tobacco

# Campaign Evaluation

## Google Ad Results

- ❖ 57% of all web traffic to the NDQuits website is a direct result of the 2018 Chew Tobacco digital campaign.
- ❖ A total of 1,672 campaign visits recorded to the site and from that number
- ❖ 1,052 were new visitors to the NDQuits website, which equates to 56% of all new users during that time period

Television ads will be evaluated as part of our comprehensive program evaluation: results are not available yet





# Thank you!

Kara Hickel  
Health Communications and Equity Specialist  
Division of Community & Health Systems  
North Dakota Department of Health  
600 E. Boulevard Ave., Dept. 301  
Bismarck, ND 58505-0200  
Telephone: 701.328.3419 Fax: 701.328.2036  
E-mail: [khickel@nd.gov](mailto:khickel@nd.gov)