

IRA Proposal, Fall 2010
Clarke & Jensen

Activity Title:

"The Truth about Smoking": Health Messaging & College Students
(Class Visits and Campus-wide Event)*

Project Sponsor/Staff (Name/Phone):

Tracylee Clarke, 3305
Karen Jensen, 3150

RECEIVED

MAR 30 2010

Dean's Office

Activity/Event Date(s): Fall 2010 (October)

Date Funding Needed By: Fall 2010 (October)

Please check if any of the following apply to your IRA:

- Equipment Purchase
- Field Trip
- X Event**
- Participant data collection for public dissemination
i.e. interviews/surveys that result in publication
- IT Requirements
- Space/OPC Requirements
- International Travel
- Infrastructure/Remodel
- Risk Management Consultation
- Late Submission (Passed Deadlines: **Fall 3/14, Spring 10/15**)

Previously Funded: **X YES** NO Yes, Request # 232- Fall 08 & ?? Fall 09

Does your proposal require IRB (Institutional Review Board) approval: Yes No

Assessment submitted for previously Funded Activity: **X YES** NO

Academic Program or Center Name and Budget Code: **Communication 032**

Date of Submission: **April 1, 2010**

Amount Requested: **\$1000**

Estimated Number of Students Participating: **100+** This activity will serve the entire campus community, as it incorporates an all-campus event. Specifically Communication, NursinG, Psychology, and Sociology students enrolled in *COMM 441, NRS/PSY/SOC 348 and NRS 452* will have an in-class quest lecture addressing the topic of anti-tobacco health campaigns and smoking among college age young adults. In addition we will sponsor an all-campus event showing of Tobacco Truth Campaign advertisements and facilitate a discussion of their effectiveness among college students.

* This event will take place in Fall 2010 and prior to that time we will work within the appropriate channels for planning, room reservation and set up.

***“The Truth about Smoking”*: Health Messaging & College Students**
(Class Visits and Campus-wide Event)

1. Description:

The Communication and the Nursing program will co-sponsor visiting lecturer, Lena Dibble, M.S. Anti-Tobacco Health Campaign Social Marketing Consultant for Utah Department of Health (please see brief bio below and attached vitae). Ms. Dibble will speak to students enrolled in Communication and Nursing classes about Health Campaign messaging. Class lectures will address health campaign management, audience segmentation, current statistics on smoking among college students, and recent trends in research addressing tobacco prevention and control. In addition we will sponsor an all-campus event showing of several award winning National Anti-Tobacco Truth Campaign advertisements and facilitate a discussion of their effectiveness among college students. This will be the third time Ms. Dibble visits the CSUCI campus. *Based on feedback from previous lectures, her presentation is highly applicable to course learning outcomes and enjoyed by all who attend.*

BIO: In her role as a social marketing consultant for Utah’s Department of Health Anti-Tobacco Program, Lena Dibble has lead a team of experts in the design and implementation of “Truth” Anti-Tobacco Campaigns targeted at children and young adults. Through her efforts, Utah’s marketing campaign has received outstanding national recognition. A recent national study found Utah’s The TRUTH campaign reached youth more frequently than any other campaign in the study. Ms Dibble has a Masters in public health from the University of Utah.

2. Relation to course offerings.

The all campus event is related to general course offerings in Communication, Nursing, Psychology, and Sociology but is of interest to all students as smoking continues to be prevalent among college students. The classroom presentations and guest lectures are specific to:

- *COMM/NURS COMM 441 Health Communication*
- *NRS/PSY/SOC 348 Healthy Aging*
- *NRS 452 Community Health Nursing*

3. Assessment

Students attending the all campus event will be asked to fill out a survey evaluating the presentation. Students enrolled in *COMM 441, NRS/PSY/SOC 348 and NRS 452* will be asked to write a 1-page assessment of the event relating it to course teachings.

4. Budget

Speaker Stipend/ Honorarium	\$500
Speaker Travel	\$500
Total Request	\$1000*

**Please also see attached application budget.*

5. Source of Support

There are no other identified sources of support for this activity.

6. Acknowledgment & Signatures

Project Sponsors	Tracylee Clarke, Communication Program	<i>Tracylee Clarke</i>	Date:
	Karen Jensen Nursing Program	<i>see attached email</i>	Date:
Program Chairs/ Dean	Terry Ballman, Languages & Communication	<i>Terry Ballman</i>	Date: <i>3/30/10</i>
	Karen Jensen Nursing Program		Date:
Dean	Ashish Vaidya, Faculty Affairs	<i>Ash Vaidya</i>	Date: <i>4/7/10</i>

“The Truth about Smoking”: Health Messaging & College Students
(Class Visits and Campus-wide Event)

1. Operating Expense Budget

A. Supplies	_____
B. Vendor Printing	_____
C. In-State Travel	_____
D. Out-of-State Travel	\$500_____
E. Equipment Rental	_____
F. Equipment Purchase	_____
G. Contracts/Independent Contractors	_____
H. Honorarium	\$500_____
I. OPC Chargeback	_____
J. Copier Chargeback	_____
K. Other (Please Specify)	_____
TOTAL Expenses	\$1000 _____

2. Revenue

A. Course Fees	_____
B. Ticket Sales	_____
C. Out of Pocket Student Fees (exclusive of course fees)	_____
D. Additional Sources of Funding. (Please specify And indicate source)	_____
E. Requested Allocation from IRA	\$1000 _____
 Total Revenue	 \$1000_____

Subject: RE: IRA Funding for Lena Dibble for Fall 2010

Date: Thursday, March 25, 2010 10:23 AM

From: Jensen, Karen A <karen.jensen@csuci.edu>

To: "Clarke, Tracylee" <Tracylee.clarke@csuci.edu>

Conversation: IRA Funding for Lena Dibble for Fall 2010

Looks good the one class I use it for is NRS /PSY/SOC 348 Healthy Aging (a GE Upper Division Elective). It would also be good for NRS 452 Community Health Nursing
Thanks for your work on this.

I can sign electronically

Karen

From: Clarke, Tracylee

Sent: Thursday, March 25, 2010 9:22 AM

To: Jensen, Karen A

Cc: Clarke, Tracylee

Subject: IRA Funding for Lena Dibble for Fall 2010

Hi Karen,

I hope your spring break is going well - wait do you even get one? :(

I am hoping you would like to co-apply for the IRA grant to bring Lena Dibble back again this coming fall. This will be the third time she comes. The students in communication and nursing really seem to like her presentation and rate her highly. She is also open to modifying her presentation to more directly relate her experience to your classes if you would like.

Would you mind taking a look at the attached application? Are the Nursing courses the same for the fall (highlighted in the doc?)

The application is due next Tuesday, March 31st so if you could let me know – then I'll finalize and hunt you down for sigs (unless you can do it electronically?)

Hope things are well and happy for you!

~Tracylee

Tracylee Clarke, PhD
Assistant Professor of Communication
California State University Channel Islands
One University Drive
Camarillo, CA 93012
(805) 437-3305
tracylee.clarke@csuci.edu

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**“The Truth about Smoking”: Health Messaging & College Students
Health Campaign Messaging Strategies: Communicating for a Healthy Life
Lena Dibble Guest Lecture – Fall 2010
Communication & Nursing Programs**

Student Evaluation Summary Report

Speaker gained attention and interest of audience	*12 Excellent, 6 Good, 2 Average
Speaker introduced topic clearly	*15 Excellent, 5 Good
Speaker established credibility and demonstrated competence	*17 Excellent, 3 Good
The presentation was well organized and easy to follow /understand	*18 Excellent, 2 Good
The presentation was interesting and related to course concepts	*14 Excellent, 5 Good, 1 Fair
The presentation met my expectations	*15 Excellent, 3 Good, 2 Average

*Based on a 5-point scale (Excellent, Good, Average, Fair, Poor). 20 Evaluations total.

What did you like best about this lecture/topic?

- Good ideas for behavior change
- How she came up with assignments that had to do with the lecture
- I like that she knew her stuff and had many hours of experience
- I liked the manner of the speaker. She involved audience but did not rely on participation too much.
- How relevant it was and related it to everyone's life. Very easily understood.
- Discussion about the topics relevant to my life
- I liked that she showed how we could make a difference in our community through concepts we've learned in class.
- The speaker was very organized and made the lecture interesting with videos and group work
- The speaker really knew what she was talking about. Applicable to projects for my class and real-life.
- How I can apply what was presented in class to my health campaign
- I liked that it was about things we have seen or deal with on a daily basis. The ad campaigns. I never knew how much these ads require.
- Practical data – easily applicable with school work
- Very informative – well-outlined
- Very informative – speaker is very knowledgeable
- The ads – real life application of theories and examples were great
- She was an expert in her field
- Perfect for health communication class

How did this lecture relate to what we have been discussing in class?

- Problems of smoking and obesity
- Gives information on ways to love a healthy lifestyle
- Health fields
- Perfectly because we are learning how to put together our own health campaign
- Very relevant and clears up a lot and introduces real-life examples
- Obesity and dangers associated with aging
- Health campaigns
- We have to do health campaigns so it was very relevant information
- I can apply this to my final project for health communication. The project she has done brings theories to life
- The lecture showed how an anti tobacco drugs obesity campaign is constructed in class we are learning how to form our own health campaigns
- It relates to promotion of healthy lifestyles and positive effects
- Relates to community health and focused a lot on prevention and how to impact the population as a whole
- Health campaigns
- Developing a health campaign
- Very important to learn about issues such as drugs, obesity and tobacco because the long term effects.
- marketing campaigns for social health
- Topics such as obesity drug use and tobacco

**“The Truth about Smoking”: Health Messaging & College Students
Health Campaign Messaging Strategies: Communicating for a Healthy Life
Lena Dibble Guest Lecture – Fall 2010
Communication & Nursing Programs**

- We are implementing campaigns into real world that’s what the presentation was about

“The Truth about Smoking”: Health Messaging & College Students
Health Campaign Messaging Strategies: Communicating for a Healthy Life
Lena Dibble Guest Lecture – Fall 2010
Communication & Nursing Programs

What are a few of the things you learned from this guest lecture?

- 4 Ps of advertising/marketing, SMART Objectives, setting goals and objectives
- simple changes make big differences
- product placement
- 4 Ps of advertising/marketing, SMART Objectives, setting goals and objectives
- The 4 Ps of marketing
- 4 Ps of advertising/marketing, SMART Objectives, setting goals and objectives
- how to approach different projects and methods of organizing campaigns
- 4 Ps
- 4 Ps
- how easy it is to implement ideas, we can do ourselves
- 4 Ps of advertising/marketing, SMART Objectives, setting goals and objectives
- tobacco strategies, effectiveness of anti-drug campaigns
- I learned the importance of marketing and how much effect it has on individuals
- 4 Ps of advertising/marketing, SMART Objectives, setting goals and objectives
- 4 Ps, SMART
- 4 Ps, SMART
- SMART

Would you suggest having this type of lecture in future classes? Why or Why not?

- In a marketing class
- Yes it promotes healthy change and provides awareness
- Yes very informative
- Yes it was very helpful and informative
- Not for a healthy aging class
- Yes I think it was beneficial and interesting
- Yes
- Yes very informative
- Yes it is applicable to real-life and other communication classes too
- Yes because it was very informative and relevant to class
- Yes in all classes it's a great exercise and it brings awareness
- Yes it is a motivational and good to see how things are applied in the real world
- Yes very helpful
- Yes I enjoyed it very much
- Yes
- Yes beneficial for multiple majors
- Yes great lecture. It was very informative – thanks
- Yes for health comm. Especially.

Lena Dibble, MPH
Account Supervisor
Love Communications
546 South 200 West
Salt Lake City, UT 84101

October 10, 2010

Dear Lena,

It is my pleasure to offer you an honorarium of \$1000 to speak at California State University Channel Islands this 2010 fall semester, Wednesday, November 3rd. As discussed, you will be lecturing /presenting two all-campus events that day:

“The Truth about Smoking”: Health Messaging & College Students
9:00 AM-12 PM
Bell Tower 1611

Health Campaign Messaging Strategies: Communicating for a Healthy Life
1:30 PM to 3:30 PM
Bell Tower 1302

The honorarium covers your speaking and travel fees. You are responsible for travel, lodging and per diem expenses during your visit to CSUCI.

I am looking forward to your presentation here at CSUCI. I believe students will be greatly enriched by the information you share with them.

Sincerely,

Tracylee Clarke, PhD
Assistant Professor of Communication
Communication Program Advisor
California State University Channel Islands
One University Drive
Camarillo, CA 93012
(805) 437-3305
tracylee.clarke@csuci.edu

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IRA Advisory Committee
Mary Devins
Faculty Support Coordinator
California State University Channel Islands
Bell Tower 1161

November 8, 2010


Dear IRA Advisory Committee,

Please find enclosed the report form and related documents for the Instructional Related Activity (IRA): **"The Truth about Smoking": Health Messaging & College Students - Guest Lecture and Discussion Forum** as required for the grant award process.

As outlined in the report, the Communication and Nursing Programs sponsored visiting lecturer, Lena Dibble, M.S. Anti-Tobacco Health Campaign Manager for Utah Department of Health. Ms. Dibble presented to students enrolled in Communication and Nursing classes about the national anti-tobacco media "Truth" campaign and health messaging to college students. In addition our programs sponsored an all-campus presentation / discussion forum titled: Health Campaign Messaging Strategies: Communicating for a Healthy Life in which she discussed social marketing for drug use prevention and obesity prevention.

This event was a valuable experience for those involved and on behalf of the students and the Communication and Nursing Programs, we would like to thank you for making this event possible.

Sincerely,



Tracy Lee Clarke, PhD
Assistant Professor of Communication

Karen Jensen
Associate Professor of Nursing

Instructional Related Activities Report Form

SPONSOR	DEPARTMENT
Tracylee Clarke, Communication Faculty Karen Jensen, Nursing Faculty	Communication Nursing

ACTIVITY TITLE	DATE (S) OF ACTIVITY
<p>“The Truth about Smoking”: Health Messaging & College Students</p> <p>Health Campaign Messaging Strategies: Communicating for a healthy Life</p> <p>– Guest lecture & Speaker Forum</p>	<p>Wednesday, November 3rd, 2010</p>

PLEASE EXPLAIN (1) DESCRIPTION OF ACTIVITY; (2) HOW DID THE ACTIVITY RELATE TO A COURSE(S); AND (3) WHAT YOU LEARNED FROM THE PROCESS.

Activity: The Communication and Nursing Programs sponsored visiting lecturer, Lena Dibble, M.S. Social Marketing Consultant for Anti-Tobacco Campaigns. Ms. Dibble spoke to students enrolled in Health Communication and Healthy Aging about the national anti – tobacco media “Truth” campaign and health messaging to college students (*please see attached Power Point Presentations*). In addition our programs sponsored an all-campus presentation / discussion forum titled: *Health Campaign Messaging Strategies: Communicating for a Healthy Life* in which she discussed the ethical implications of advertising techniques. (*please see attached campus global email*).

Relation To Course: The guest lecture and the all campus forum complimented curriculum in courses associated with the Communication and Nursing Programs. Both the in-class lectures and the forum focused on health trends in the United States and the communication and implications of health messaging. Ms. Dibble specifically addressed topics of health campaigns, social marketing, audience segmentation, message mapping, current statistics on smoking among college students, and recent trends in research addressing tobacco prevention and control, obesity prevention and drug use prevention. Students attending both the lecture and the forum were required to write a 1-page assessment linking the concepts introduced by Ms. Dibble to the course concepts they address in class.

Student Learning Experience: Based on feedback from students and workshop participants, this was an excellent activity. Their learning experience is reflected in their evaluation of the event (*please see the attached summarized comment reports*). Students were easily able to link the presentation material to their course readings and previous class discussions. Many commented that the presentation gave them insight and excitement for the field of health communication and nursing.

Subject: FW: Two All Campus Events sponsored by the Communication Program and the Nursing Program

Date: Wednesday, October 27, 2010 11:29 AM

From: Gundelfinger, Karen <karen.gundelfinger@csuci.edu>

To: "Gundelfinger, Karen" <karen.gundelfinger@csuci.edu>

Good Afternoon Colleagues,

On behalf of the Communication Program and the Nursing Program, it is my pleasure to invite you and your students to two all-campus speaking events/workshops featuring Lena Dibble, Social Marketing Consultant for Utah's Department of Health Anti-Tobacco Program. Both events will be workshop format and will engage participants in activities to illustrate taught topics.

“The Truth about Smoking”: Health Messaging & College Students

Wednesday, November 3, 2010

9:00 AM to 12:00 PM

Bell Tower 1611

Miss Dibble will address critical health communication concepts such as health campaign management, audience segmentation, current statistics on smoking among college students, and recent trends in research addressing tobacco prevention and control.

Health Campaign Messaging Strategies: Communicating for a Healthy Life

Wednesday, November 3, 2010

1:30 to 3:30 PM

Bell Tower 1302

Miss Dibble will address students on the topic of health campaign messaging. Using examples from Anti-tobacco, Alcohol and Drug Prevention and Challenging Obesity, she will speak to the importance of campaign messaging, campaign management, and audience segmentation for effective health communication. She will use current statistics and recent trends in prevention to illustrate concepts.

BIO: In her role as a social marketing consultant for Utah's Department of Health Anti-Tobacco Program, Lena Dibble has lead a team of experts in the design and implementation of "Truth" Anti-Tobacco Campaigns targeted at children and young adults. Through her efforts, Utah's marketing campaign has received outstanding national recognition. A recent national study found Utah's The TRUTH campaign reached youth more frequently than any other campaign in the study. Ms Dibble has a Masters in public health from the University of Utah.

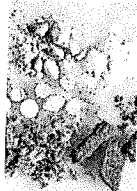
If you have any questions please contact me at tracylee.clarke@csuci.edu

Thank you!

~Tracylee

Tracylee Clarke, PhD
Assistant Professor of Communication
California State University Channel Islands
One University Drive
Camarillo, CA 93012
(805) 437-3305
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We Got Problems



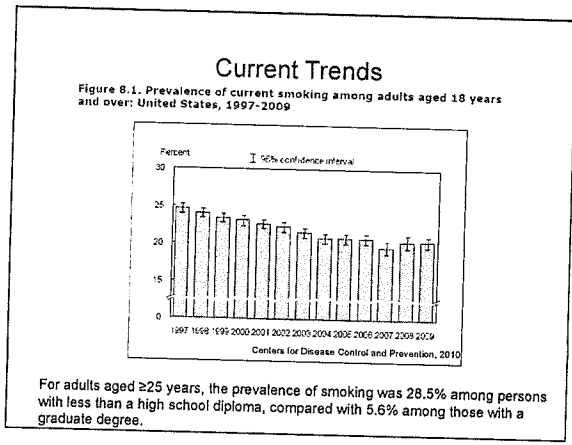
Lena Dibble, M.P.H.
The TRUTH Campaign
Love Communications

- **Tobacco use is the leading preventable cause of death in the United States.**
- Every year, smoking and secondhand smoke kill about **440,000 people in the U.S.** by causing lung cancer, emphysema, heart disease and other illnesses.
- Every day, more than 1,000 kids become daily smokers. **One-third of them will die prematurely as a result.** Campaign for Tobacco-Free Kids.

- Worldwide, tobacco use claims nearly five million lives a year and is projected to kill **one billion people this century** unless current trends are reversed. However, if adult smoking rates are cut by 50 percent worldwide, we could prevent more than 300 million deaths within the next 50 years. American Cancer Society.

- In the United States alone, **tobacco marketing exceeds \$13.4 billion a year**—almost \$37 million a day.
- Tobacco marketing works—81 percent of youth smokers in the U.S. prefer the three most heavily advertised brands.

- Tobacco use and secondhand smoke take a huge toll in health, lives and money:
 - Tobacco use kills more people in the U.S. each year than AIDS, alcohol, motor vehicle accidents, murders, illegal drugs and suicide combined.
 - Secondhand smoke contains more than 4,000 chemicals, including at least 69 known carcinogens, and causes tens of thousands of deaths in the U.S. each year.
 - Tobacco use costs the U.S. nearly \$100 billion annually in health care bills, imposing a hidden tax on every individual, family and business. Campaign for Tobacco Free Kids, 2008



Illicit Drugs

- Health impacts include HIV/AIDS, cardiovascular disease, stroke, cancer, hepatitis, lung disease, death.
- Workplace negative impacts include morale, productivity, absenteeism, accidents, downtime, turnover, and theft.
- The decline in illicit drug use by the nation's adolescents since the mid- to late-1990s has leveled off.

NIDA 2010

Overweight and Obesity

- In 1998, the medical costs attributable to obesity in the US were \$78.5 billion or 9.1% of all medical expenditures.
- Childhood obesity has more than tripled in the past 30 years.
- In a population-based sample of 5- to 17-year-olds, 70% of obese youth had at least one risk factor for cardiovascular disease.
- Obesity is a risk factor for heart disease, type 2 diabetes, stroke, several types of cancer, and osteoarthritis.

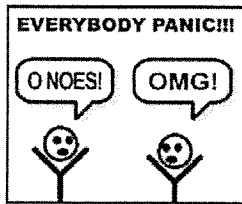
CDC, 2010

All Together Now

%		2006	2007	2008	2009
Tobacco (12 th grade)	Lifetime Use	47.1	46.2	44.7	43.6
	Daily Use	12.2	12.3	11.4	11.2
Illicit Drugs (12 th grade)	Lifetime Use	48.2	46.8	47.4	46.7
	Past Month Use	21.5	21.9	22.3	23.3
Weight (9 th -12 th grade)	Obese	12.1	13.1	13	12
	Overweight	14.8	15.7	15.8	15.8

Monitoring the Future Study, NIDA 2010

What to do?



The Solution (well, partly)



The TRUTH campaign is a foundational element of Utah's tobacco prevention and control efforts. It uses TV, radio, print, outdoor, and grassroots efforts in a multi-faceted campaign, that reaches adults, teens, children, pregnant women, Hispanics, and Native Americans in Utah.

Campaign Reach and Impact

- **Eighty-six percent** of Utah adults reported seeing any anti-tobacco ads in the past month.
- **Ninety-five percent** of adult smokers were aware of the Utah Tobacco Quit Line, and **74%** reported knowing about the online quit service, Utah QuitNet.
- **Sixty-four percent** of adult smokers reported that they **thought about quitting** after seeing The TRUTH ads.

*2009 Media Survey (independent evaluation)

*With an age-adjusted adult smoking rate of 9.1%, Utah continues to be the only state that has reached the national Healthy People 2010 objective of reducing smoking to less than 12%.

And for our next trick...






Obesity

- Let's Move (Michelle Obama)
 - empowering parents and caregivers
 - providing healthy food in schools
 - improving access to healthy, affordable foods
 - increasing physical activity

Anything missing?

Such as...marketing?

- Kids who watch commercials on TV are more likely to be obese than kids who watch non-commercial TV. 2010, American Journal of Public Health
- Television advertising can especially affect children's food and nutrition-related knowledge and purchase decisions. 2004, Institute of Medicine.
- [Junk food placements in] movies are a potent source of advertising to children, which
- has been largely overlooked. Pediatrics 2010;125:468-474

 **VERB**

- VERB—It's what you do. A 2002-2006 CDC social marketing campaign designed to increase and maintain physical activity among tweens (youth age 9-13)
- Used 4 Ps of marketing and combined paid advertising, marketing strategies, and partnerships.
- Motivated kids to find their own "verb," kicking a ball, riding bikes with friends or running around the block.
- RESULTS: The level of exposure to VERB by tweens was significantly associated with physical activity the day before the survey and on psychosocial variables.

Drug Use Prevention

- **Brain on Drugs Egg**
– Not effective in reducing drug use overall—may have had benefit in raising awareness of dangers of drugs.
- **My Anti-Drug Freedom**
– May have done more harm than good—ad awareness correlated with less protective beliefs.
- **Above the Influence Check**
– Correlated with more protective drug beliefs

Possibly because...

- Fear-based appeals are ineffective unless combined with hope.
- Drug users are more likely to retain a message that mentions drugs than non-users.
- "media don't tell us what to think, they tell us what to think about." My Anti-Drug makes you think about...drugs.

The Tobacco Problem



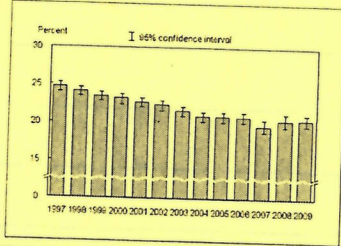
Lena Dibble, M.P.H.
The TRUTH Campaign
Love Communications

- Tobacco use is the leading preventable cause of death in the United States.
- Every year, smoking and secondhand smoke kill about 440,000 people in the U.S. by causing lung cancer, emphysema, heart disease and other illnesses.
- Nearly 21 percent of adults still smoke, as do 20 percent of high school students.
- Every day, more than 1,000 kids become daily smokers. **One-third of them will die** prematurely as a result. Campaign for Tobacco-Free Kids

- Smoking harms nearly every organ of the body, causing many diseases and affecting the health of smokers in general. Quitting smoking has immediate as well as long-term benefits. Centers for Disease Control and Prevention
- Worldwide, tobacco use claims nearly five million lives a year and is projected to kill **one billion people this century** unless current trends are reversed. However, if adult smoking rates are cut by 50 percent worldwide, we could prevent more than 300 million deaths within the next 50 years, according to the American Cancer Society.

Current Trends

Figure 8.1. Prevalence of current smoking among adults aged 18 years and over: United States, 1997-2009



CDC, 2010

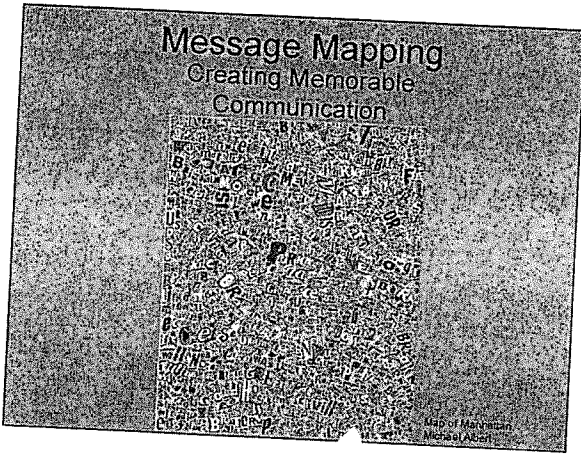
For adults aged ≥25 years, the prevalence of smoking was 28.5% among persons with less than a high school diploma, compared with 5.6% among those with a graduate degree.

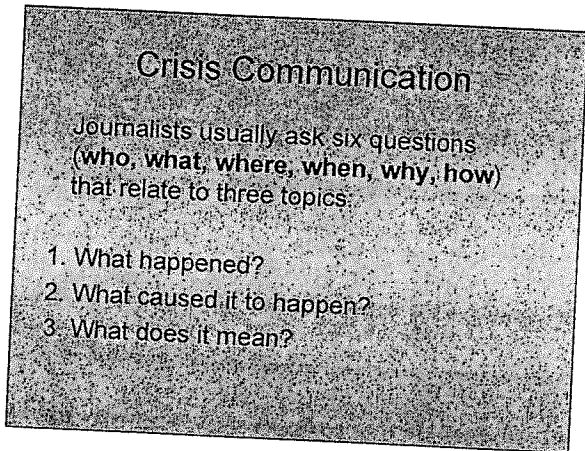
Tobacco Use in Utah

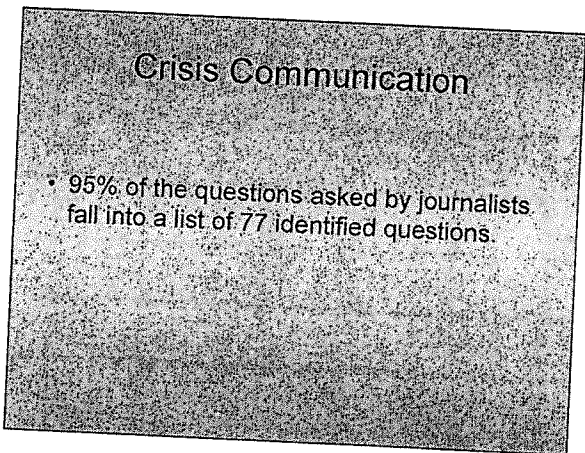
- With an age-adjusted adult smoking rate of 9.1%, Utah continues to be the only state that has reached the national Healthy People 2010 objective of reducing smoking to less than 12%.
- The percentage of children exposed to secondhand smoke in their homes is at an all time low, decreasing 68% since 2001.
- Smoking among teens has decreased by 34% since 1999.
- Smoking among adults has decreased by 33% since 1999.
- Still, more than 190,000 youth and adult Utahns who smoke need help quitting.

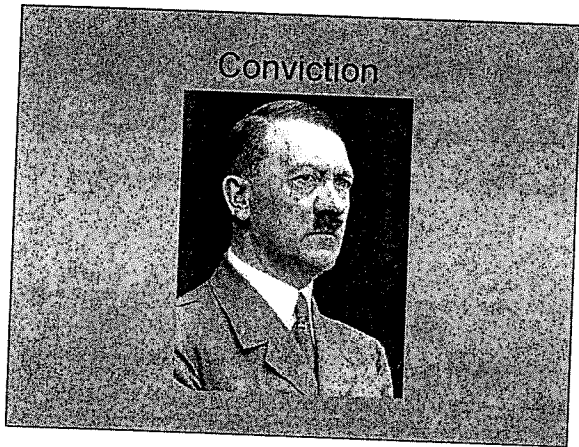
The TRUTH campaign

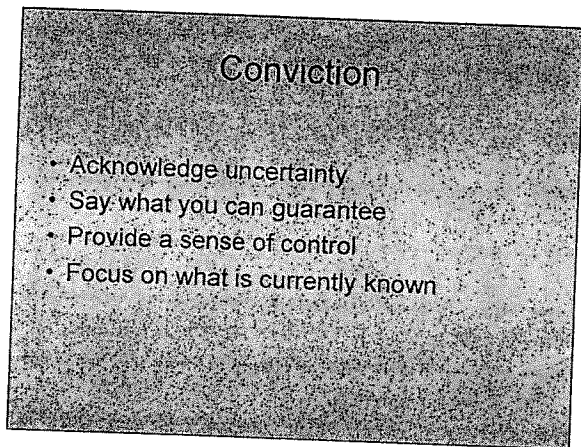
The TRUTH campaign is a foundational element of Utah's tobacco prevention and control efforts. It uses TV, radio, print, outdoor, and grassroots efforts in a multi-faceted campaign, that reaches adults, teens, children, pregnant women, Hispanics, and Native Americans in Utah.

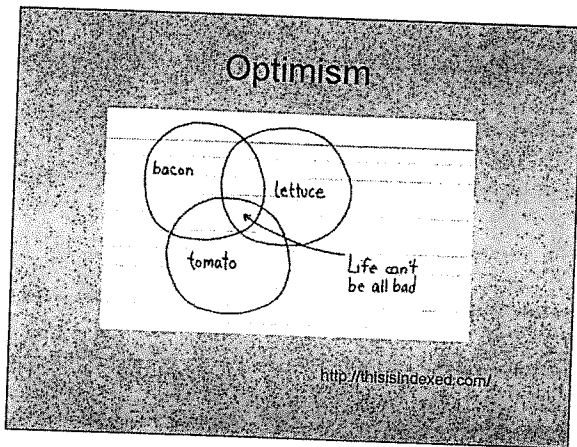


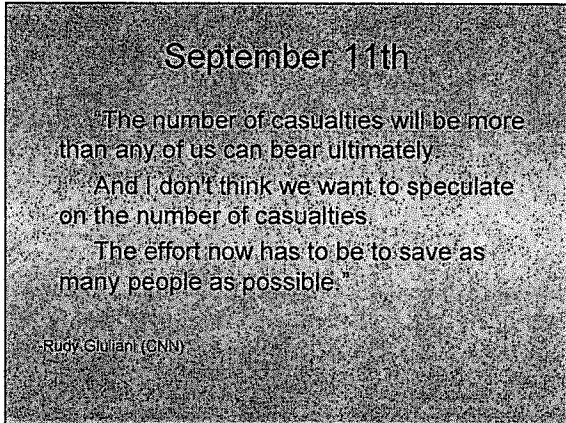




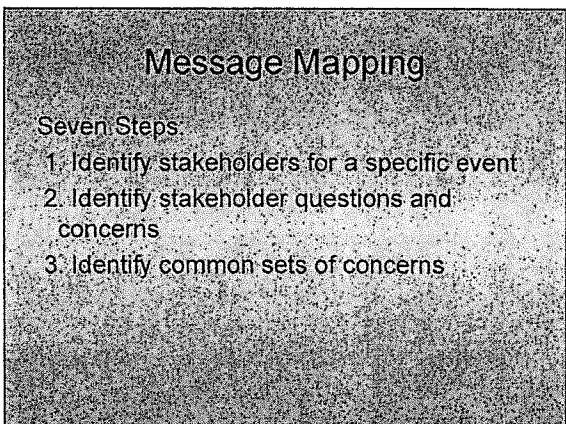














Developing a Marketing Campaign



Setting Goals and Objectives

Goals and objectives let us know what we want to achieve, help us form a plan to achieve it, and help us know when we've achieved it.



Being SMART

- **Specific** (What are you going to do?_
- **Measurable** (how will you know if you've succeeded?)
- **Achievable** (can we eliminate smoking? Probably not)
- **Realistic** (given resources and time)
- **Timed** (when are you going to do it?)

i.e.

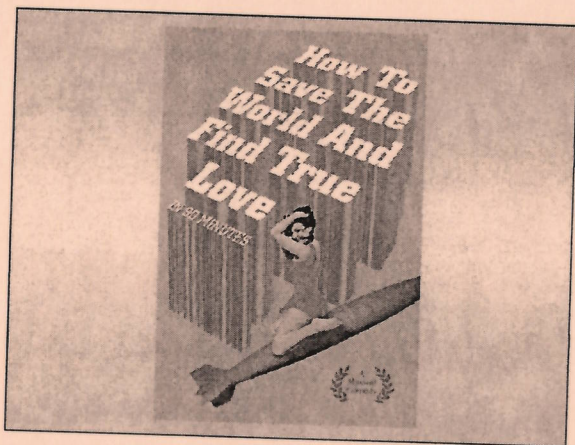
- **Product:** In tobacco prevention and control, a **smoke-free lifestyle** is our product.
- **Price:** In social marketing, this is a lot more complex than sticking \$ signs on something. This may include cost of quit smoking medications, but often more importantly, the pain of withdrawal symptoms while quitting, the change in **identity** a quitter undergoes, **social penalties** paid by a teen, or the **inconvenience** a smoker faces in going outside to smoke.
- **Placement:** Where is your audience? **Where** are they going to see your product and messages?
- **Promotion:** How do you **promote your product**? What **message** will induce your audience to pay the price?

So...


So, you take your goals and objectives, and review the 4 P's to help you flesh it out into a marketing plan.

For example:

- Objective:** Increase awareness of risks of SHS through distribution of flyers by end March.
- Your product?** What are you asking people to "buy"?
- Price?** What will people have to give up/risk for your product?
- Placement?** Where's the best place to put the flyers?
- Promotion?** How will you persuade them to "buy"?



Audience Segmentation for Health Communications

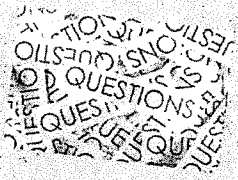


Segmenting

- College Students:
 - Sex: male/female
 - Age: in '20s/not in '20s
 - Race/ethnicity: of colour/white non-Hispanic
 - Beliefs: religious faith/atheist or agnostic
 - Political beliefs: left/right

Pros/Cons

Are those good ways of segmenting people into groups?

Why?  Why not?

Formative Research

Once you've decided on your audience segment, your formative research will help you target them effectively:

- Find and use existing research.
- Identify gaps in your knowledge—do you need greater insight into effective messages, or more ideas on appropriate channels?
- Use focus groups, surveys, or key informant interviews to fill in gaps, gain greater insight, and for "Aha" moments.
- Synthesize the information from focus groups etc. with what you know from literature and other sources.

Aha! Moments

In focus groups and interviews, we learned:

- Adults: want truth, reality, hope, success stories.
- Teens: Want honesty, like badass image of smoking, concerned about social effects.
- Pregnant women: want to see the effects happening.
- Hispanic: react to children, family stories.
- Native Americans: respect traditional use, don't see tobacco as a problem. Social norms and proprieties may be different.

Native American campaign

- Identified as a high use population, with unique message needs, and existing channels.
- Developed print materials to address needs, which could be distributed through existing channels.
- Looked for grassroots opportunities to expand reach of messages.
- Worked with population representatives continually to assure cultural appropriateness.

Subject: Thank you for your Visit to CI

Date: Monday, November 8, 2010 2:12 PM

From: Tracylee Clarke <Tracylee.clarke@csuci.edu>

To: Lena Dibble <ldibble@lovecomm.net>, Lena <lenadibble@gmail.com>

Cc: "Henchy, Vivian" <vivian.henchy@csuci.edu>, "Jensen, Karen A" <karen.jensen@csuci.edu>, "Devins, Mary" <mary.devins816@csuci.edu>

HI Lena,

On behalf of the Communication and Nursing programs, I would like to thank you for your visit and guest lectures to students at Channel Islands. This is the third time you have come to CI and each time you do an amazing job of connecting health communication theory to real life practical experience. You have a way of making concepts come alive for the students and it is a pleasure to learn from you. I have attached a summary report of student evaluations, which are as usual, very positive.

I have spoken to Mary Devins, Director of IRA Funding and she has let me know your payment will be mailed this Thursday and you should receive it no later than next Monday. Please let me know if you do not receive it by next week.

Thank you again and I look forward to your visits in the future.

~Tracylee

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"The Truth about Smoking": Health Messaging & College Students
Health Campaign Messaging Strategies: Communicating for a Healthy Life
Lena Dibble Guest Lecture – Fall 2010
Communication & Nursing Programs

Student Evaluation Summary Report

Speaker gained attention and interest of audience
Speaker introduced topic clearly
Speaker established credibility and demonstrated competence
The presentation was well organized and easy to follow /understand
The presentation was interesting and related to course concepts
The presentation met my expectations

*12 Excellent, 6 Good, 2 Average
*15 Excellent, 5 Good
*17 Excellent, 3 Good
*18 Excellent, 2 Good
*14 Excellent, 5 Good, 1 Fair
*15 Excellent, 3 Good, 2 Average

*Based on a 5-point scale (Excellent, Good, Average, Fair, Poor). 20 Evaluations total.

What did you like best about this lecture/topic?

- Good ideas for behavior change
- How she came up with assignments that had to do with the lecture
- I like that she knew her stuff and had many hours of experience
- I liked the manner of the speaker. She involved audience but did not rely on participation too much.
- How relevant it was and related it to everyone's life. Very easily understood.
- Discussion about the topics relevant to my life
- I liked that she showed how we could make a difference in our community through concepts we've learned in class.
- The speaker was very organized and made the lecture interesting with videos and group work
- The speaker really knew what she was talking about. Applicable to projects for my class and real-life.
- How I can apply what was presented in class to my health campaign
- I liked that it was about things we have seen or deal with on a daily basis. The ad campaigns. I never knew how much these ads require.
- Practical data – easily applicable with school work
- Very informative – well-outlined
- Very informative – speaker is very knowledgeable
- The ads – real life application of theories and examples were great
- She was an expert in her field
- Perfect for health communication class

How did this lecture relate to what we have been discussing in class?

- Problems of smoking and obesity
- Gives information on ways to love a healthy lifestyle
- Health fields
- Perfectly because we are learning how to put together our own health campaign
- Very relevant and clears up a lot and introduces real-life examples
- Obesity and dangers associated with aging
- Health campaigns
- We have to do health campaigns so it was very relevant information
- I can apply this to my final project for health communication. The project she has done brings theories to life
- The lecture showed how an anti tobacco drugs obesity campaign is constructed in class we are learning how to form our own health campaigns
- It relates to promotion of healthy lifestyles and positive effects
- Relates to community health and focused a lot on prevention and how to impact the population as a whole
- Health campaigns
- Developing a health campaign
- Very important to learn about issues such as drugs, obesity and tobacco because the long term effects.
- marketing campaigns for social health
- Topics such as obesity drug use and tobacco
- We are implementing campaigns into real world that's what the presentation was about

“The Truth about Smoking”: Health Messaging & College Students
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What are a few of the things you learned from this guest lecture?

- 4 Ps of advertising/marketing, SMART Objectives, setting goals and objectives
- simple changes make big differences
- product placement
- 4 Ps of advertising/marketing, SMART Objectives, setting goals and objectives
- The 4 Ps of marketing
- 4 Ps of advertising/marketing, SMART Objectives, setting goals and objectives
- how to approach different projects and methods of organizing campaigns
- 4 Ps
- 4 Ps
- how easy it is to implement ideas, we can do ourselves
- 4 Ps of advertising/marketing, SMART Objectives, setting goals and objectives
- tobacco strategies, effectiveness of anti-drug campaigns
- I learned the importance of marketing and how much effect it has on individuals
- 4 Ps of advertising/marketing, SMART Objectives, setting goals and objectives
- 4 Ps, SMART
- 4 Ps, SMART
- SMART

Would you suggest having this type of lecture in future classes? Why or Why not?

- In a marketing class
- Yes it promotes healthy change and provides awareness
- Yes very informative
- Yes it was very helpful and informative
- Not for a healthy aging class
- Yes I think it was beneficial and interesting
- Yes
- Yes very informative
- Yes it is applicable to real-life and other communication classes too
- Yes because it was very informative and relevant to class
- Yes in all classes it's a great exercise and it brings awareness
- Yes it is a motivational and good to see how things are applied in the real world
- Yes very helpful
- Yes I enjoyed it very much
- Yes
- Yes beneficial for multiple majors
- Yes great lecture. It was very informative – thanks
- Yes for health comm. Especially.