

Strategy #10: Quitline NC Media Messaging Campaign

Implement evidence-based media messaging campaigns approved by the Tobacco Prevention and Control Branch to support provider referrals to QuitlineNC.

Expected Outcomes:

Implementation of a specific QuitlineNC media and messaging campaign to enhance and support provider referrals to the NC Quitline.

Health Equity Planning Principals:

Rates of tobacco use are not equally distributed across North Carolina's population. Some groups, identified as priority populations, use tobacco at disproportionately higher rates. These include low income, less educated, males, African Americans, American Indians, young adults, people with mental illness, substance use disorders and/or disability issues, rural populations, and lesbian, gay, bisexual and transgender populations. Pregnant women who use tobacco are at higher risk for having pregnancy complications. Engage the priority population in the testing, selection, and placement of media messages.

Recommended Partners:

- schools, youth organizations and other agencies with young clientele willing to share messages on their social media platforms and/or focus group text messages
- movie theaters and other media venues willing to give free or reduced-rate space for advertising to youth
- school newspapers and other in-school media, such as in-school radio and tv stations used to make morning announcements
- media outlets willing to provide free or low-cost venues for QuitlineNC promotion

Intervention Examples:

- A. A county or group of counties works with the Truth Initiative to place its ads, [truth](#) "[Burn Through](#)" and [Making Menthol Black](#) and use social media posts. Ads are :30, :15 and :10 lengths.
- B. Pitt County placed Tips from Former Smokers ads promoting QuitlineNC through radio, TV, and billboards. Find the ads for free use [here](#) or contact the CDC for paid placement ads [here](#).
- C. A county works with local high and middle schools to develop in-school ads, such as announcements, posters and school newspaper ads, to educate students about the harms of tobacco use.
- D. Orange County (and others) have retagged with QuitlineNC and placed former TRU ads as cinema ads in local theaters. Review ads at www.tru.nc.gov.
- E. A county or group of counties would together to implement an [Influencing Lesbian and Bisexual Women Who Smoke Media Campaign](#).

Related Programs:

The Tobacco Prevention and Control Branch provides support for proven strategies to:

1. [Prevent the initiation](#) of smoking and other tobacco use
2. Eliminate exposure to [secondhand smoke](#)
3. Help tobacco-users [quit](#); and



4. Identify and eliminate [tobacco-related health disparities](#) among N.C. populations by addressing health equity in each goal area..

Recommended Tools/Resources:

- A. Counties should work closely with Aubrey Cuthbertson, Director of Public Education and Communication at the Tobacco Prevention and Control Branch to identify messages and plan campaigns.
- B. CDC’s Guide on Health Communications for Tobacco Prevention and Control: <https://www.cdc.gov/tobacco/stateandcommunity/bp-health-communications/index.htm>

Data Sources

- A. NC Youth Tobacco Survey: <https://www.tobaccopreventionandcontrol.ncdhhs.gov/data/yts/index.htm>
- B. 2021 National Youth Tobacco Survey: <https://www.fda.gov/tobacco-products/youth-and-tobacco/youth-tobacco-use-results-national-youth-tobacco-survey>
- C. The Guide to Community Preventive Services: <https://www.thecommunityguide.org/>

