

Strategy #12: Tobacco Prevention and Control Media Messaging Campaign

Implement evidence-based media messaging campaigns approved by the Tobacco Prevention and Control Branch to prevent the use of all tobacco products by young people, including cigarettes, e-cigarettes, cigars, little cigars, smokeless tobacco and hookah or to help tobacco users quit.

Expected Outcomes:

Implementation of a media and messaging campaign to prevent the use of all tobacco products by young people or encourage tobacco users of all ages to quit.

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, 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:

- young people willing to focus group test messages
- schools, youth organizations and other agencies with young clientele willing to share messages on their social media platforms
- 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 might work with the Truth Initiative to place its ads, [truth "Burn Through"](#) and [Making Menthol Black](#) (in :30, :15 and :10 lengths). Using the ads involves signing a contract, but there is no cost. Truth will also supply related social media posts. The process takes about a month. Interested? Contact Karen Martin at Kmartin@truthinitiative.org.
- B. Pitt County placed Tips from Former Smokers ads promoting QuitlineNC in various venues (Radio, TV, billboards). Find the ads for free use [here](#) or contact the CDC for paid placement ads [here](#).
- C. A county could work 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. The Eastern Virginia Medical School worked with teens to develop www.rethinkvape.org. They have ads available for use. Contact Ann.Staples@dhhs.nc.gov to access them.

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 Identify and eliminate [tobacco-related health disparities](#) among N.C. populations and communities.

Recommended Tools/Resources:

- A. Counties should work closely with Ann Staples of the Tobacco Prevention and Control Branch to identify messages and plan campaigns.
Ann.Staples@dhhs.nc.gov (704) 543-2347
- 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. 2019 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/>