



The truth[®] Campaign: Lessons Learned

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agenda

introduction

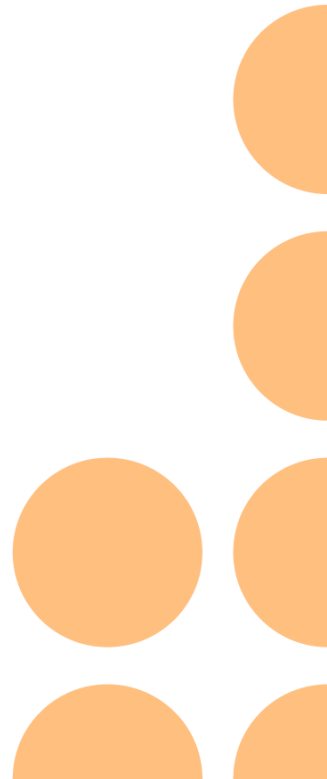
early truth campaign (2000-2013)

current campaign (2014-present)

evaluation

introduction

- Established in 2000 as a result of the Master Settlement Agreement
- Primary focus on public education
 - National effort
 - Building off the success at the state level (e.g.: FL, CA, NY, etc.)
- Achieving a culture where all youth and young adults reject tobacco



1999 - 2014



role of tobacco

- Independence
- Fitting In
- Self Expression
- Respect
- Risk Taking



CONTROL

[smoking provides
a shortcut]

Marlboro

Marlboro Red or Longhorn 100's —
you get a lot in like.

15 mg "tar," 1.0 mg nicotine av. per cigarette. FTC Report Feb. 85.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

CAMEL
PLEASURE
TO
BURN

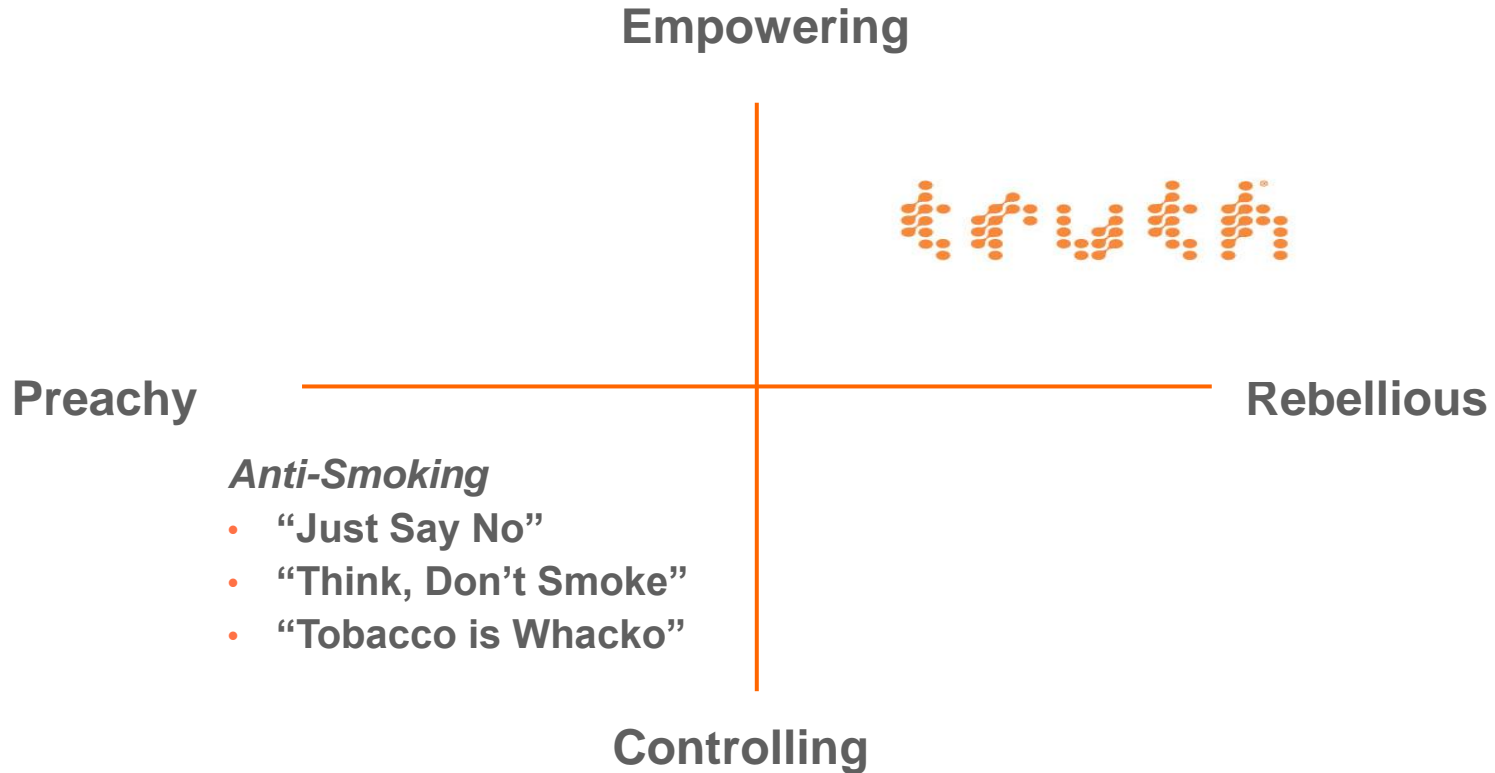
SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

CAMEL
PLEASURE
TO
BURN

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

**Bold
Cold
Newport.**
Light on it.

positioning





building blocks

- **Shape the Cultural Narrative**
- **Build a Brand to Compete With Big Tobacco**
- **Commitment to an Interdisciplinary Approach**
- **Outcome Driven**

bodybags



Evidence of a Dose–Response Relationship Between “truth” Antismoking Ads and Youth Smoking Prevalence

Matthew C. Farrelly, PhD, Kevin C. Davis, MA, M. Lyndon Haviland, DrPH, Peter Messeri, PhD, and Cheryl G. Healton, DrPH

Mass media campaigns can be an effective public health strategy to prevent youth smoking.^{1–3} Antismoking television campaigns have emphasized diverse themes to discourage smoking, including highlighting short- and long-term health consequences, deglamorizing its social appeal through humorous and unflattering portrayals, and countering misperceptions that smoking is widespread among teens. A more recent theme, first used by California in the 1990s, focuses on exposing deceptive tobacco industry marketing practices and denials of tobacco’s health and addictive effects. In 1998, the Florida Department of Health launched a tobacco prevention program that featured a mass media

Objectives. In early 2000, the American Legacy Foundation launched the national “truth” campaign, the first national antismoking campaign to discourage tobacco use among youths. We studied the impact of the campaign on national smoking rates among US youths (students in grades 8, 10, and 12).

Methods. We used data from the Monitoring the Future survey in a pre/post quasi-experimental design to relate trends in youth smoking prevalence to varied doses of the “truth” campaign in a national sample of approximately 50 000 students in grades 8, 10, and 12, surveyed each spring from 1997 through 2002.

Results. Findings indicate that the campaign accounted for a significant portion of the recent decline in youth smoking prevalence. We found that smoking prevalence among all students declined from 25.3% to 18.0% between 1999 and 2002 and that the campaign accounted for approximately 22% of this decline.

Conclusions. This study showed that the campaign was associated with substantial declines in youth smoking and has accelerated recent declines in youth smoking prevalence. (*Am J Public Health.* 2005;95:425–431. doi:10.2105/AJPH.2004.049692)

The Influence of the National truth[®] Campaign on Smoking Initiation

Matthew C. Farrelly, PhD, James Nonnemaker, PhD, Kevin C. Davis, MA, Altijani Hussin, MA

Background: States and national organizations spend millions annually on antismoking campaigns aimed at youth. Much of the evidence for their effectiveness is based on cross-sectional studies. This study was designed to evaluate the effectiveness of a prominent national youth smoking-prevention campaign in the U.S. known as truth[®] that was launched in February 2000.

Methods: A nationally representative cohort of 8904 adolescents aged 12–17 years who were interviewed annually from 1997 to 2004 was analyzed in 2008. A quasi-experimental design was used to relate changes in smoking initiation to variable levels of exposure to antismoking messages over time and across 210 media markets in the U.S. A discrete-time hazard model was used to quantify the influence of media market delivery of TV commercials on smoking initiation, controlling for confounding influences. Based on the results of the hazard model, the number of youth nationally who were prevented from smoking from 2000 through 2004 was estimated.

Results: Exposure to the truth campaign is associated with a decreased risk of smoking initiation (relative risk=0.80, $p=0.001$). Through 2004, approximately 450,000 adolescents were prevented from trying smoking nationwide. Factors negatively associated with initiation include African-American race (relative risk=0.44, $p<0.001$), Hispanic ethnicity (relative risk=0.74, $p<0.001$), completing high school (relative risk=0.69, $p<0.001$), and living with both parents at baseline (OR=0.79, $p<0.001$).

Conclusions: The current strategy for... signs as a viable... American Journal of

Early impact

**we saved
over 450,000 lives**

2014 - today

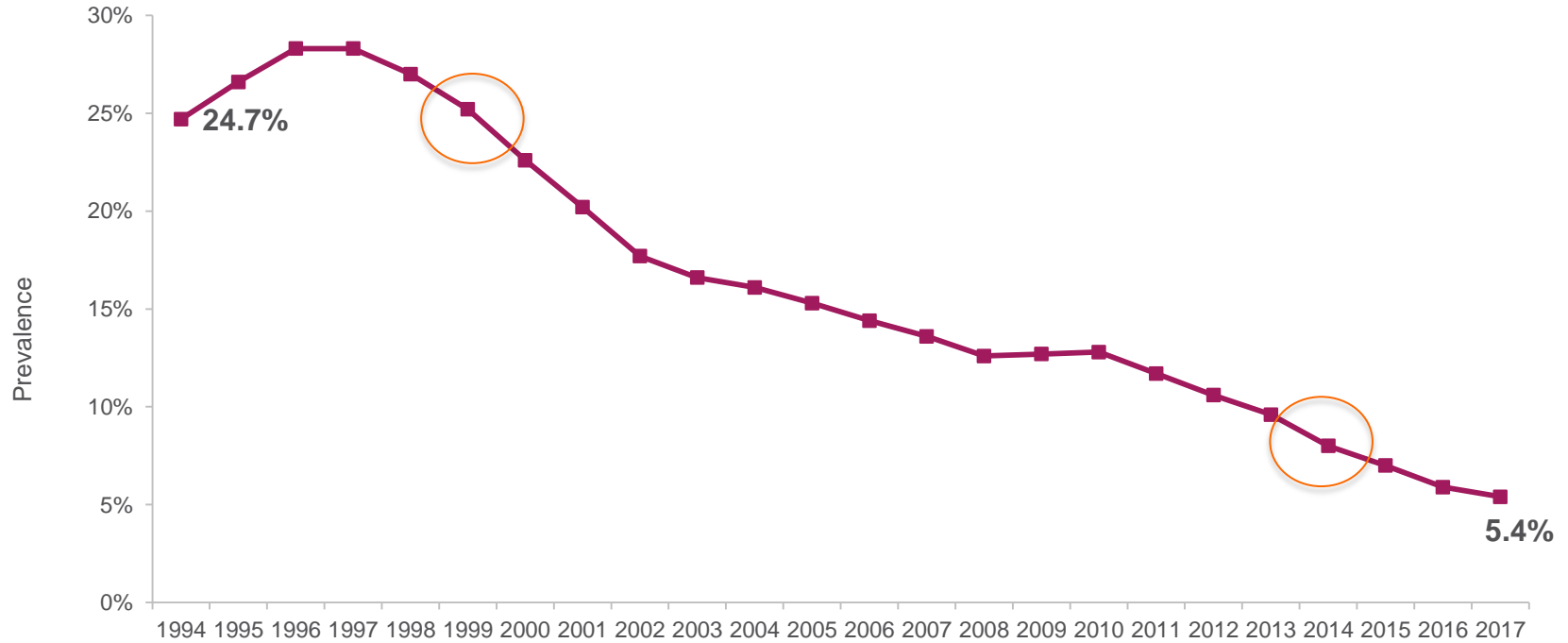


toll of the epidemic continues...

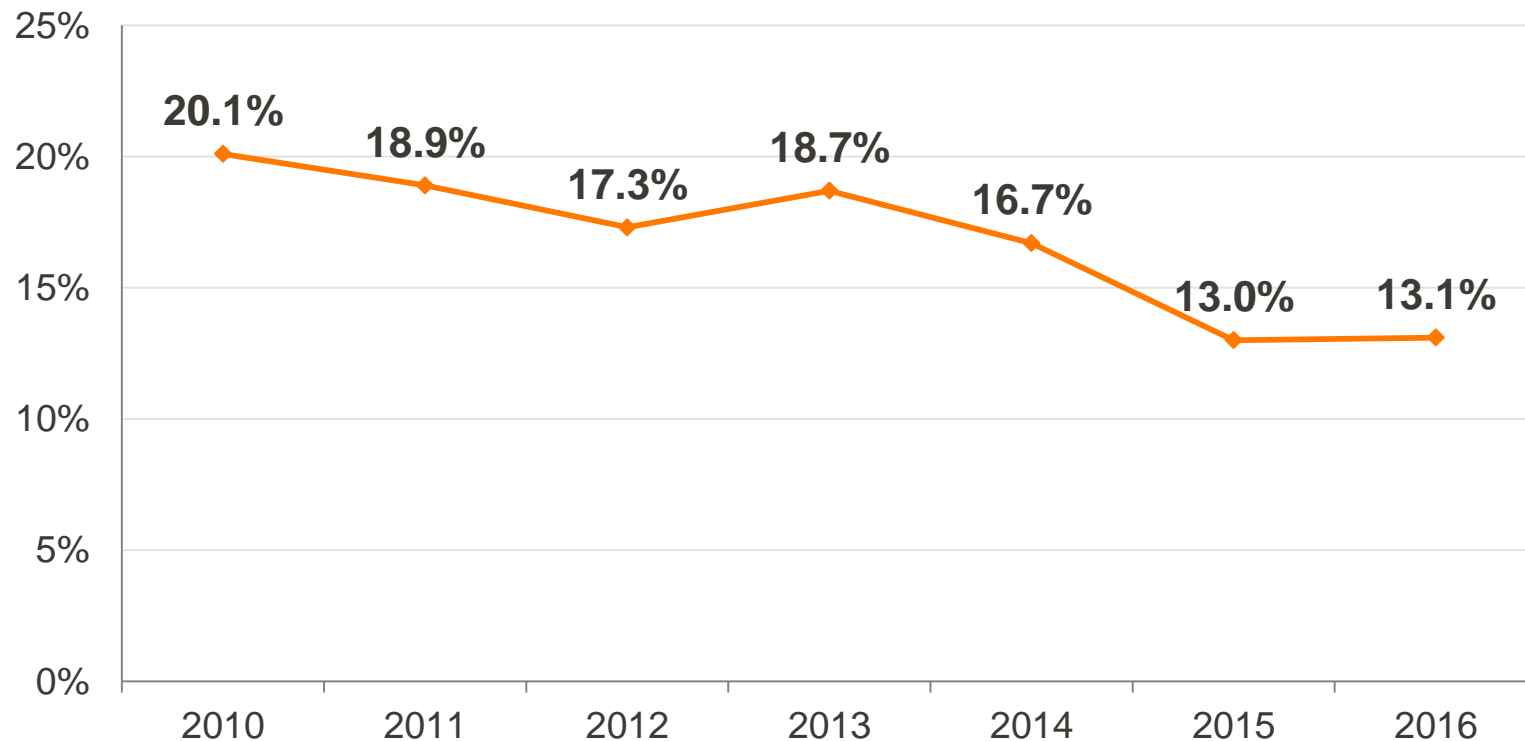
- leading cause of preventable death in the US;
- 480,000 people die annually – more than AIDS, alcohol, car accidents, illegal drugs, murders and suicides combined;
- costs the U.S. approximately \$170 billion in health care expenditures and more than \$150 billion in lost productivity each year;
- While the US has made major progress against tobacco use, 40 million Americans still smoke, and about 2,500 kids try their first cigarette each day.

prevalence among youth

Past 30-Day Prevalence of Cigarette Use among 8th, 10th, and 12th Grade



cigarette prevalence among young adults (18-24)



A large, diverse group of students is seated in a lecture hall, filling the frame. Many students are using laptops, with the glowing Apple logos visible on many of the devices. The students are dressed in casual attire, and the overall atmosphere appears to be one of a busy, technology-oriented educational environment. The text "MILLENNIAL / GEN Z" is overlaid in large, white, sans-serif font across the center of the image.

MILLENNIAL / GEN Z

An aerial photograph of a massive crowd of people, likely at a political rally. The crowd is densely packed and filled with many individuals wearing bright pink hats. Numerous white signs are held up throughout the crowd. A street lamp is visible in the center of the image. The text "Millenials ACTIVE" is overlaid in white on the lower portion of the image.

Millenials
ACTIVE

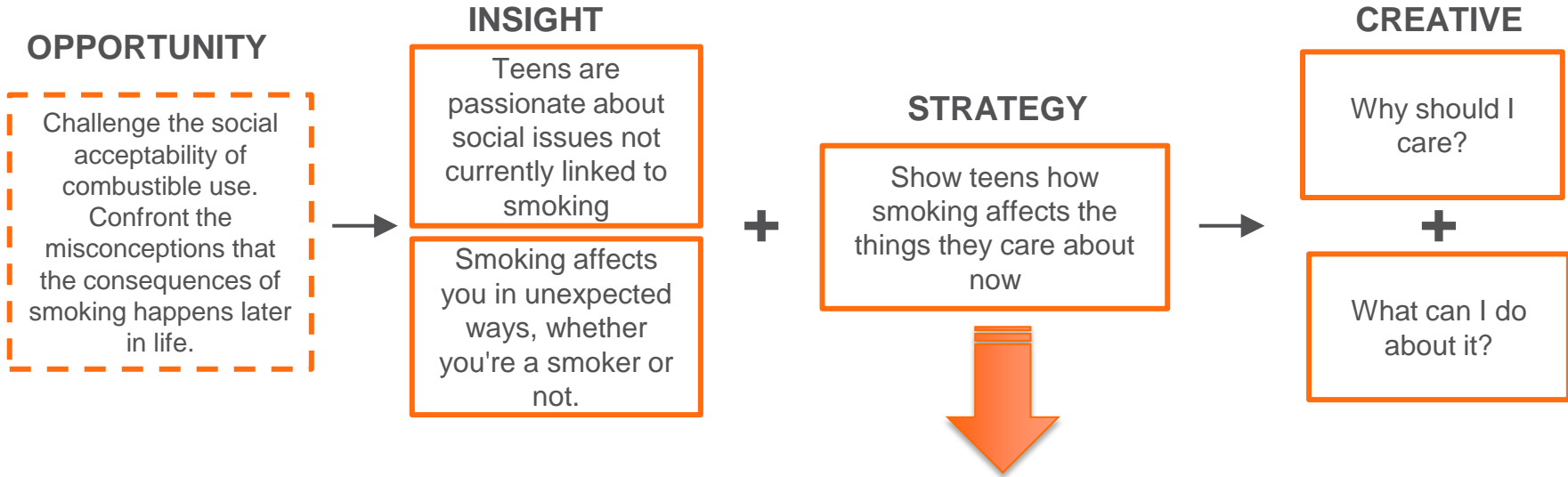
**RATHER THAN JUST MESSAGE TO THE
REMAINING 9% OF YOUNG PEOPLE WHO ARE
STILL SMOKING...**

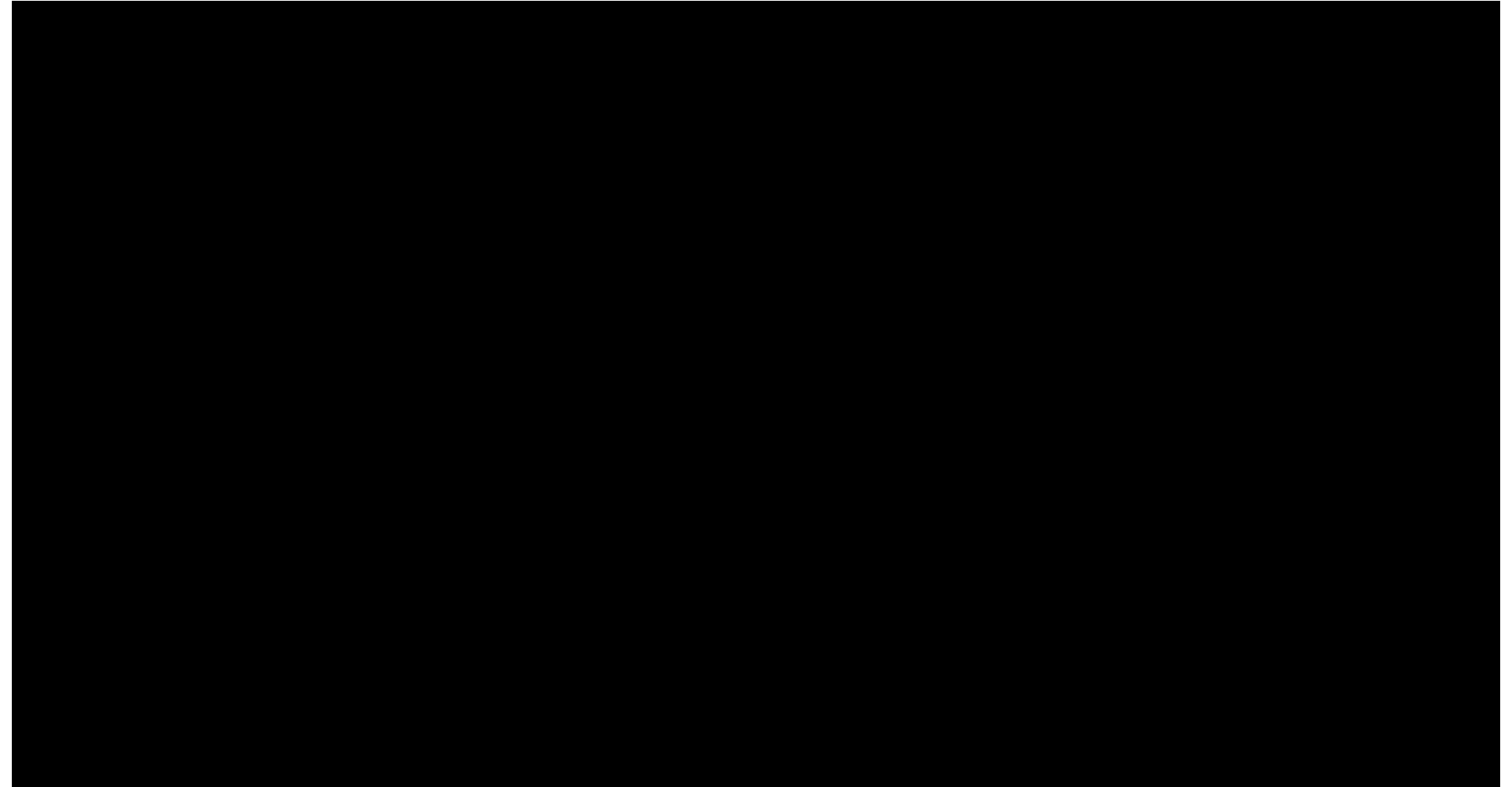


9%

The image shows three young people sitting on a dark grey shingled roof. They are dressed in casual attire like hoodies and jeans. In the background, there are trees with sparse green leaves and a building with a blue grid facade. A large orange triangle is overlaid on the scene, with the number '9%' inside it, pointing towards the individuals on the roof.

strategic framework





social justice



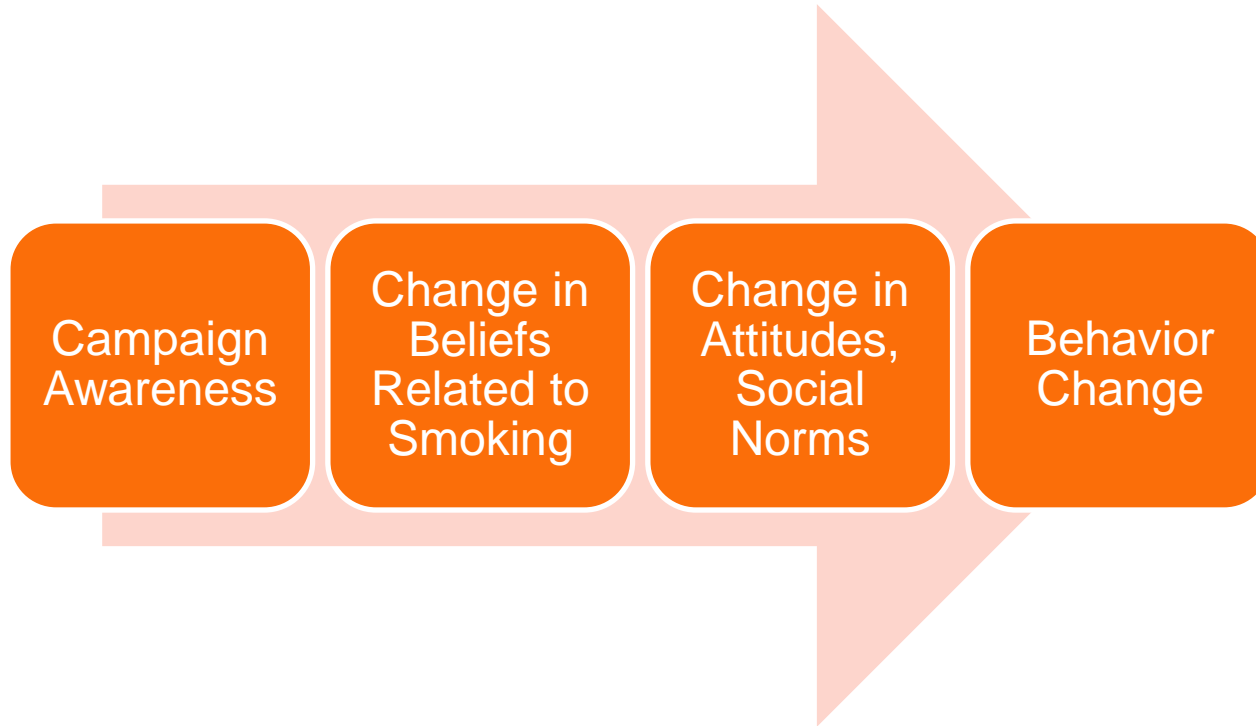
continuing the momentum



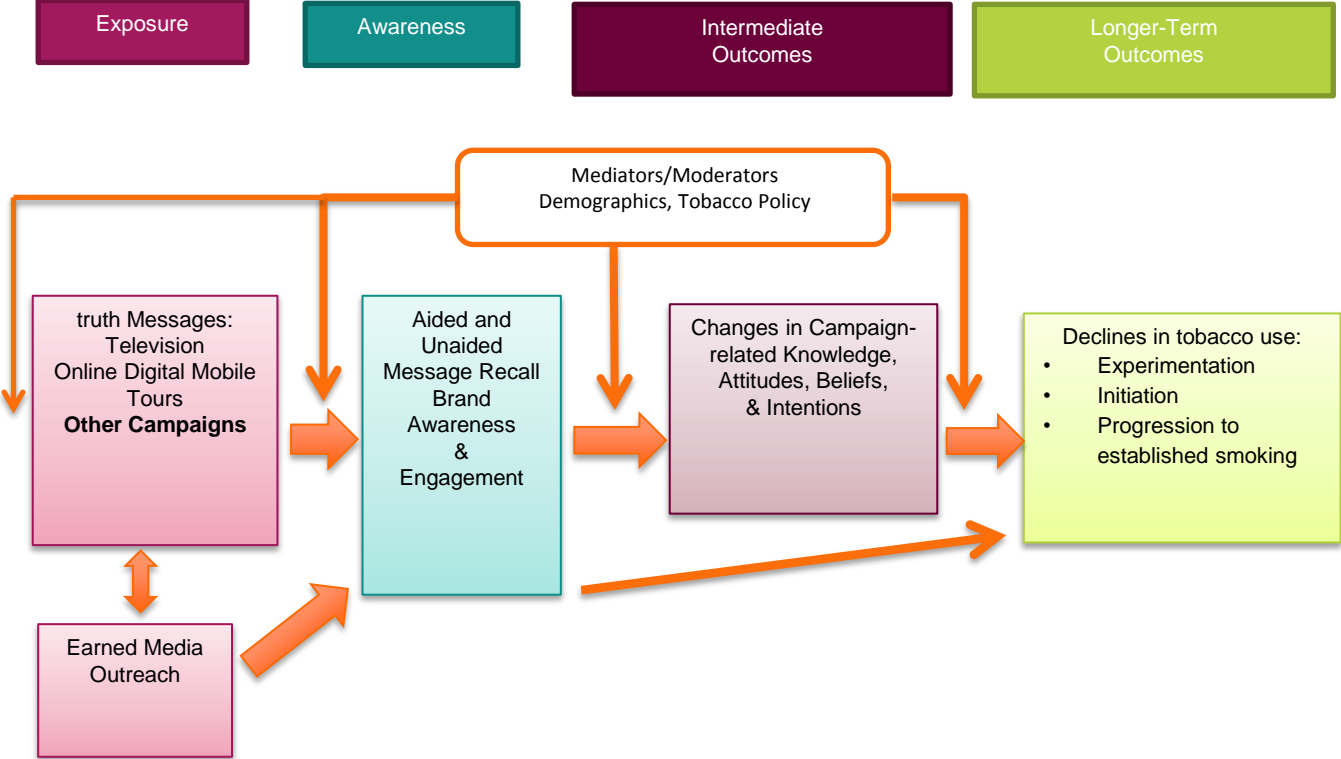
the science behind the campaign: evaluation measures and methods



public education campaigns work



conceptual model



Adapted from Hornik, Robert (ed.) 2002. Public health communication: Evidence for behavior change. Hillsdale, NJ: Lawrence Erlbaum Associates.

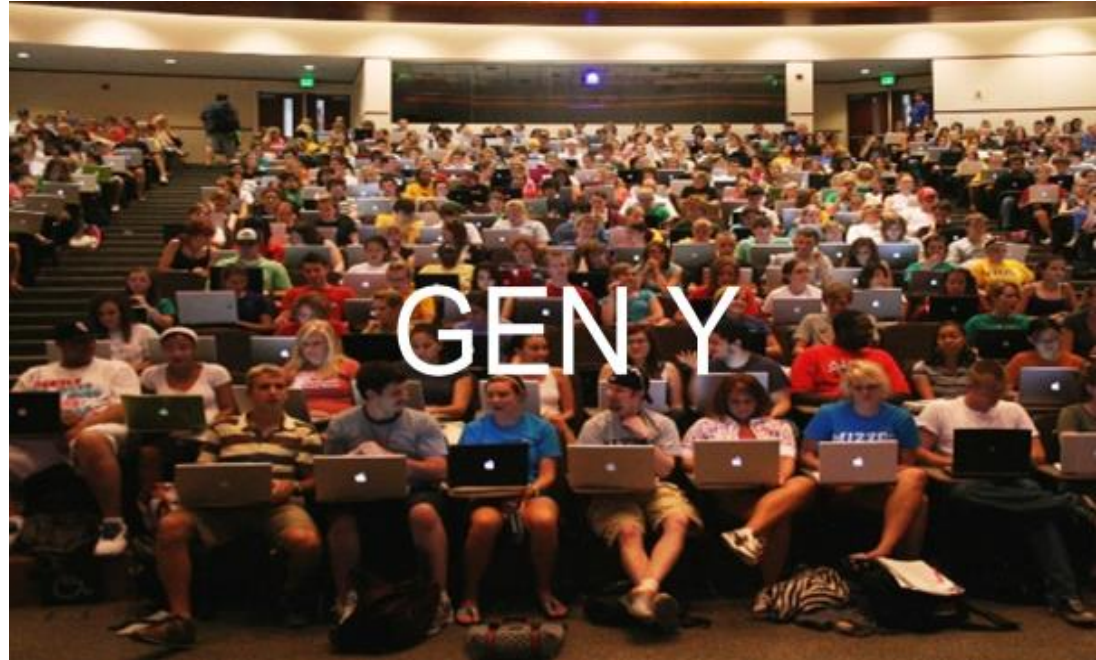
key implementation parameters

- Reach and Frequency
 - Exposure among 75% to 85% of the target audience/quarter requires:
 - 1,200 gross rating points (GRPs)/quarter during the introduction of a campaign;
 - 800 GRPs/quarter thereafter.
- Duration
 - least 3 to 6 months to achieve awareness of the issue, 6 to 12 months to influence attitudes, and 12 to 18 months to influence behavior.



evolving communications landscape

- Television
- Digital Platforms
 - Social Media
 - Mobile Device Penetration



campaign-targeted attitudes

- **Attitudinal Constructs**
 - Anti-Smoking Perceptions
 - Anti-Smoking Norms
 - Anti-Tobacco Industry Sentiment
 - Anti-Smoking Independence
 - Anti-Smoking Social Movement

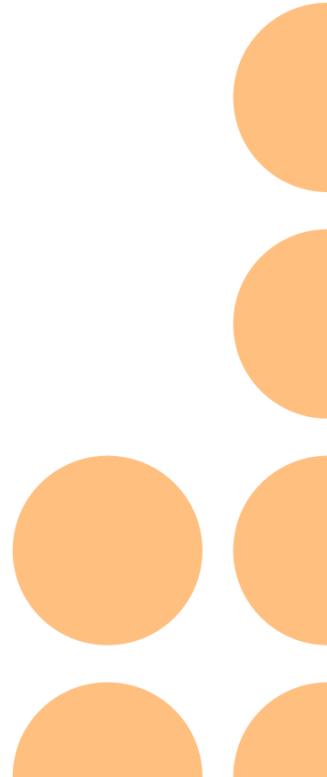
Anti-Tobacco Scale (ATS)

- An average score across these five attitudinal indices (18 individual items) was calculated
- Excellent range on reliability ($\alpha = 0.90$)



pre-market ad testing

- Forced exposure online survey
- 300 respondents/ad execution
- Assess knowledge, attitudes, beliefs and behaviors pre- and post-exposure
- key measures
 - Comprehension
 - Receptivity
 - Pacing of music and content



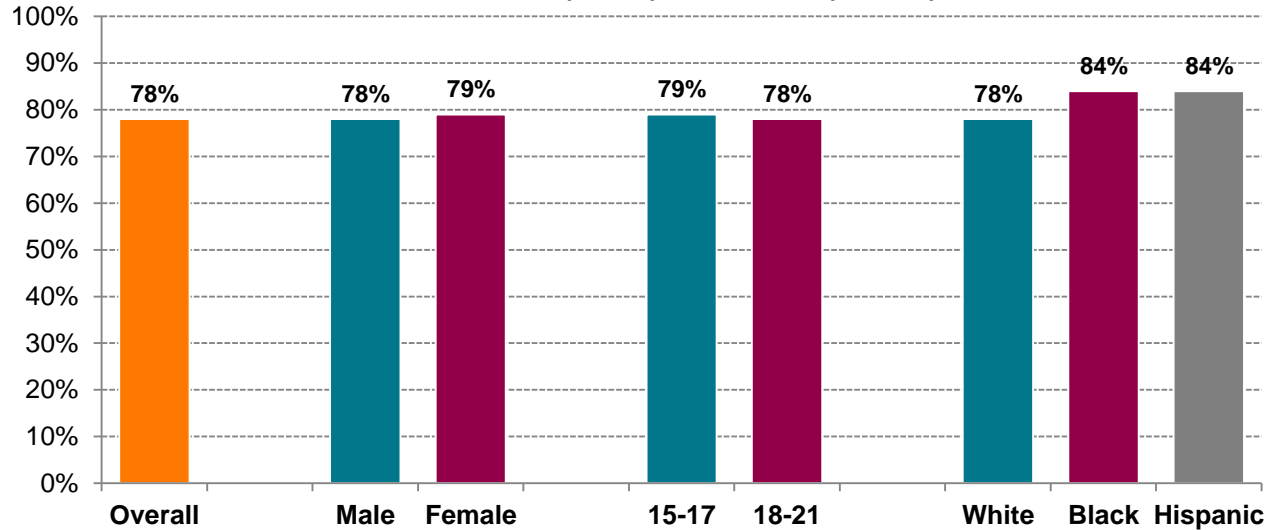
monitoring campaign implementation

- Continuous national tracking survey to assess ad awareness & receptivity
- ~150 participants, aged 15-21, surveyed each week
- Compare to pre-market results; high correlation between pre-market and in-market responses



monitoring exposure

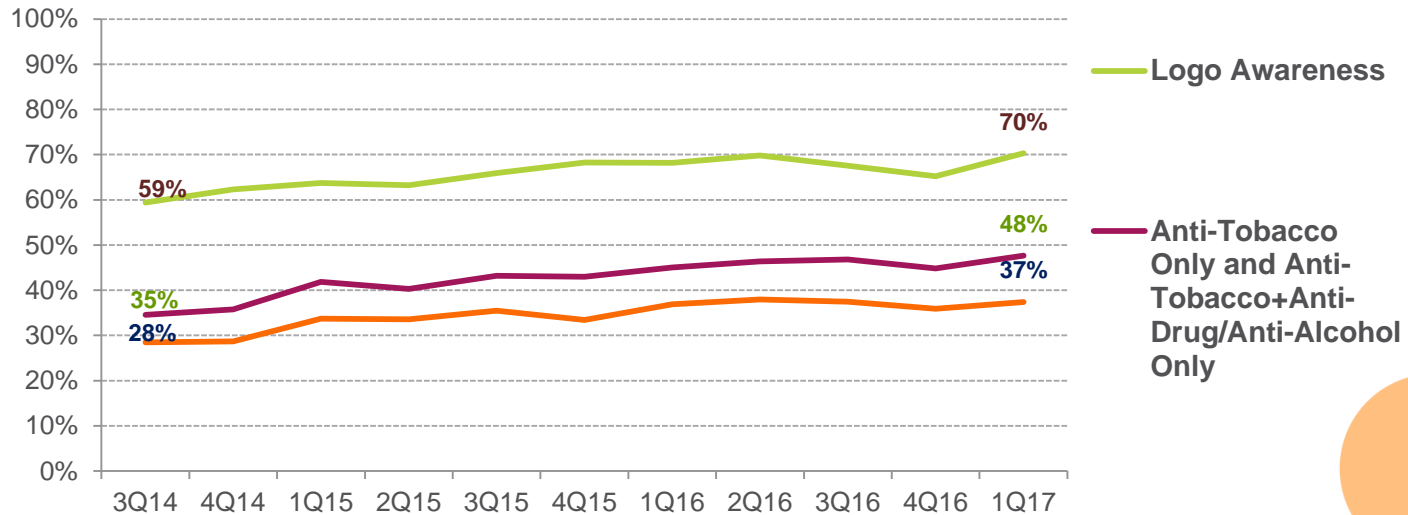
Average awareness of any truth[®] ad Week 103 (7/6/16) – Week 143 (4/18/17)



Current three-week rolling average: **84%** awareness of any truth ad

truth[®] logo awareness & brand identification

Do you recognize this logo? 
What do you think of when you see this logo?



evaluation design challenges

- Lack of Randomization or Control Group
- Measures of Exposure Limited
 - Self-report recall bias; Selective attention; Variation in memory or cognitive capacity
- Existing downward secular trend in youth smoking



Longitudinal Panel Approach

truth Longitudinal cohort (TLC)



Nationally representative Sample of Youth & Young Adults
Aged 15-21
(n=~14,000 at baseline)

Wave 1
4-6/14

Wave 2
1-3/15

Wave 3
7-9/15

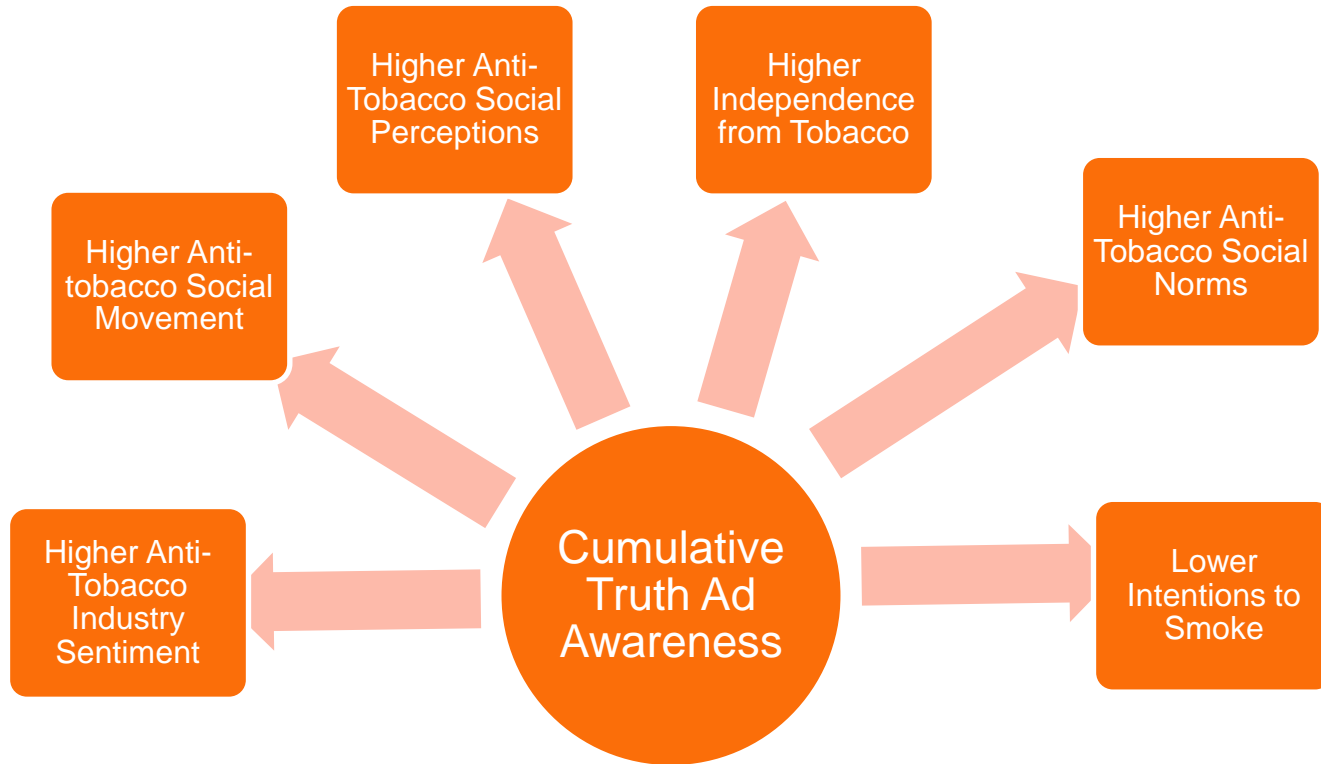
Wave 4
1-3/16

Wave 5
7-9/16

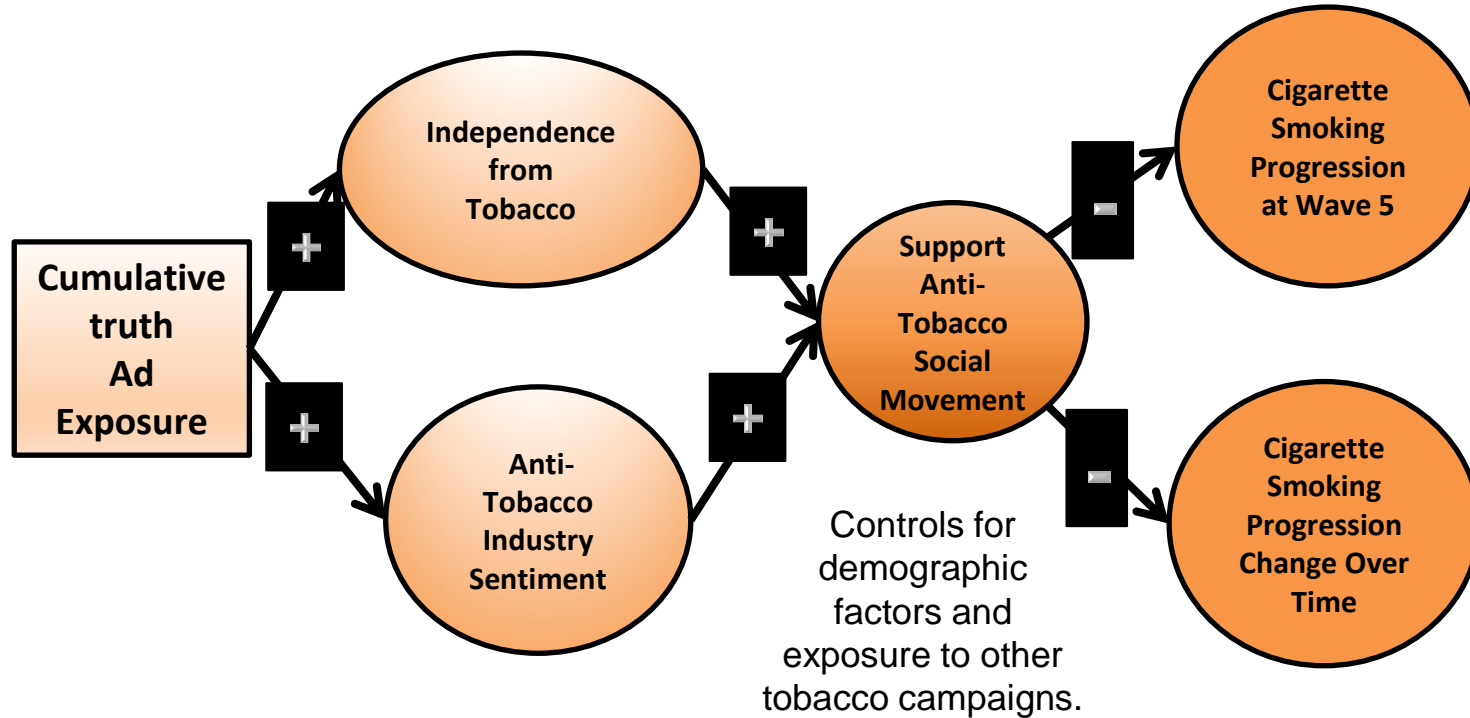
Wave 6
1-3/17

Wave 7
3/18

ad awareness causally linked to targeted attitudes and intention



How the campaign is working



truth exposure  reduced smoking progression!

Under review, AJPM

building a movement: brand equity

Brand Loyalty	I'd like to help truth end smoking in my generation
	I'd defend truth on social media if someone were putting it down
	I'd follow truth on social media
	I would be part of a movement to end smoking.
Leadership/ popularity	Truth is helping my generation end smoking.
	Truth is for people like me
Brand Personality	How much do you agree or disagree with the following? Truth is....
	Inspired
	Powerful
	In control of their own decisions
	Independent
	Honest
	Innovative
	People that follow truth are just like me
People that follow truth are like the friends I hang out with	
Brand Awareness	When you think of truth, you think...?
	Fewer and fewer young people today smoke cigarettes
	Tobacco companies lie
	The tobacco industry tries to get young people to smoke other products like hookah
	Tobacco company ads are a joke

brand equity analysis

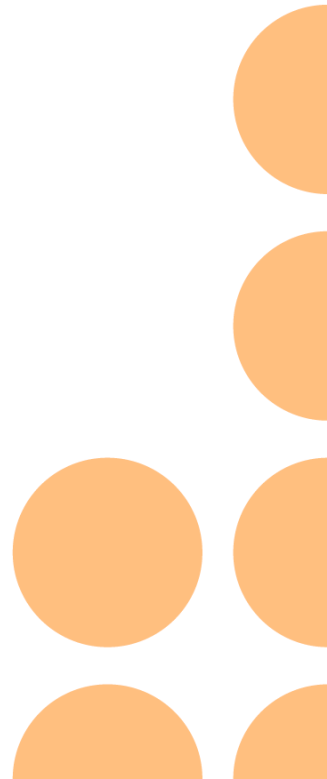
- Sample: Participants with and reported being aware of the truth logo at wave 3 (N=4,413)
- Predictor: Brand Equity at Wave 3
- Outcome: Past 30 Day Cigarette Smoking at Wave 5 (12 months later)
- Strength of the study: brand equity reflects the internalized understanding of the truth message rather than just ad awareness

population impact estimate

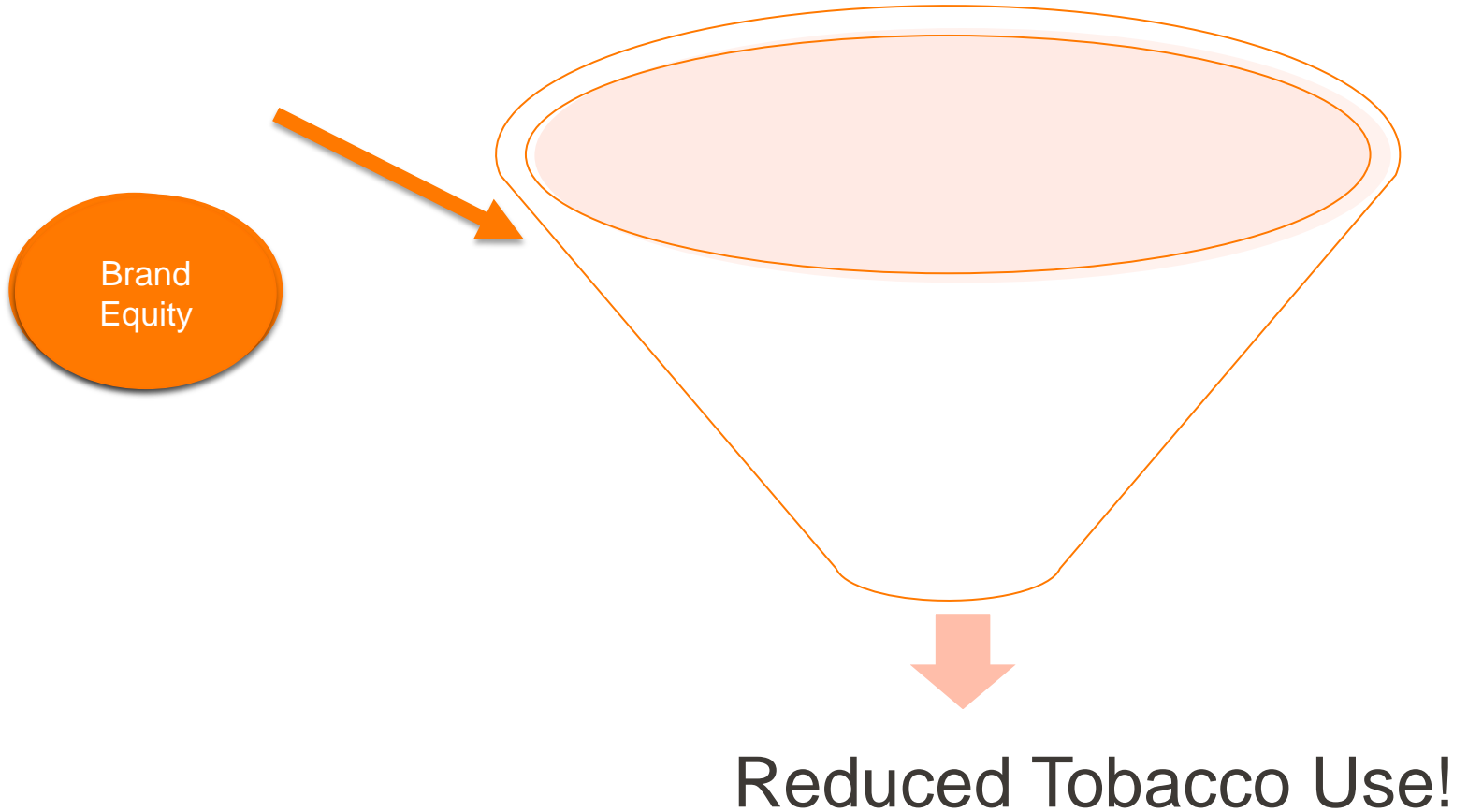
Higher Brand Equity  Significantly Lower
past 30-day smoking prevalence at W5.

~250,000

youth and young adults
were prevented from progressing to
current smoking over 12 months



truth formula



why changing behavior depends on effective communication...

- The power to inspire does not come from academic jargon;
- It's not that the public is incapable of caring about these issues. They—we—just need some help; and
- If Google and Apple understand the value of promoting its message and products to the public in innovative ways, why can't we do the same?



questions?

thank you!

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