

Evaluation of Utah's The TRUTH Anti-tobacco Marketing Campaign

Anti-tobacco marketing campaigns are crucial components of comprehensive tobacco prevention and control programs. They guide state and local efforts to change social norms related to tobacco use and inform tobacco users about quit services.

To ensure that Utah's The TRUTH campaign reaches tobacco users with effective messages, the UDOH Tobacco Prevention and Control Program has worked with researchers at the University of Utah and the University of Colorado to conduct annual independent evaluation studies of all campaign components. The evaluations:

- are conducted annually through telephone surveys
- are comprised of respondents made up of more than 1,200 adult smokers, non-smokers, and youth
- include results that are supplemented with focus groups and other qualitative research

2008 Findings and Recommendations (University of Colorado)¹:

- The reach of Utah's The TRUTH anti-tobacco campaign is as extensive as it can possibly be. In 2008, 99.6% of adults had seen or heard anti-tobacco ads in the past month (aided and unaided recall combined.) 95% of youth remembered seeing or hearing ads in the past month.
- Among the survey participants who had seen or heard television ads in 2008, three fourths of nonsmokers (75%) and 60% of smokers thought that the ads were persuasive at encouraging people to quit smoking; 60% of non-smokers and 53% of smokers thought the ads were persuasive at discouraging people from smoking indoors or in cars; 70% of non-smokers and 62% of smokers thought the ads were persuasive at discouraging people from smoking around others.
- When all media types and behavioral outcomes were combined, 92% of non-smokers and 88% of smokers thought that at least one of the ads was persuasive at achieving intended behavioral outcomes.
- More than one half of the smokers (57%) who saw or heard the ads were motivated to think about quitting.
- More than 90% of adult smokers and 80% of youth know about the Utah Tobacco Quit Line. 72% of adult smokers and 76% of youth are aware of the online cessation support program Utah QuitNet.
- Twice as many smokers who were in the process of quitting during the 2005-2008 surveys had been exposed to campaign ads.
- Among the non-smokers who heard or saw any of the TPCP campaign ads in 2008, two thirds reported that the ads motivated them to encourage or ask someone to quit smoking or to not smoke in their presence.

“TPCP has exposed thousands of Utahns to key messages concerning the importance of tobacco prevention and cessation. TPCP has provided both tobacco users and their families with credible and useful resources to help them to quit.”

¹Source: West DR et al. (2008). 2007-2008 Evaluation of Utah's Tobacco Prevention and Control Program. Denver: University of Colorado. Department of Family Medicine.