

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

Anti-tobacco marketing campaigns are important 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 quit 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 and qualitative research such as focus groups
- include samples of adult smokers and youth (ages 13-17)

2011 Findings and Recommendations:

- The reach of Utah's The TRUTH anti-tobacco campaign is extensive. In 2011, 89% of adult smokers reported that they had seen or heard anti-tobacco ads weekly or daily during the past six months (aided and unaided recall combined.) Ninety-three percent of youth reported seeing or hearing anti-tobacco ads at least once a month during the past six months.¹
- Among the adult smokers who had seen or heard television ads in 2011, 55% reported that the ads made them think about the effects of smoking; 67% reported that the ad campaign was convincing in encouraging people to quit smoking; 63% felt that the ads were convincing or very convincing at discouraging people from smoking indoors or in cars.¹
- Fifty-six percent of adult smokers reported that the ads made them think more about quitting and 34% felt motivated to try to quit.¹
- When all media types and behavioral outcomes were combined, 65% of smokers thought that at least one of the ads was persuasive at achieving intended behavioral outcomes.¹
- Nearly half of the smokers (47%) who saw television ads were motivated to think about quitting.¹
- Ninety-four percent of adult smokers and 73% of youth reported that they knew about the Utah Tobacco Quit Line. Eighty-one percent of adult smokers and 62% of youth were aware of the online cessation support program Utah QuitNet.¹
- Smokers exposed to anti-tobacco media campaign messages were more likely to know about quit services or to have used quit services than those who had not seen or heard the campaign messages.¹

“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.”

¹ West DR et al. (2011). 2010-2011 Evaluation of Utah's Tobacco Prevention and Control Program. Denver: University of Colorado. Department of Family Medicine.