Building a world where young people reject tobacco and anyone can quit

Evaluating the truth® Campaign

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truth® is a Brand

• Positioned as a brand
  – Teen brands are a tool for self-expression
  – The tobacco industry has some of the most successful brands in the world
  – truth® will compete with tobacco brands
Advertising Strategy

- Expose the lies of the tobacco industry
- Direct teens need to rebel at the tobacco industry
- Never preach
- Never condemn smokers
- Relate to sensation-seeking teens
Body Bags
Campaign Expectations

- **Shift core beliefs and attitudes:**
  - Cigarette companies lie
  - Cigarette companies deny cigarettes cause disease
  - Taking a stand against smoking is important to me
  - Not smoking is a way to express independence
  - Smoking makes people your age look cool or fit in

- **Influence intention to smoke**

- **Reduce smoking prevalence**
Key Components of the truth® Evaluation

- **Legacy Media Tracking Survey (LMTS)**
  - Used to associate self-reported campaign exposure with changes in targeted beliefs and intentions to smoke

- **Monitoring the Future (MTF) analysis**
  - Used to associate GRPs with changes in youth smoking prevalence
Impact of truth®- End of Year One (LMTS data)

- Change in Awareness: 75% of all youth (age 12-17) in the U.S. could accurately describe at least one truth® ad.
- Change in Beliefs: Targeted beliefs and attitudes changed markedly in the first year of the campaign.
Impact of truth®- End of Year One (LMTS data)

- Change in Intention to Smoke: Youth with confirmed awareness of truth® were 66% more likely to say they would not smoke in the coming year.
  - Youth with confirmed awareness of “Think. Don’t Smoke” 36% less likely to say they would not smoke in the coming year.
Impact of truth®- End of Year
Three- Using MTF Data

- MTF data provided a greater number of pre-truth data points than did LMTS.
- Cumulative GRPs per media market were linked to individual-level MTF smoking data.
- Enabled comparison of actual youth smoking rates with what they would have been in the absence of truth.
• Current smoking among students declined from 25.3% to 18.0% between 1999 and 2002.
• Logistic regression shows that, between 1999 and 2002, smoking rates declined by 7.3%, but would have declined by only 5.7% in the absence of truth®.
• Therefore truth® accounts for roughly 22% of the total decline in youth smoking.
Logistic regression reveals a dose–response relationship between campaign exposure and youth smoking (OR=0.78; p<.05).

- This effect diminished at high levels of campaign exposure (10 thousand cumulative GRPs per media market).
Assessing the Ongoing Impact of truth®

- Has effectiveness been impacted by changes in media buys (shift from network to cable)?
- How do we evaluate new media channels such as pod casting, text messaging, entertainment education, etc?