

Influencing Lesbian and Bisexual Women Who Smoke: via Media Campaign

“There are many reasons to quit smoking. What are yours?”



Lesbian and bisexual women in North Carolina smoke at an alarming rate of 47%. The Tobacco-Free Western North Carolina Collaborative (TF WNC) works to address this significant problem in the region, which has a large LGBTQ population.

A media campaign was developed and implemented to reach lesbian and bisexual women in the region with cessation messages: to inform them (and those who care for them) about QuitlineNC, North Carolina’s evidence-based tobacco cessation service.

The campaign began by creating several different versions of digital ads, with varying pictures, slogans, and formats. This mountain region is favored by many for its outdoor activities, including hiking and biking: therefore, pictures needed to reflect the culture. A focus group comprised of lesbian and bisexual women provided input and feedback about the messages. Some ads were discarded; ads that rated most effective among focus group participants were tweaked to reflect the feedback.

Working in collaboration with iHeartMedia in Asheville, two 30-second radio messages (using local, target audience stories/voices), and eight on-line display ads were placed. Each of these ads was formatted into six different sizes. Display ads were placed online anywhere our target audience was, regardless of the device that was used. These were supplemented with streaming radio, and traditional radio for nine months: March - December 2018.



NC DEPARTMENT OF
HEALTH AND HUMAN SERVICES
Division of Public Health

State of North Carolina · Department of
Health and Human Services

N.C. Division of Public Health · Tobacco
Prevention & Control Branch

www.ncdhhs.gov

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Campaign Objective:

Inform lesbian and bisexual women (and those who care about them) in Western North Carolina that there is a resource to help them quit smoking: QuitlineNC.

CAMPAIGN STRATEGIES



The Power of Frequency

You can't want what you don't remember. This campaign needed to reach our target audience many times, and across many different avenues.



The Power of Audiences

Media is a daily habit for the target audience and digital and radio messages influence them, when and where they are using mobile devices and listening.



The Power of Sound and Storytelling

Theater of mind drives better engagement. Cessation stories told from multiple perspectives enabled our target audience to envision herself in the message.

CAMPAIGN RESULTS

March - December 2018

- 2,123,000 gross audio impressions were served in Western North Carolina, including traditional radio, streaming radio, and in-app impressions
- 210,363 total clickable display impressions were served to women who are likely to be lesbian or bisexual and who are likely smokers
- iHeartMedia was an ideal vehicle for delivering messages to build awareness among the target audience.
- The click-through-rate (CTR) was the measure for analyzing the number of times a digital ad was clicked on to access the QuitlineNC. The CTR for "Location PLUS Targeting" for the digital ads was .62%.

.62% CTR The standard health and fitness industry CTR is .05%.

Our campaign significantly exceeded the standard rate by using "Location PLUS Targeting."

For more information on the campaign please contact:
Karen Caldwell, Regional Tobacco Control Manager
North Carolina Tobacco Prevention and Control Branch
NC DHHS, Division of Public Health
828-620-1646 or Karen.caldwell@dhhs.nc.gov

For more information on media, please contact:
Lindsey Bnadad, Senior Marketing Strategy Consultant
iHeart Media Markets Group, Carolinas Region
979-595-6868 or 828-210-1750