For every person who dies from a tobacco-related illness, 20 more suffer from a serious chronic disease caused by tobacco use.
Digital Media Strategies

- **Paid**
  - Online Video
  - Online Search
  - Online Display
  - Mobile

- **Earned**
  - Social Media
  - Tips Site
Driving Traffic & Conversation

Impact of Earned & Social Media from Tips Launch

- 284,077 views of Tips ads on YouTube prior to launch of digital paid buy
- 65% increase in viral reach on Facebook w/Tips launch
- 2 million unique users reached during live Twitter chat w/Dr. Frieden, trending globally for 18 minutes.
Social Media - Facebook
Qualitative Measures of Impact of Tips Ads

Jessica Harrell you inspired me to try and quit just hope i can do it
June 4 at 10:37am - Like - 1

Saema Hussen addiction of anything you like is easier..... and quitting something is most difficult for majority of us....... like you brave lady :)
June 4 at 12:49pm - Like - 2

Jess Gibson-Ward Bless ur heart Terrie....Thank God ur alive....ur an inspiration to all & for ur fight & ur journey & willingness to share ur story makes u a beautiful & courageous person in my book...♥ to u & prayers for peace & happiness for the remainder of ur life!!!!!!
Know u have helped many with ur story!!!
June 4 at 3:43pm - Like

Melanie Castle You, my family, and my health is the inspiration and motivation to help me quit, so Thank You from the bottom of my heart:
June 5 at 10:30am - Like
Social Support – Tips Sentiment

Kristen Way @KristenWay
@CDCTobaccoFree It's been over a month since my Dad has had a cigarette. He's got a long way to go, but I'm so proud of him!
6:34 PM - 12 Apr 12 via Twitter for IPhone · Details

Joyce Dittrick
Hello. My name is Bobbyd, I am 86 years young, I have been married to my wife Joyce fo 65 years. My wife and I quit smoking together 50 years ago and we go swimming, walking and work every day. Believe me if you stop smoking it improves your life style 100%. We live in Berea, Ohio. Go Browns and Tribe. If you are thinking of stopping smoking we recommend ti 'Good Luck. Bobbyd
Like · Comment · Wednesday at 7:43pm ·
2 people like this.

CDC Tobacco Free Hello Bobbyd, We are thrilled to hear about your fabulous quality of life at 86 years young! Yes, quitting smoking at any age will benefit your health and you offer some sage advice here. We welcome you and Joyce to CDCTobaccoFree.
Wednesday at 10:39pm · Like

IDPH @IDPH
IL Resident after seeing @CDCTobaccoFree commercial: “It opened my eyes to what I'm doing to myself!” fb.me/GPOU8Svn
View video
Support for Our Real Quitters

Smoke-free Milestone Gallery

1-Year Milestone Benefit:
The risk of a heart attack drops sharply.

1 YEAR SMOKE-FREE

Thanks for helping me quit for good. If you or someone you know wants free help, call 1-800-QUIT-NOW.

Did you know 9 months after quitting smoking, coughing and shortness of breath decrease? Check out our new infographic showing how your lungs benefit over time and share with others.

BENEFITS OF QUITTING SMOKING
If you or someone you know wants free help, call 1-800-QUIT-NOW.

9 MONTHS
YOUR COUGHING AND SHORTNESS OF BREATH DECREASE.

3 MONTHS
YOUR LUNG FUNCTION BEGINS TO IMPROVE.

10 YEARS
YOUR RISK OF DYING FROM LUNG CANCER IS CUT IN HALF.

August 18 at 10:51am - 43

18 months smoke free and loving it!!!

August 15 at 10:51am - 23

Thanks for helping me quit for good. If you or someone you know wants free help, call 1-800-QUIT-NOW.
Tips Facebook Content – Small Paid

Week 8 Total Reach - 165,439 unique users

Increase of over 530% from week prior before paid strategy.

642 Shares

Total Spend - $300
Jessica’s Tip About Secondhand Smoke

Week 9 Total Reach – 317,673

Increase of over 640% from 2 weeks prior before any paid placement was made

653 Shares / 57 Comments

Total Spend - $650

CDC Tobacco Free

Aden has asthma triggered by tobacco smoke. Have you ever asked anyone not to smoke around your children? Share your experience and this button to encourage others to speak up.

DON’T BE SHY ABOUT TELLING PEOPLE NOT TO SMOKE AROUND YOUR KIDS.

Aden, Age 7
Jessica, His mother.

Like · Comment · Share
613

Fortune Vereen and 299 others like this.

View previous comments
50 of 57

Brandy Martinez: Yes, I too have asked relatives and friends to not smoke around our children who do not have asthma. You would not believe the looks we get and often times we do not go to homes of smokers because they have the attitude that its there home theyll smoke if they choose. 3 of our kids suffered ear infections and allergies terribly and there was a direct correlation with the illness and second hand smoke. we decided at that point if family did not care to stop smoking around them we did not care to visit.

May 16 at 1:36pm · Like · 7

CDC Tobacco Free
Earned Reach

Posts w/ highest viral reach
• Like this – 64.44%
• Shawn’s Story – 26.05%

Total Spend - $0
Social Media - Twitter
Measuring Impact of Tips Ads

Content Analysis of Tweets:

• 54,502 Unique Users
• At least 5 million impressions (unique users plus friends)
• 3,500 #hashtags used
• 80% of users used a mobile device to tweet about campaign
• 1 in 4 tweets referred to stoma ads
• 82% accepted the threat appeal message of the stoma ads
• If viewers are expressing fear then ads should significantly impact outcomes

Source: UIC study using Twitter Firehose Data
On 3/8 @SGRegina released 2012 #SGReport, Preventing Tobacco Use Among Youth & Young Adults. Key findings: http://go.usa.gov/PeR

The realities of #smoking cannot be ignored. 1,200 Americans die each day, & 2 youth or young adults become smokers in their place. #SGReport

Cigarettes are designed for addiction. Because of nicotine, about 3 out of 4 teen smokers continue into adulthood. #SGReport
#Cigarettes are Designed for #Addiction

Dr. Howard Koh: "Nearly 90% of smokers begin by age 18. Exposure to marketing activities leads young people to smoke." #SGReport

Dr. Howard Koh: "For every death, at least 2 young people become regular smokers each day." #SGReport

Dr. Howard Koh, Asst. Sec: Tobacco is preventable burden for our kids. #SGReport

"More than 38,000 kids under 18 smoke their first cigarette every day" Sec. Sebelius. #SGReport

HHS Sec. Sebelius introduces speakers & special guests. #SGReport

10 AM EST: Watch LIVE webcast of #SGReport release. hhs.gov/live/

Welcome to 2012 Surgeon General's Report on youth and young adults launch. Follow & use #SGReport in your tweets of today's event.
#Prevention, #Prevention, #Prevention

Surgeon General’s (SG) Video Contest for Youth and Young Adults

85 Entries
10 Winners

Tobacco — I’m Not Buying It

2 Age-based categories
(13 – 17 & 18 -24)

Spanish language category

@SGRegina: announces video challenge, “Tobacco- I’m Not Buying It” for youth in Eng/Spanish. Learn more: is.gd/cMvPpH

@SGRegina: “If youth can remain smoke-free till age 26, less than 1% will ever start... PREVENTION is key!” #SGReport
Tobacco I’m Not Buying It Video Contest Winners

2012 SURGEON GENERAL’S REPORT
Preventing Tobacco Use Among Youth and Young Adults

Ages 13-17 Category

Grand Prize Winner

Tobacco I'm Not Buying It Rap
The Manatee Youth for Christ SOZO team, from Bradenton, Florida, rap about the dangers of tobacco, its effect on youth, and why they're not buying it. This video, created by Dantreal Waiters, was the grand prize winner in the 13-17 age category of the Surgeon General's Video Contest: Tobacco — I'm Not Buying It.

First Runner Up

We Deserve a Chance to Live Out Our Dreams!
Kids learn about life by watching their parents. What if kids grew up in a smoke-free world? That's the premise of this video by Taylor Blackwell from Jupiter, Florida. This video was the first runner up winner in the 13-17 age category of the Surgeon General's Video Contest: Tobacco — I'm Not Buying It.
Tobacco I’m Not Buying It Video Contest Winners

2012 SURGEON GENERAL’S REPORT
Preventing Tobacco Use Among Youth and Young Adults

Ages 18-25 Category

Grand Prize Winner

You Don’t Smoke Cigarettes, Cigarettes Smoke You
People think they smoke cigarettes, but with all the negative health consequences, such as heart disease and asthma, could it be said that cigarettes are smoking us? This video, created by Ayyaz Amjad, was the grand prize winner in the 18-25 age category of the Surgeon General’s Video Contest: Tobacco — I’m Not Buying It.

First Runner Up

Not Quite So Different
Two women, different on the surface, discover that they may both suffer from similar health problems in the future, because they are both smokers. This video, created by William Bowman, was the first runner up winner in the 18-25 age category of the Surgeon General’s Video Contest: Tobacco — I’m Not Buying It.
Tobacco I’m Not Buying It Video Contest Results

2012 SURGEON GENERAL’S REPORT
Preventing Tobacco Use Among Youth and Young Adults

- YouTube – 24,418 Views (Public Voting – present)
- Social Media Engagement – Twitter Live Chat

| Live Announcement of Video Contest Winners Hosted by @SGregina & @CDCTobaccoFree |
|-----------------------------------------------|-----------------------------------------------|-------------------------------------------------|
| Announcement Day May 30th Tweets using hashtag #SGReport | Announcement Day May 30th Mentions, not using hashtag #SGReport | Post Announcement May 31- June 7, 2012 Tweets referencing #SGReport |
| Posts | 440 | 377 | 107 |
| Potential Reach | 3,999,160 | 2,285,027 | 537,166 |
| Adjusted Reach | 241,285 | 884,998 | 491,550 |
CDC’s Public Health Nerd (#PHNerd) Campaign

- 10 PHNerd Posts on Facebook:
  - Reach – 299,828
  - Likes – 9,034
  - Shares - 3,072
  - Comments – 1,857

- #PHNerd Hashtag Campaign, Twitter Totals (8 CDC tweets):
  - # of posts - 1,185
  - Reach - 10,640,091

- Pinterest – newest & 2nd most popular CDC board w/ 8 pins

* Light weight content is an important tool for effective social media community management.
CDC’s Public Health Nerd (#PHNerd) Campaign

Embrace your inner #PHNerd...

Pin your passion for public health...

I’m a #PHNerd because...

... I read journal articles for fun!

... small actions within a population can lead to great outcomes.

... some things are better prevented than treated (like infant mortality)
CDC’s Public Health Nerd (#PHNerd) Visual Campaign Creative Elements

Follow CDC’s Public Health Nerd on Facebook, Twitter, Pinterest and Instagram, and use hashtag #PHNerd to join the conversation.
CDC Public Health Nerd Campaign

Why it works…

- Science based, credible
- Actionable, engaging
- Visually appealing
- Timely, relevant
- Plain language
- Tells a story
- Optimized for social sharing
- Targeted (messaging & channel selection)
Thank you!

Questions?

Contact: HRowland@cdc.gov