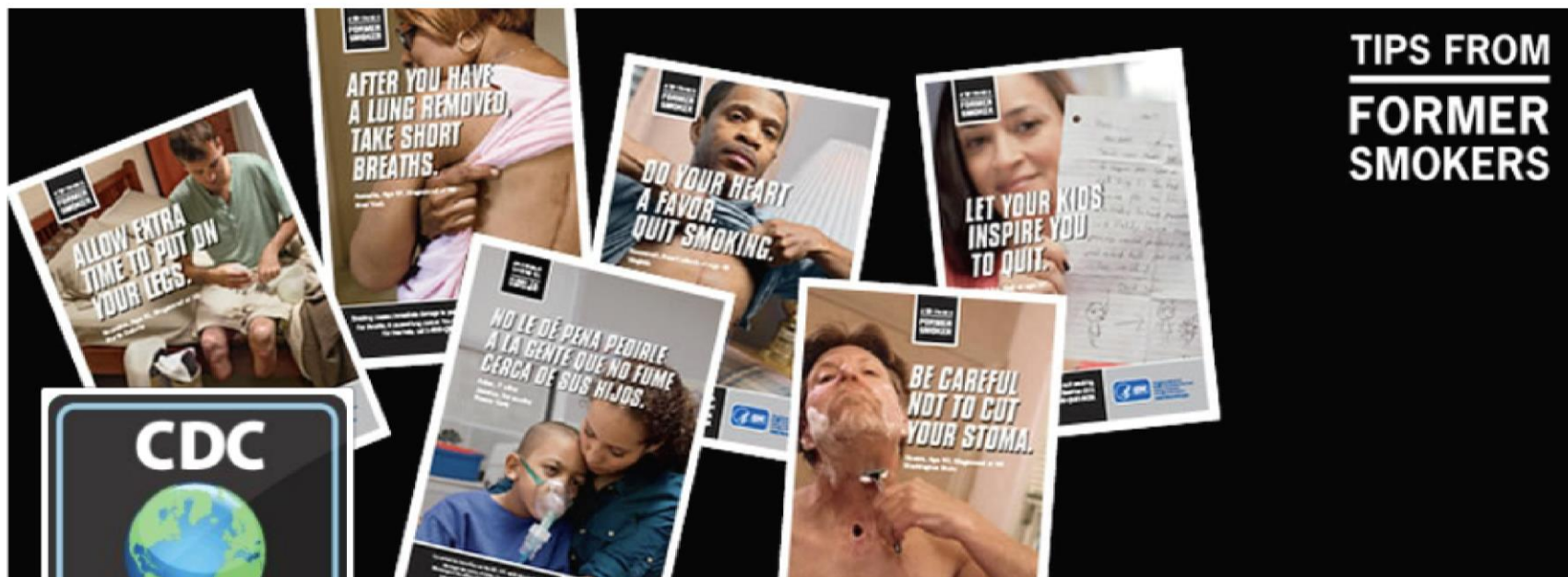


CDC's National Tobacco Education Campaign

Quantitative & Qualitative Measures of Tips Impact



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



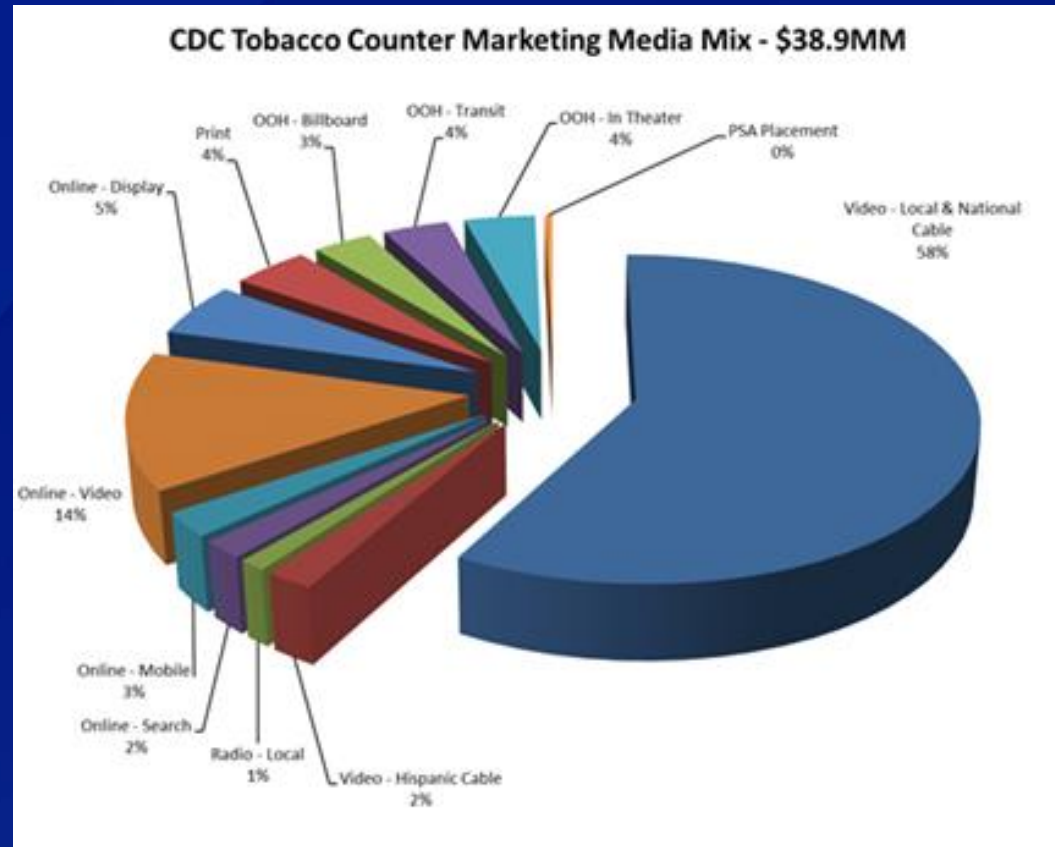
Digital Media Strategies

□ Paid

- Online Video
- Online Search
- Online Display
- Mobile

□ Earned

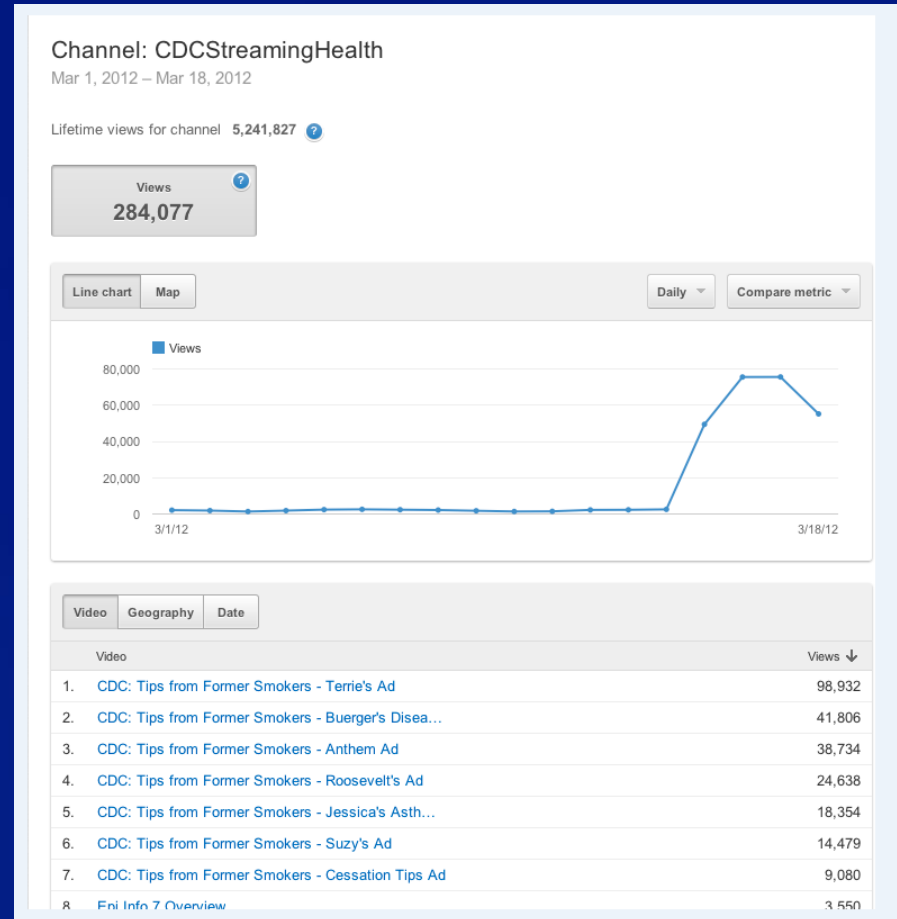
- Social Media
- Tips Site



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

On National Cancer Survivors Day, Terrie, a survivor, talks about what keeps her going. Watch & share her inspiring story in honor of cancer survivors worldwide - <http://youtu.be/52rXcTVyPzi>



Like · Comment · Share 55 14 72
2,242 people saw this post

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 for 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

"I never knew how much a 31 second commercial could impact my life.. I'm 15 and I don't ever plan on smoking."

D. Corsi

"I'll never touch another cigarette after watching this. I watched this video yesterday afternoon and haven't even wanted to smoke since then. Thank you."

Anonymous



IDPH @IDPH

11 Apr

IL Resident after seeing @CDCTobaccoFree commercial: "It opened my eyes to what I'm doing to myself!" fb.me/GPOU8Svn

View video

Comments on CDC's Smoking and Tobacco Use YouTube channel

Support for Our Real Quitters

Smoke-free Milestone Gallery

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



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



CDC Tobacco Free
August 16 '13

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.



Like · Comment · Share

334

CPR Plus, Marie Wilkins and 115 others like this.

Jose Carbonell fantastic!
August 16 at 7:41am

Laura Lynn Wilcox Blackstock August 18 will be my 4 yr anniversary of quitting smoking. Yeah!!!
August 16 at 9:56am · 10

CDC Tobacco Free Way to go Laura Lynn Wilcox Blackstock! 4 years is a huge milestone, we know you are proud. Check out all the continued benefits of quitting here: http://www.cdc.gov/tobacco/data_statistics/sgr/2004/posters/benefits/index.htm
www.cdc.gov
2004 Surgeon General's Report on the benefits of quitting poster.
August 16 at 10:19am · 1

Marla Morgan 6 months smoke free and loving it.thanks 2 chertex....
August 16 at 11:01am · 3

Hanshit Pandey wtf if v smoke electronic ciggs??or jst 1-2 cigg a week
August 16 at 11:06am · 1

Paula Kramer Im ahead of the game..2 months out and im at the 9 month progress :)
August 16 at 1:57pm · 1

Hannah Matteo I reallyyyy wish my brother and sister would quit smoking!!
August 16 at 3:43pm

Pamela Burns I don't know exactly how long its been..since I quit..3 yrs maybe...don't keep track..just don't smoke..
August 16 at 3:53pm · 3

Heather Lundin 1 month tomorrow!!!!
August 16 at 5:09am · 5

Tips Facebook Content – Small Paid

More than 70% of smokers say they want to quit. Are you a smoke-free mom? Share this button and encourage other mothers to quit for good. Happy Mother's Day from CDC Tobacco Free!

I'M A SMOKE-FREE MOM.



Encourage moms in your life to quit smoking. For free help, call 1-800-QUIT-NOW.

Unlike · Comment · Share

642

CDC Tobacco Free, Cheryl Farasha Carver and 157 others like this.



Othman H Siru Should be 100% want to quit smoking, if not the campaign is not good enough unless of course the other 30% work in cigarettes related industry.
May 11 at 5:58pm · Like · 2



Robin Powell My Mom Died from Lung Cancer caused by smoking in 2008. She said if I had known it would kill me I would have never done it. It is a horrible, painful, heartwrenching way to die. Miss her so much. Do it for your family.
May 12 at 2:49am · Like · 4



CDC Tobacco Free Hi Robin, We are very sorry about your mother's passing due to lung cancer from smoking. Many of our our Tips From Former Smokers participants began smoking at a young age and were not aware just how early the onset of a smoking related illness can occur. In fact, smoking causes immediate damage to your body. Thank you for sharing your family's story here. This Mother's Day weekend, we hope you will welcome to the conversation of a tobacco free world.
Lisa Jones, Robin Powell and Chelsea Rice like this. As you shared with her give you some comfort.
May 12 at 10:06am · Like · 3

**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

CDC Tobacco Free
May 16

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.

A TIP ABOUT SECONDHAND SMOKE

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

Aden, Age 7.
Jessica, His mother.

Like · Comment · Share 653

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 econd 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 · 2

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



Earned Reach

 **CDC Tobacco Free**
June 25

Shawn never thought he would get sick from smoking, now he breathes through a stoma. For National Men's Health Month, watch and share Shawn's story to educate men in your life about the dangers of tobacco use:
<http://youtu.be/ud95OnAWqLs>



Like · Comment · Share 310

 Marlar Min, World No Tobacco Day and 69 others like this.

 View all 14 comments

Posts w/ highest viral reach

- Like this – 64.44%
- Shawn's Story – 26.05%

Total Spend - \$0

 **CDC Tobacco Free** · 5,804 like this
June 6 at 3:04pm

More than \$1 Million is spent per hour by the tobacco industry to promote cigarettes. Like & share this image to help end to the tobacco epidemic!



Unlike · Comment · Share 521

 CDC Tobacco Free, Despo Pampaka, Karen Solomon, Chaya Vanisha Dhotah and 246 others like this.

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



**82% Fear
Arousal**

Source: UIC study using Twitter Firehose Data

Communicating Science \leq 140 Characters



CDC Tobacco Free @CDCTobaccoFree 8 Mar
@SGRegina: In US alone, tobacco industry spends > \$1M per hour on targeted messages & images to make smoking appealing. #SGReport
Expand

CDC Tobacco Free @CDCTobaccoFree 8 Mar
@SGRegina: "Smoking during adolescence slows the development of lung function." #SGReport
Expand

CDC Tobacco Free @CDCTobaccoFree 8 Mar
@SGRegina: "Every day, about 1,000 teens become daily smokers... their bodies are more sensitive to nicotine" #SGReport
Expand

CDC Tobacco Free @CDCTobaccoFree 8 Mar
@SGRegina: "The younger people begin #smoking the more likely they are to become addicted. Cigs are designed for addiction." #SGReport
Expand

CDC Tobacco Free @CDCTobaccoFree 8 Mar
@SGRegina: I challenge you to end the tobacco epidemic. #SGReport
Expand

CDC Tobacco Free @CDCTobaccoFree 8 Mar
@SGRegina: "EVERYDAY, more than 1,200 Americans die from smoking. #SGReport
Expand

CDC Tobacco Free @CDCTobaccoFree 8 Mar
@SGRegina speaking about findings from the 31st #SGReport on tobacco use & health.
Expand

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



CDC Tobacco Free @CDCTobaccoFree

8 Mar

Dr. Howard Koh: "Nearly 90% of smokers began by age 18. Exposer to marketing activities leads young people to smoke."

[#SGReport](#)

Expand



CDC Tobacco Free @CDCTobaccoFree

8 Mar

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

Expand



CDC Tobacco Free @CDCTobaccoFree

8 Mar

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

Expand



CDC Tobacco Free @CDCTobaccoFree

8 Mar

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

Expand



CDC Tobacco Free @CDCTobaccoFree

8 Mar

[#SGReport](#): HHS Sec. Sebelius introduces speakers & special guests.

Expand



CDC Tobacco Free @CDCTobaccoFree

8 Mar

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

Expand



CDC Tobacco Free @CDCTobaccoFree

8 Mar

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

Expand



CDC Tobacco Free @CDCTobaccoFree

8 Mar

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

Expand

#Prevention, #Prevention, #Prevention

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

85 Entries
10 Winners



CDC Tobacco Free @CDCTobaccoFree

8 Mar

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

Expand



CDC Tobacco Free @CDCTobaccoFree

8 Mar

@SGRegina: "If youth can remain smoke-free till age 26, less than 1% will ever start... PREVENTION is key!" #SGReport

Expand

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

Spanish language
category

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



- ❑ **SG 2012 Web pages – 41,066 page views, 30,632 unique visits**
 (SGR 2012 landing page, SG Video Contest page, Consumer booklet)
- ❑ **You Tube – 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 30 th Tweets using hashtag #SGReport	Announcement Day May 30 th 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:

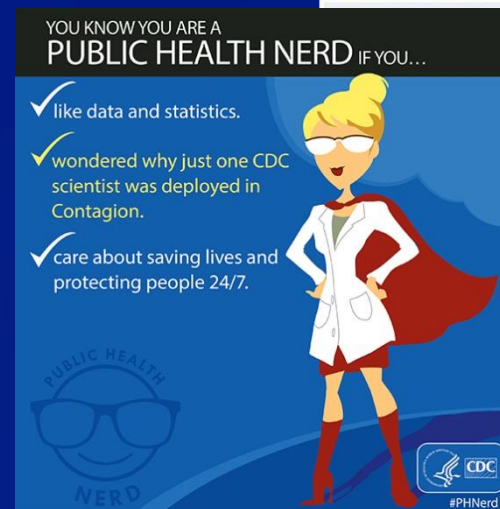
- Reach – 299,828
- Likes – 9,034
- Shares - 3,072
- Comments – 1,857

#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.



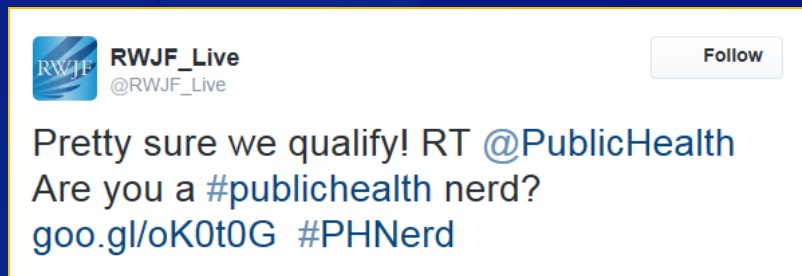
CDC's Public Health Nerd (#PHNerd) Campaign



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

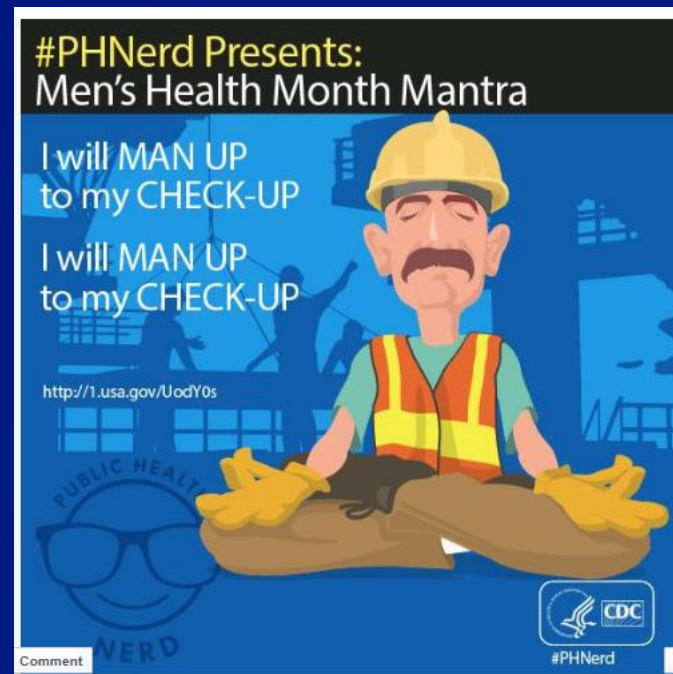


Black Bar

Actionable

Design element

Visual Story-telling



HHS/CDC Logo/Hashtag

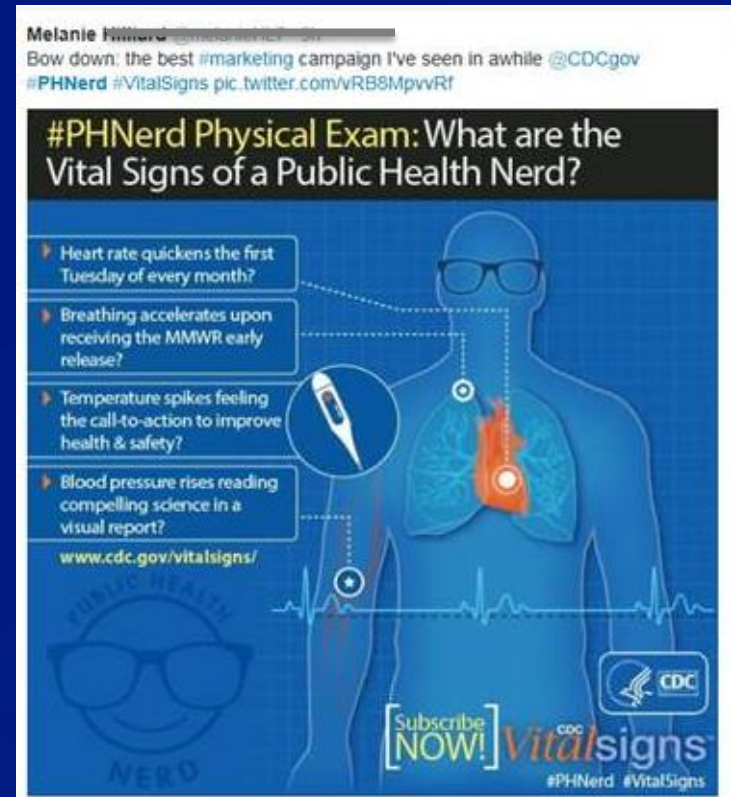
Follow **CDC's Public Health Nerd** on [Facebook](#), [Twitter](#), [Pinterest](#) and [Instagram](#), and use hashtag **#PHNerd** to join the conversation.



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)



YOU KNOW YOU ARE A
PUBLIC HEALTH NERD IF YOU...



- ✓ like data and statistics.
- ✓ wondered why just one CDC scientist was deployed in Contagion.
- ✓ care about saving lives and protecting people 24/7.



I am a
because...

SUSPECT YOU ARE A
PUBLIC HEALTH NERD? DO YOU...

- ✓ quote health statistics at dinner parties? *320 people have been hospitalized*
- ✓ offer safety tips to loved ones?
- ✓ feel passionate about a healthy population?



Thank you!

Questions?

Contact: HRowland@cdc.gov



Office of the Director

Office of the Associate Director for Communication