

September 5, 2014

Sonoma County *Independence* Campaign Evaluation Report



BETTER WORLD ADVERTISING

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EVALUATION

SURVEY METHODOLOGY

Sonoma County Department of Health Services and BWA utilized an intercept survey to measure the reach and impact of the *Independence* social marketing campaign. The survey, conducted May 2 through August 2, 2014, aimed to capture data from adolescents aged 13-17, especially Hispanics/Latinos and those from low-income families, who live in Sonoma County and who had been exposed to the *Independence* campaign. Survey respondents were compensated with a \$10 gift card to Target or iTunes.

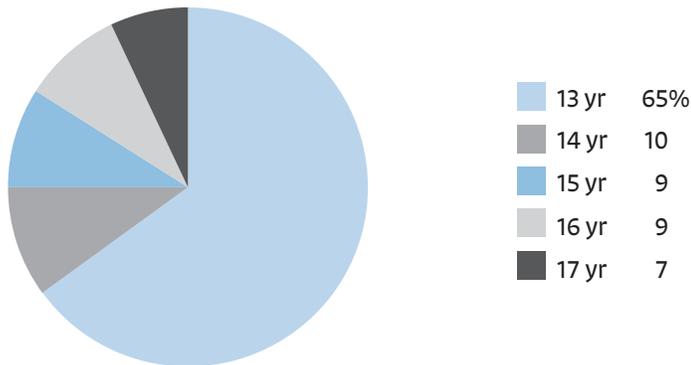
The survey instrument included a range of key demographic questions (e.g. age, grade level, ethnicity, gender, etc.), as well as questions about the visibility of the campaign and its impact on knowledge, attitudes, and behaviors of the respondents. Interviews were fielded in high traffic areas (e.g. downtown Petaluma), the Sonoma County fair, and local youth organizations (e.g. Chop’s Teen Club) in Sonoma County.

The campaign evaluation survey used non-probabilistic sampling methods (i.e. purposive sampling). Therefore, analysis of the sample data cannot be used to extrapolate to the larger population of 13-17 year olds in Sonoma County.

PARTICIPANT DEMOGRAPHICS

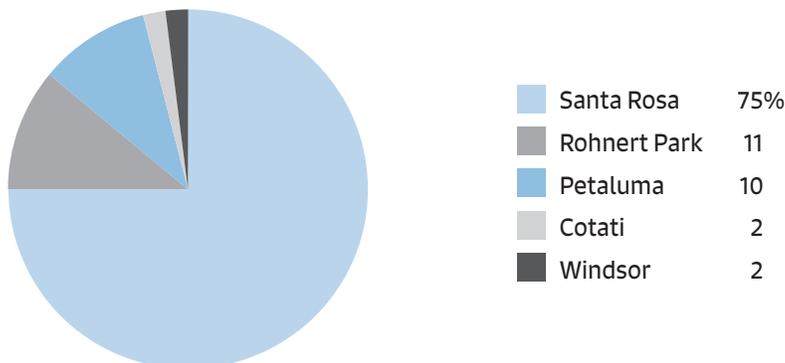
A total of 70 surveys were completed. Forty-three of the 70 respondents (62%) were male. All participants were between the ages of 13-17, with an average age of 14. All respondents were from Sonoma County and had seen the *Independence* campaign.

AGES



RESIDENCE

Five cities in Sonoma County were represented in this survey. The breakdown of participants from each city was as follows.

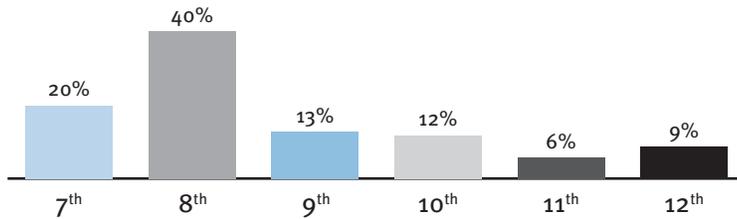


ETHNICITY

Fifty-six percent of the participants identified as White/Caucasian, 24% as Hispanic/Latino, 6% Black or African American, 3% American Indian or Alaskan Native, 3% Asian or Pacific Islander, and 8% as other: Arabic or as some combination of ethnicities (e.g. Hispanic/Latino, Asian/Pacific Islander and American Indian/Alaskan Native).

GRADE LEVEL

Participants reported being in a variety of grade levels ranging from 7th grade to 12th grade.



SCHOOL

All but five participants attended a school in Sonoma County last year. Attendance at a Sonoma County school where at least half of students participate in a free or reduced lunch program was used as a proxy measure for participants' household income. Eleven percent of participants attended such schools.

Of those who attended a school where at least half of students participate in free/reduced lunch programs, students from the following schools were represented:

Lawrence Cook Middle	37%
Elsie Allen High	25
Windsor Oaks Academy	25
Piner High	13

Of those who did not attend a school where at least half of students participate in free/reduced lunch programs, attendance at the following schools was most reported:

Laurence E Jones Middle	11%
Petaluma Junior High	11
Santa Rosa Middle	7
Santa Rosa High	7
Lincoln Valley Middle	5
Montgomery High	5
Willowside Middle	5
Wright Charter	5
Roseland Middle School	3
Proctor Terrace Middle School	3
Other (Only 1 student per school)	43

EVALUATION RESULTS

TOBACCO USE

Participants were asked several questions regarding current and past tobacco use, including whether or not they had ever tried cigarette smoking, even one or two puffs (7 participants, or 10%, had). No participant reported smoking cigarettes on any day during the past 30 days. Participants were also asked about other tobacco use.

During the past 30 days, which of the following products have you used on at least one day?

96% I have not used any of the products listed above or any new tobacco product during the past 30 days*

*One participant reported using Cigars, cigarillos, or little cigars, such as Black and Milds, Swisher Sweets, Dutch Masters, White Owl, or Phillies Blunts; 1 participant reported using Smoking tobacco from a hookah or a waterpipe; and 1 participant reported using Electronic Cigarettes or E-cigarettes, such as Ruyan or NJOY.

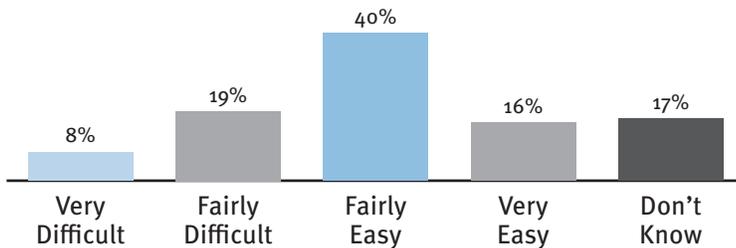
When asked if they thought they would smoke a cigarette sometime in the next year, 17% responded “probably not” and 82% responded “definitely not.” One person responded “probably yes.”

Although no participant reported being a smoker, 50% reported having friends who smoke, and when asked whether they would smoke if one of their best friends were to offer them a cigarette, 24% responded probably not and 76% responded definitely not.

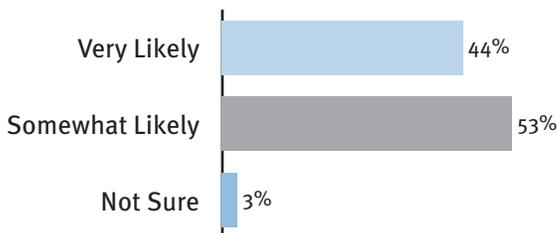
TOBACCO PERCEPTIONS

Participants were asked a series of questions regarding their perceptions of access, harm, addiction, and marketing practices related to tobacco. Their responses are below.

How difficult is it for students in your grade to get cigarettes if they really want them?



How likely do you think it is that someone who tries smoking cigarettes once or a few times will become addicted?



Cigarettes and other tobacco products are addictive because of nicotine?

Agree	90%
Disagree	1
Not Sure	9

Do you believe that electronic cigarettes or e-cigarettes, such as Ruyan or NJOY, are (less harmful, equally harmful, or more harmful) than regular cigarettes?



Do you think tobacco companies try to get young people to smoke cigarettes?

Yes	57%
No	24
Not Sure	19

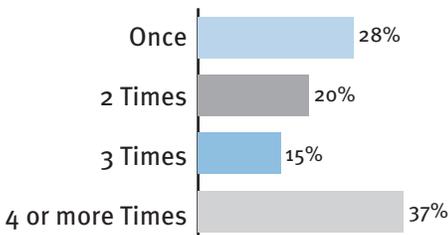
Do you think others your age who smoke cigarettes are being independent or trying to fit in?

They are trying to fit in	76%
Not sure	16
They are being independent	8

REACH

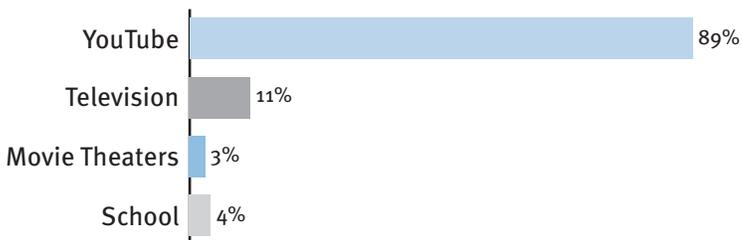
The intercept survey sought to assess the reach and impact of the *Independence* campaign among youth in Sonoma County. All respondents had seen the *Independence* (Not Sold In Packs) video at least once. Those who did not remember seeing the *Independence* video were excluded from the survey.

When asked how many times they had seen the *Independence* video, participants reported a variety of answers ranging from once to four or more times.



When participants were asked where they had seen the *Independence* video, they reported seeing the video through a variety of platforms.

Where have you seen the video advertisement? Choose all that apply.



Sixty percent of participants also reported having seen posters or other items for the *Independence* campaign. Those who had seen posters or other items reported seeing them at the following locations:

School	78%
Community-based organization (e.g. Chops Teen Club)	53
Other location (e.g. street, restaurant)	8

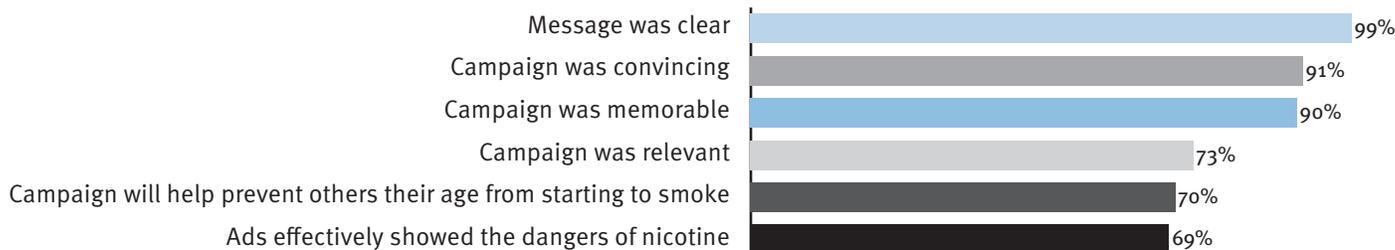
Exposure to the campaign through the *Independence* video and printed material was greater than exposure through other means (i.e. website and Instagram contest). About 3% of survey participants had visited notsoldinpacks.org, while 9% had seen the Instagram contest for #Notsoldinpacks.

Of those who reported seeing the Instagram contest, 33% reported participating. Of those of who did not, respondents gave several reasons for not participating.

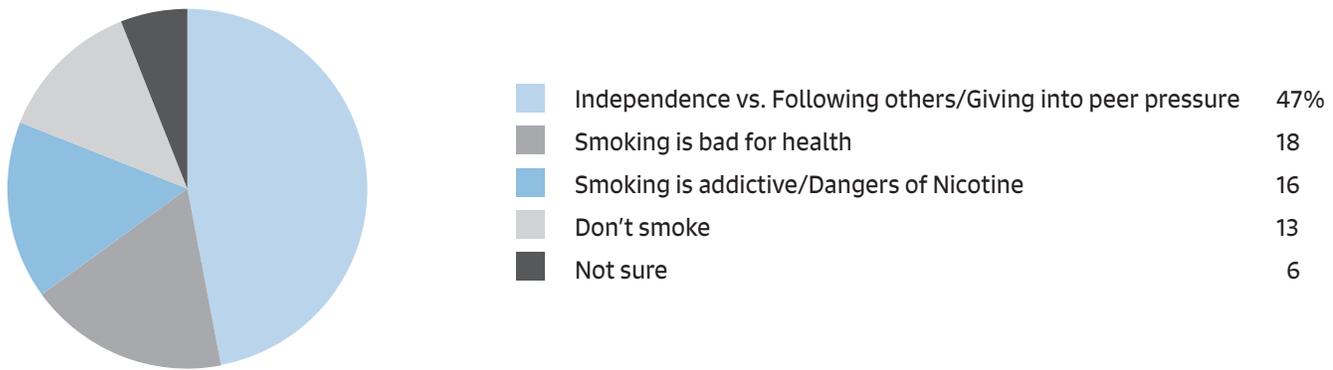
Did not have a smartphone	25%
Did not have Instagram	50
Were not interested in the contest	25

ATTITUDES

When asked a series of questions concerning their attitudes toward the campaign, those who responded agreed or strongly agreed with the following statements*:



Identified Messages (% of participants)

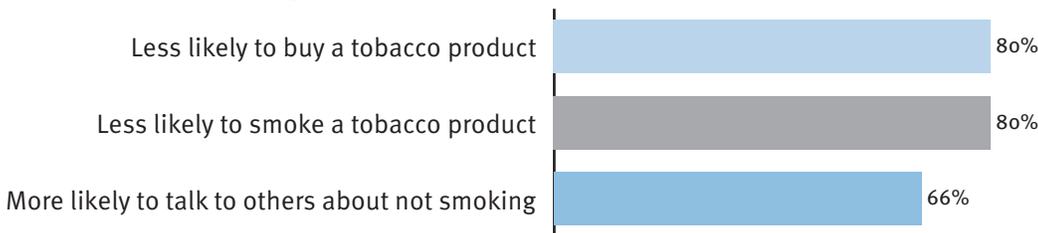


When asked how much they liked or disliked the ads, 79% said they liked or strongly liked the ads.

INTENTIONS

Participants were asked whether the campaign had impacted their intentions to engage in several behaviors.

As a result of the campaign*:



*Nearly all participants who responded "same as before" to these questions reported that they "already didn't plan to smoke," "already warn others about smoking" or similar sentiments.

COMMUNICATION

Forty-five percent of participants reported they had discussed the campaign with at least one person. When participants were asked with whom they had discussed the campaign, respondents provided a variety of responses.

Friend	26%
Teacher	12
Parent/guardian	9
Sibling	7
Other family member	6
Other (e.g. girlfriend, boyfriend)	2

SUGGESTIONS

When asked how they would improve the ads, participants gave a variety of responses. The most common responses are below:

51% said no changes were needed (e.g. "None" and "Perfect the way it is")

24% said show more health effects or before-and-after images

6% said connect smoking with other issues (e.g. e-cigarettes or drugs)

19% gave a variety of other responses (e.g. the use of celebrities, emphasizing sports and school, or showing someone refusing a cigarette)

DISCUSSION

There were no major differences by school attendance (proxy measure for participants' household income) on reported tobacco use, intentions, or attitudes. However, not surprisingly, older participants (16-17 years of age) were more likely (90% vs. 45%) to report that getting cigarettes is "fairly easy" or "very easy" if they really want them compared to younger participants (13-14 years of age). Older participants were also more likely than younger participants to report they had friends who smoke (90% vs. 41%). Those who reported they had friends who smoke were not more likely to report intentions to smoke in the next year.

Participants overwhelmingly reported that the *Independence* campaign was clear, convincing and memorable. They also believed that the campaign effectively showed the dangers of nicotine and will help prevent others their age from starting to smoke. Finally, a large majority of participants reported intentions to not buy or smoke a tobacco product because of the campaign.

CONCLUSION

The goal of the *Independence* social marketing campaign was to prevent teens ages 13-17 in Sonoma County from initiating tobacco use. To reach this audience and make an impact, the Sonoma County Department of Health Services and BWA raised awareness of the tobacco industry's use of nicotine to develop and maintain tobacco addiction.

The campaign was designed to be simple, memorable and attention getting. It was meant to be informational, insightful and clear, and aimed to grab the attention of a highly distracted audience. The media was strategically placed in geographic areas of Sonoma County. Locations included: Santa Rosa, Petaluma, Rohnert Park, Sonoma, Sebastopol and Cloverdale.

The paid media placement was designed to reach the target audience on a repeated basis through a variety of outlets including: schools, community centers, movie theaters frequented by the target audience as well as in their homes through TV and online placements. The media run was scheduled to cover 3 ½ months, but achieved significantly more exposure than projected with additional bonus time and space granted by media vendors.

The *Independence* intercept surveys indicated that the campaign successfully garnered the attention of the target audience, elicited appropriate reactions and delivered essential information. The majority of respondents indicated that they had seen the campaign ads several times, that the message was clear and convincing, and that they intended to refrain from using tobacco products.