



Leveraging the Public Health and Health Care Partnership: Increasing Provider Assisted Cessation through Targeted Media

Betty Brown, Kim Hayes, Harlan Juster, Erin McCarthy, Christina Peluso

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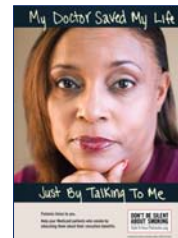
Overview

- Background
- Development
- Campaign
- Evaluation methods
- Awareness and perceived effectiveness
- Provider cessation interventions

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Background

- New York Tobacco Control Program
- Policy environment
- Media
- Health systems transformation
- Quitline
- CDC competitive funding awarded for provider campaign
- Previous provider-targeted campaigns



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Campaign development

- Data review
 - Surveys
 - Case studies
- Focus groups
 - Beliefs and attitudes
 - Interventions and barriers
 - Message concepts
- Message testing
 - Perceived effectiveness
 - Ranking of ads



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Campaign advertisements

- March to July 2016



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Campaign channels

- Digital



JAMA

facebook

LinkedIn

- Print

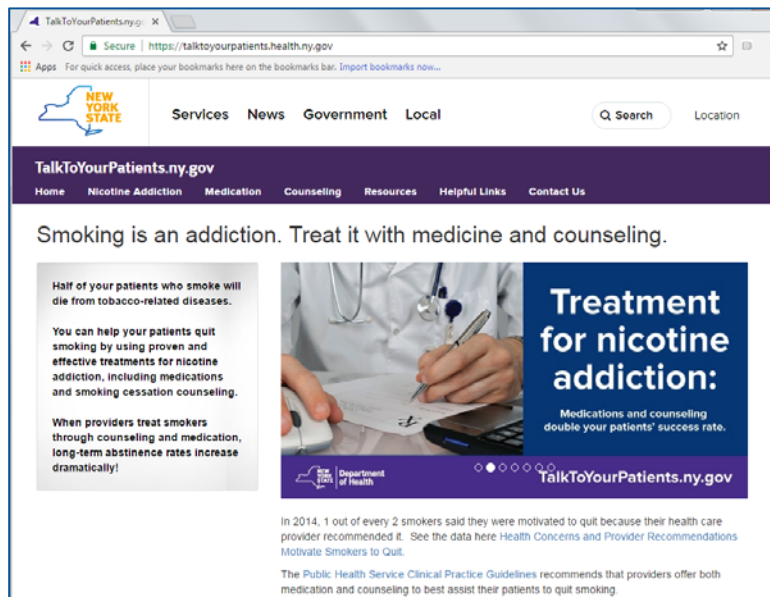


- Out-of-home

- Doctor's office exam room digital wall board
- Elevator screen in medical building
- Bus shelters, subway entrances
- Convenience stores

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Campaign website



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Evaluation questions

- Are health care providers **aware** of the health care provider media campaign?
- Is awareness of the campaign **associated with tobacco-related attitudes and beliefs**?
- Is awareness of the health care provider media campaign **associated with provider tobacco intervention**?

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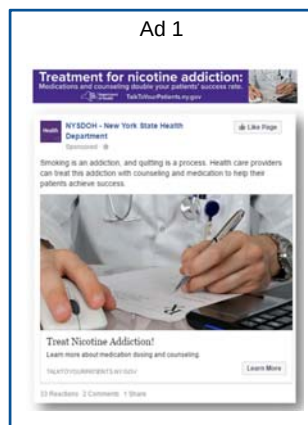
Methods

- Cross-sectional online panel survey
 - n=400
 - July 2016
- Eligibility criteria:
 - Adult, working in New York State
 - Physician, Nurse Practitioner (NP), or Physician's Assistant (PA)
 - Provided patient care
- Analysis
 - Calculated descriptive statistics
 - Calibrated sample to distribution by provider type
 - Assessed differences in key measures (Adjusted Wald-tests), including:
 - by awareness of each ad and awareness of any ad

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Ad images in survey

Ad 1



Ad 2



Ad 3



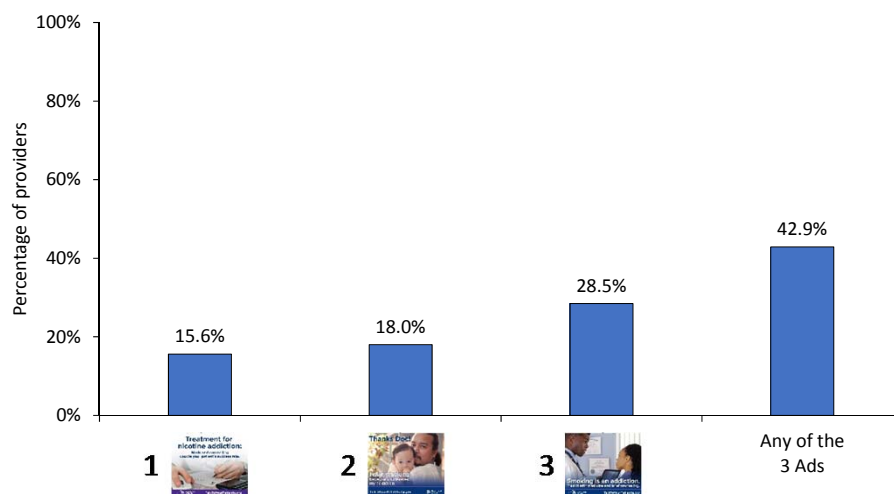
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Results

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Awareness of campaign

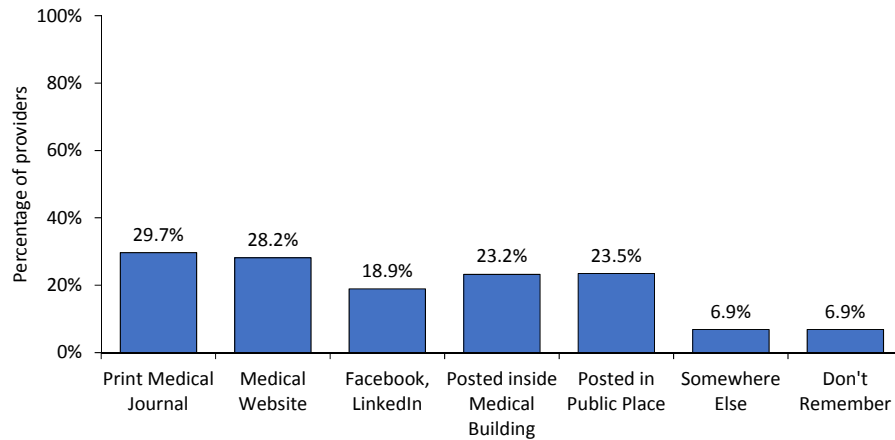
Percentage of providers reporting awareness of each ad and any ad, NY HCP media evaluation, 2016



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Where providers reported seeing ads

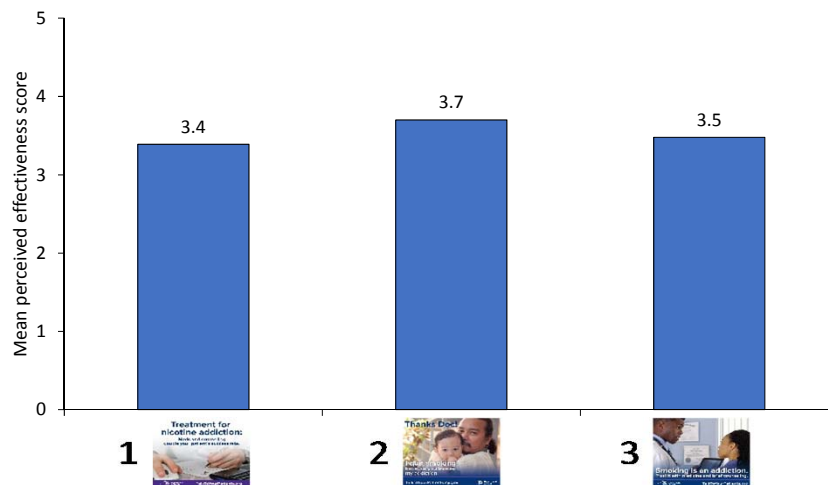
Percentage of providers reporting seeing ads in each medium, NY HCP media evaluation, 2016



13 Note: Providers could select more than one medium

Perceived effectiveness of ads

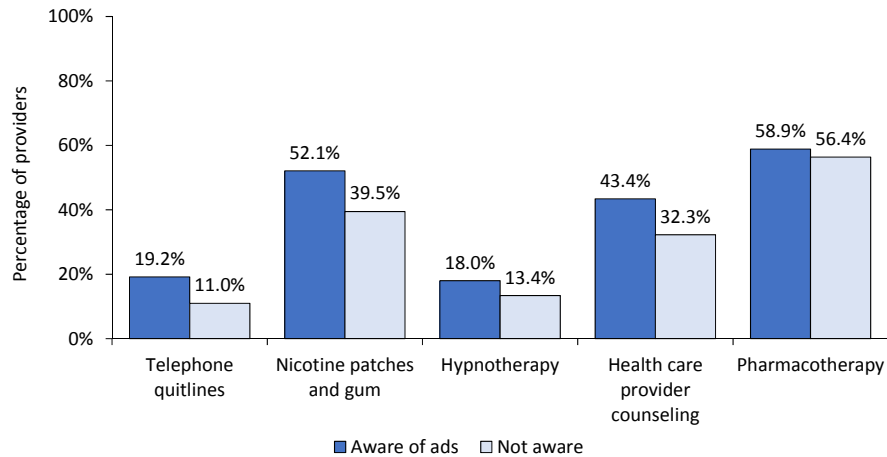
Mean perceived effectiveness score, among providers who had seen ads, NY HCP media evaluation, 2016



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Reported effectiveness of cessation services, by ad awareness

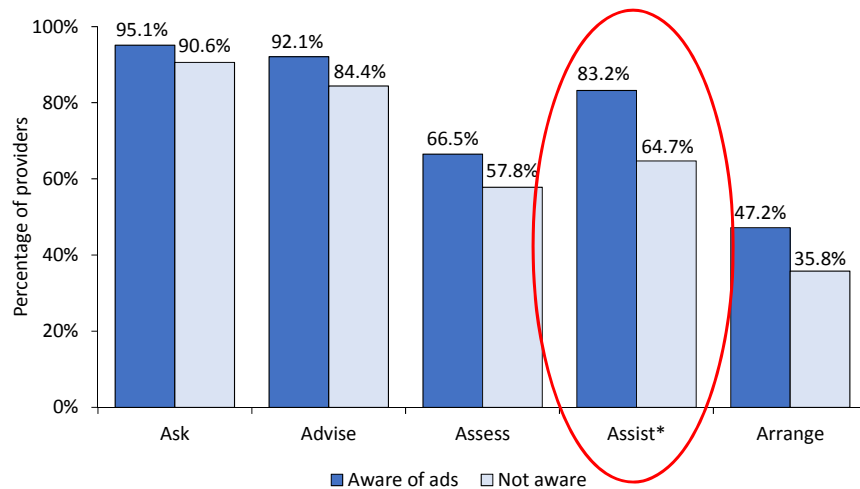
Percentage of providers reporting cessation services were “very effective” or “effective,” by awareness of ads, NY HCP media evaluation, 2016



15 Differences between those aware and those not aware are not statistically significant

Provider 5 A's intervention by awareness of any ad

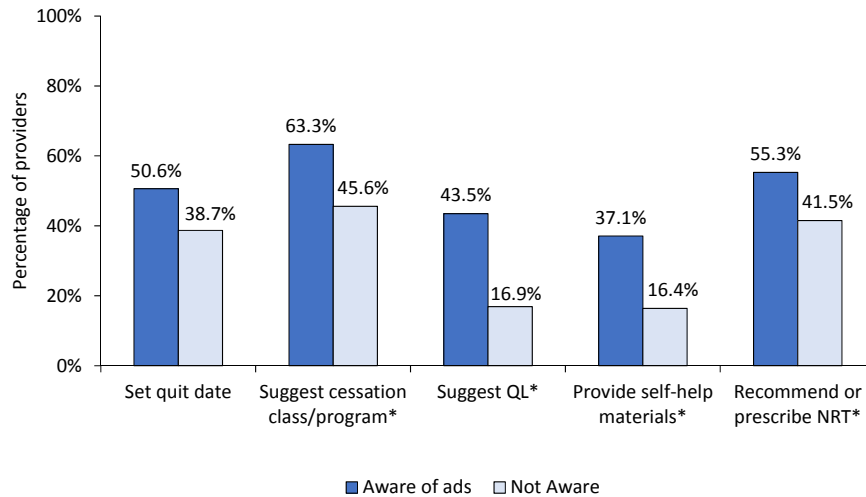
Percentage of providers reporting that they “always” or “often” perform 5 A's, by awareness of ads, NY HCP media evaluation, 2016



16 * Difference is statistically significant ($p < .05$)

Individual Assist components by awareness of any ad

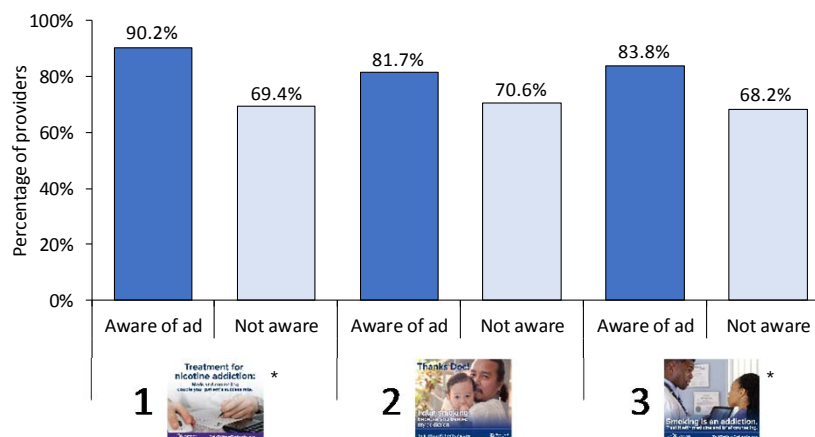
Percentage of providers reporting that they “always” or “often” perform each Assist component, NY HCP media evaluation, 2016



17 * Differences are statistically significant ($p < .05$)

Assist by awareness of each ad

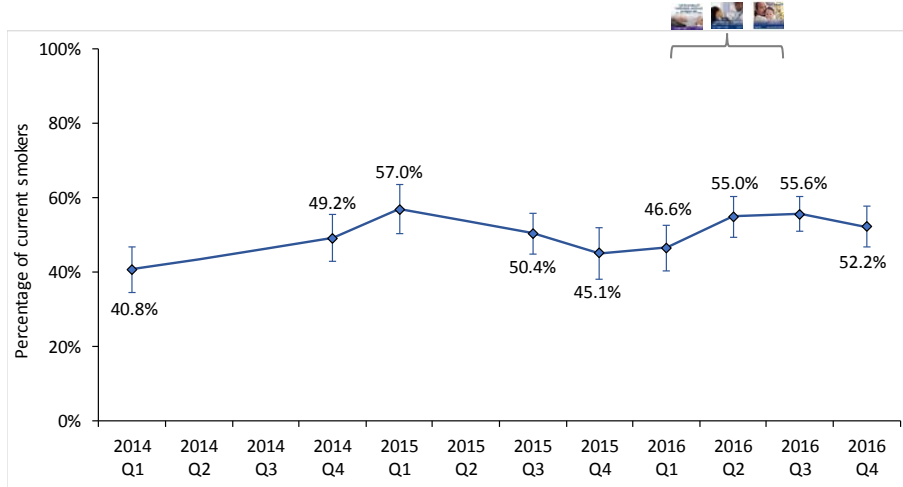
Percentage of providers reporting that they “always” or “often” Assist, by awareness of ads, NY HCP media evaluation, 2016



18 * Differences are statistically significant ($p < .05$)

ATS Assist

Percentage of current smokers who had seen a health care provider who were Assisted, NY ATS 2014-2016



- Media campaign ran March 14 to July 10
- Quarterly data are not available for 2014 Q2, 2014 Q3 and 2015 Q2.

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Conclusion

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Summary

- Approximately 43% of providers in this sample reported seeing any of the ads
- Provider awareness of any of the ads was associated with provider assistance
 - More providers who were aware of any ad reported Assisting their patients
- Awareness of two of the ads was associated with provider assistance



- The association between awareness and Assistance remained after controlling for key demographic variables

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Limitations

- Online panel
 - Not representative of New York providers
- Cross-sectional study
 - Unable to determine directionality of association
 - Differences may be due to characteristics of providers who attended to the campaign messages

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Conclusion

- Campaign built on formative research
- Campaign complemented other programmatic efforts:
 - Health systems change interventions
 - Cessation-focused media
 - Expansion of insurance benefit coverage
- Ads were well received by providers
- Ad awareness was associated with provider assistance
- Next steps:
 - Continuing the campaign with new ads
 - Longitudinal surveys