

Media Campaign Update

August 24, 2017

Alma DDB, OMD, Golin



Contents

- TFF Week Update
- Statewide Meeting Update
- Cessation Creative Rotation
- New Prevention Creative

Tobacco Free Florida Week 2017

- Timing: May 7 – May 13, 2017
- Theme: The Cost of Smoking
- Rationale: Natural tie-in to overall program success/ anniversary and following momentum of “Smoker Store”

What is smoking
COSTING YOU?

Tobacco Free Florida Week 2017

Objective

- Educate Floridians on the financial, health and emotional cost of smoking

Strategies

- Communicate cost- and health- savings that result from quitting tobacco
- Highlight the program's progress as related to its 10 year anniversary
- Profile individual program successes of TFF
 - Local grantee "wins"
 - SWAT
 - Cessation program impact



Tobacco Free Florida Week: Top Print Clips

TALLAHASSEE DEMOCRAT

True cost of smoking too high



**Dr. Celeste
Philip**

MY VIEW

Smoking cigarettes is a costly addiction. It costs many smokers their health, their money, and their time with friends and family.

That's why this year's theme for Tobacco Free Florida Week (through Saturday) is "The Cost of Smoking." We are educating Floridians on how costly tobacco addiction is — financially and physically — and encouraging them to use Tobacco Free Florida's free tools and services to quit.

Smokers spend a significant amount of money on cigarettes. In just one year, a pack-a-day smoker in Florida can spend more than \$2,000 on cigarettes. That adds up to more than \$10,000 in just five years.

That is money that could have been spent on necessities for your family, vacations with your loved ones, or college tuition for your kids. The financial cost of smoking not only affects you, but also affects those closest to you.

Smoking can also result in costly health consequences. Smoking can cause cancer almost anywhere in your body. A recent study shows that about 30 percent of cancer deaths in Florida are caused by cigarette smoking. A life free from the health consequences of smoking can mean more time with family, watching your son or daughter get married, or seeing your grandchildren graduate from college.

The good news is Tobacco Free Florida has made significant progress in reducing smoking rates and health

care costs across the state. The adult smoking rate is the lowest it has ever been — 15.8 percent. From 2007 to 2015, this reduction in adult smoking rates resulted in about \$17.7 billion in savings in cumulative smoking-related health care costs. But there's still more work to do.

Smoking remains the leading cause of preventable disease and death in Florida. While tobacco is expensive, quitting can be free. We encourage tobacco users to use proven-effective services like Tobacco Free Florida's Quit Your Way program (at TobaccoFreeFlorida.com), which makes it easier than ever for tobacco users to access free tools and services. These free services have helped more than 159,000 people quit tobacco. These services provide free nicotine replacement therapy approved by the Food and Drug Administration. E-cigarettes are not approved by the FDA.

The more Floridians know about the true cost of smoking, the better understanding they'll have on all the ways quitting will benefit them and their loved ones. With your help, we can save lives and make Florida the healthiest state in the nation.

Dr. Celeste Philip is the state surgeon general and secretary of the Florida Department of Health.

The more Floridians know about the true cost of smoking, the better understanding they'll have on all the ways quitting will benefit them and their loved ones.

Tobacco Free Florida Week: Top Print Clips

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PENSACOLA News Journal

Tobacco use to be targeted

KEVIN ROBINSON
KROBINSON@PNJ.COM

The Florida Department of Health is ramping up efforts to stamp out smoking in the Pensacola area.

The number of tobacco users in Escambia and Santa Rosa counties is about 18 percent, slightly higher than the state average of 15 percent.

Still, smoking has been on the decline statewide over the past decade, saving Florida about \$3.2 billion in smoking-related health care costs in 2015 alone.

See Tobacco, Page 2A

To keep tobacco use rates on the decline, Tobacco Free Florida, a DOH program, has launched a tobacco cost calculator to help citizens determine how much they spend on cigarettes each year, expanded its Students Working Against Tobacco Program and is trying to raise awareness of a number of free resources to help people quit.

"There are initiatives in every county to drive the numbers down," said Vanessa Phillips, tobacco prevention coordinator and health education program manager for the Florida Department of Health in

Escambia County.

According to the DOH, about 30 percent of cancer deaths in Florida are caused by smoking, and, on average, smokers die 10 years earlier than non-smokers. The department estimates if the adult smoking rate continues to decline like it has in the past — down about 17 percent from 2007 to 2015 — the state will save \$8.2 billion between 2016 and 2020 in cumulative smoking-related personal health care costs.

The DOH reports that on average smokers statewide spend about \$2,000 a year on cigarettes. That number is \$2,100 in Escambia and Santa Rosa counties.

Phillips said the Tobacco Free Florida offers a free "Quit Your Way" program that offers support, custom cessation plans and resources like nicotine gum and patches. People can access the resources by phone, via the internet or through in-person support groups led by trained specialists.

Phillips added some people can quit smoking cold turkey, but most need a plan and support.

She said it is important for people to recognize when cigarette cravings typically hit and have a plan. For instance, if a person typically smokes with their morning coffee, Phillips said switching to tea or drinking coffee later in the day is a way to circumvent that habit.

"On average, it takes people roughly eight tries before they quit for good," Phillips said. "The object is to never quit (trying to stop smoking). Keep trying and use the free resources that are available."

Information on the Quit Your Way program and the tobacco cost calculator are available at tobaccofreeflorida.com.

Tobacco Free Florida Week: Top Print Clips

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CHARLOTTE SUN

Smoking rates drop

By JONATHAN SCHOLLES
Staff Writer

Christie Salazar says a good way to curb smoking in adults and further reduce the tobacco use rate is to hurt Big Tobacco where it counts — its pocketbook.

And the ideal place to start is with youth, educating future generations on the dangers of tobacco use and eliminating millions of potential customers.

"Making kids aware of the tactics and ploys of Big Tobacco is key," said Salazar, a tobacco prevention specialist at Drug Free Charlotte County. "They then go home and tell their parents and more and more people get involved."

Gov. Rick Scott announced that May 7-13 is Tobacco Free Florida Week. The theme of the week this year is, "The Cost of Smoking," focusing on the physical and fiscal toll of smoking on Floridians.

A pack-a-day smoker spends \$2,100 a year on cigarettes, and more than \$10,500 in five years, according to Tobacco Free Florida, the Florida Department of Health's tobacco cessation and education arm. Quitting means more money for things like gas, phone and electric bills and groceries.

Additionally, smoking shaves about 10 years of life expectancy in comparison to a nonsmoker, agency data indicates, according to the New England Journal of Medicine. Statewide data suggests 30 percent of cancer deaths are attributed to smoking.

"We're able to quantify exactly how much it will affect your bank account and smoking is still the leading cause of preventable death in Florida," said Kellie O'Dam, bureau chief at Tobacco Free Florida,

adding education and awareness efforts together help to prevent future smokers and help current smokers kick their habit.

Statewide youth smoking is in a decline. Cigarette smoking among high school students dipped from 8.6 percent in 2013 to 6.9 percent in 2015, sinking close to 20 percent, the Florida Youth Tobacco Survey indicates. Smokeless tobacco and e-cigarette usage rates are also declining.

Local youth smoking rates are dropping, too. According to that same survey, Charlotte County youth smoking sits at 7.4 percent, while Sarasota County was slightly higher at 9.2 percent.

Prevention experts say those statistics are antiquated and are even lower thanks to awareness campaigns.

"With the way it's trending, I definitely see it (smoking rate) going down. But we have to continue our message: if you die early, it takes that time away from your family," said Hilary Woodcum, a tobacco prevention specialist at Florida Department of Health-Sarasota County. "We're bringing up a generation that realizes the tobacco industry is terrible. They don't care about you. They just want your money."

Alarmingly, 75 percent (865) of cancer deaths in Charlotte County from 2013-15 were tobacco-related, according to Florida Department of Health. Sarasota County trailed at 67 percent (1,736).

SMOKING | 5

A yet-to-be-released state study analyzes who and where the tobacco industry concentrates its marketing efforts. Salazar, who read portions of the study prior to its release, says minorities and youth are heavily targeted.

In data collected from 126 Charlotte County retailers, more than 66 percent of total stores

in the county, Salazar says certain products — including Newport cigarettes to the black community and smokeless tobacco to teens — have been marketed and priced specifically for a target audience for decades.

"It's infuriating," she said, noting that Charlotte County has distanced itself from the "Scarlet Charlotte" nickname — a reference to its once high rates of smoking and alcohol use — thanks to efforts from community leaders and peer awareness groups like SWAGT (Students Working Against Tobacco).

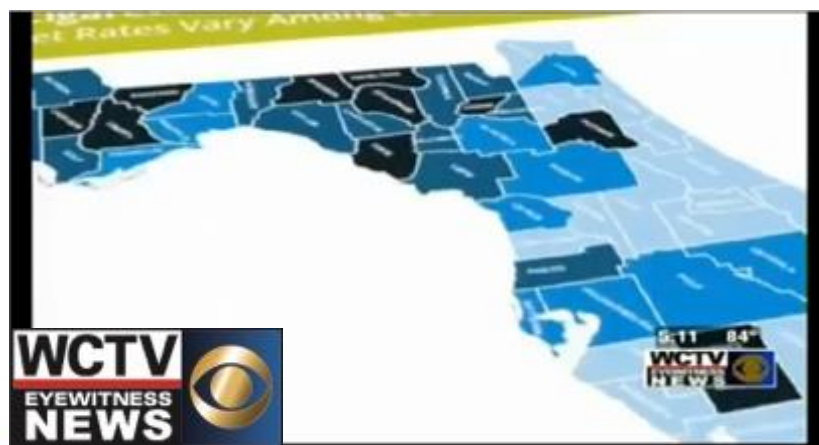
Peer pressure is still "alive and well," Salazar said, and combating it is crucial to curbing future growth in smoking rates. It boils down, she added, to a false perception that more peers are smoking when, in fact, that's not the case.

Adult smoking rates in Sarasota County in 2016 were 13 percent, according to Robert Wood Johnson Foundation's County Health Rankings. The survey showed 14 percent of adults in Charlotte County were smokers.

Free educational and cessation programs provided by Tobacco

Tobacco Free Florida Week: Top Broadcast Clips

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Tobacco Free Florida Week: Results

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- Results:
 - **11.5 million** total earned media impressions
 - **53** total earned media stories (broadcast, print, radio and online)



Tobacco Free Florida Week Social Media

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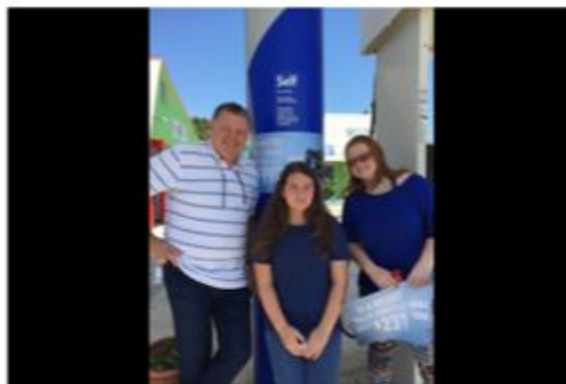


Tobacco Free Florida Week 2017: SWAT Coverage

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County youth fight against tobacco



— HIDE CAPTION

Greg Winney (owner of Skating Cove), PLU SWAT President Melissa Mize (middle), PLU SWAT member Cara Rice. (Special to The Star)

By Special to The Star

Posted May 10, 2017 at 1:01 AM



The youth cigarette smoking rate in Florida is on the decline. But more than 7,400 kids under 18 will become new daily smokers each year in Florida. In fact, the more likely they see that tobacco use is acceptable or normal among their peers, the more likely they are to use it.

That's why Students Working Against Tobacco (SWAT) is working hand in hand with the Bureau of Tobacco Free Florida during Tobacco Free Florida Week – to help spread the message that tobacco is costly to your health and your wallet.

The amount of money spent on smoking can be significant. A pack-a-day smoker in Florida can spend more than \$2,000 on cigarettes in one year. That is money that could be used to save up for a car or even to be stored away for a

Tobacco Free Florida Week 2017: SWAT Coverage

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By Lisa Nix

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Local EMTs receive cardiac training

7 highlights from Tuesday's DIB meeting

LETTER TO THE EDITOR: Don't light it, fight it

Wednesday
Posted May 10, 2017 at 4:31 PM
Updated May 10, 2017 at 4:31 PM

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Caleb Chamber



A tobacco user not only loses his money but also loses his health. As I said before 480,000 people die a year from tobacco products. There are over 7,000 chemicals in a cigarette, imagine the toll that 7,000 chemicals



ESTAR EN BUENAS

Each year on the soil of the United States 480,000 deaths a year are caused by tobacco products. In Florida alone tobacco annually causes 32,300 deaths. This is the leading cause of preventable deaths. The product not only cost tobacco indulgers money, the deathly substance also cost them their health and their loved ones. The essential question is how far would you go to prevent or stop someone from using tobacco products? Allow yourself to be further educated on the facts.

Let's talk money! With money being the main topic of today's U.S. citizens, most are looking to just save pennies. What if you could save more than just pennies? In Florida, the annual direct costs to the economy attributable to smoking is approximately \$19.6 billion. By buying a pack of cigarettes a day at the rate of \$5.49, the average a smoker in Florida spends is \$2,003.85 in a year, that is excluding the medical bills and house expenditures due to tobacco products. While the retail price of a pack of cigarettes in Florida is \$5.63, the price to society from healthcare costs and lost productivity is as high as \$16.43 per pack. That is money the economy is losing per a pack. Suppose you are a smoker, the average smoker spends \$168.90 a month on buying cigarettes, and suppose you wanted to save to buy something you always wanted, such as a car or an upgrade on your cell phone. That is \$168.90 taken away from your savings and put to a deadly cause.

A tobacco user not only loses his money but also loses his health. As I said before 480,000 people die a year from tobacco products. There are over 7,000 chemicals in a cigarette, imagine the toll that 7,000 chemicals

Tobacco Free Florida Week 2017: SWAT Coverage

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Recent Social Media Wins



Scot Ackerman, M.D. liked your reply · 45m

Tobacco Free Florida @tobaccofreefla

@Dr_S_Ackerman saw your interview on @wjxt4. Thanks for raising aware...



Scot Ackerman, M.D. Retweeted your reply · 45m

Tobacco Free Florida @tobaccofreefla

Replying to @tobaccofreefla @Dr_S_Ackerman @wjxt4

We have free tools and services to help patients quit: [http://tobacco...](http://tobaccofreefla.com)



Scot Ackerman, M.D.

@Dr_S_Ackerman

Following

Today is [#WorldNoTobaccoDay](#). Did you know that smokers have a 20 to 30% higher chance of developing [#lungcancer](#)? (1/2)

11:59 AM - 31 May 2017



Scot Ackerman, M.D.

@Dr_S_Ackerman

Following

If you need help to quit smoking, please visit tobaccofreeflorida.com. [#WorldNoTobaccoDay](#) (2/2)

12:00 PM - 31 May 2017



Scot Ackerman, M.D.

@Dr_S_Ackerman

Following

Today is [#WorldLungCancerDay](#). If you need help to quit smoking please visit tobaccofreeflorida.com/quit [#lscsm](#)

1:40 PM - 1 Aug 2017

Statewide Meeting

Objectives

- Accelerate SWAT's mission to combat Big Tobacco
- Refine SWAT's focus for the next generation

Planning

Engaged the YAB in every key decision (theme, sessions)

Worked with YAB to co-facilitate sessions



Outcomes

Empowered **more than 220** youth and county level staff

Presented **22 interactive sessions**

- M.A.D. Skills refreshers and sessions on activism, story telling, policy areas
- Developed learning-based team building activities

Post event evaluations indicated that participants overwhelmingly found the event and individual sessions helpful

Statewide Meeting

- SWAT Statewide Meeting Video

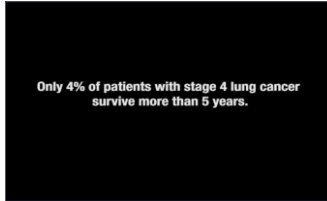
Cessation Creative Rotation



Cancer is Harder
How Can I Cancer



Cancer is Harder
Field of Radiation



Cancer is Harder
Is it Going to Come Back



Cancer is Harder
Out of My Hands



Angie – How to Quit



Terrie Memorial



Brian's Heart Attack Tip



Amanda's Tip



Wendall – How to Quit



Suffering: Lung Cancer



Suffering: Mom



Suffering: Emphysema



Suffering: Stroke

Cessation Creative Rotation

TFF - CESSATION - TV					
	July	Aug - Sept	Oct-Dec	Jan-Feb-March	April-May-June
All dayparts except Early News	No activity	<u>Cancer is Harder</u> Field of Radiation Is it Going to Come Back Wendall	<u>Tips from Former Smokers</u> Terry Memorial Brian H. Amanda Angie	<u>Suffering</u> Suffering Lung Suffering Mom Suffering Emphysema New How to Quit TV	<u>Cancer is Harder</u> How Can I Have Lung Cancer Out of My Hands New How to Quit TV
5-7pm		Angie	Wendall	New How to Quit TV	New How to Quit TV

TFF - CESSATION - Hispanic TV					
	July	Aug - Sept	Oct-Dec	Jan-Feb-March	April-May-June
All dayparts except Early News	No activity	<u>Cancer is Harder</u> Field of Radiation Is it Going to Come Back Wendall	<u>Tips from Former Smokers</u> Brett/Felicita Rose Jessica Asthma Wendall	<u>Suffering</u> Suffering Lung Suffering Mom Suffering Emphysema New How to Quit TV	<u>Cancer is Harder</u> How Can I Have Lung Cancer Out of My Hands New How to Quit TV
5-7pm		Wendall	Wendall	New How to Quit TV	New How to Quit TV

Tips - National Campaign					
	July	Aug	Sept - Dec	Jan-Feb-March	April-May-June
	National campaign active	National campaign active	No broadcast activity planned for national campaign	National campaign active	National campaign active

New Prevention TV

Funny Guys: Tobacco is No Joke

TV launch date mid-September



Court



Lab



Meeting



Consequences



Career Day

Questions/Discussion

Thank you!