

Project Filter

Idaho Department of Health and Welfare
Division of Health
Community and Environmental Health
Tobacco Prevention and Control Program

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Why I Am Here Today

- Overview of Project Filter as an evidence-based, comprehensive counter-marketing project to reduce the incidence of tobacco use and save lives.
- Outline Project Filter's plans for implementing a comprehensive project for Fiscal Year 2008.

Tobacco's Toll in Idaho

- Everyday, four Idahoans die from tobacco related illnesses.
- The tobacco industry spends \$186,000 a day promoting tobacco products to Idaho residents.
- Our State Medicaid Program spends \$83 million a year on tobacco related illnesses.
- Idaho did experience a slight increase in smoking rates across the board last year.

Shotgun vs. Comprehensive Marketing

- Shotgun Approach
 - Heavy messaging on select dates
 - Allows you to saturate a date or event
 - Leads to a desire in behavior change, but doesn't support the behavior change process
- Comprehensive Approach
 - Consistent messaging throughout the entire year
 - Your message is always out there
 - Supportive throughout the quitting process
 - Reinforces the desire to Quit

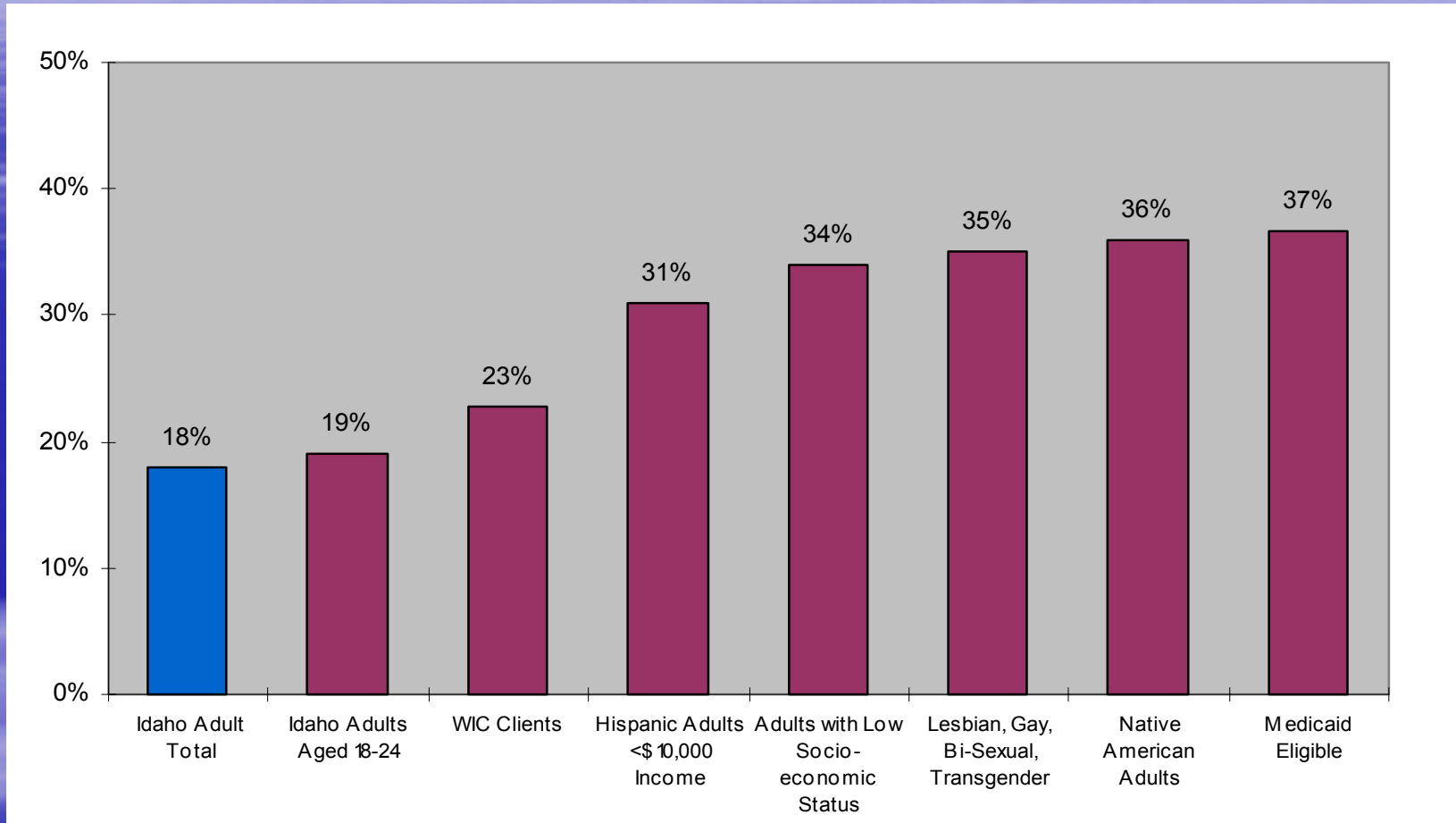
Recommendations for Counter-Marketing Based on CDC Best Practices

- Include grassroots promotions, local media advocacy, event sponsorships, and other community tie-ins to support and reinforce the statewide campaign
- Maximize the number, variety, novelty, and impact of messages and production styles rather than communicate a few messages repeatedly.
- Use a “when and if you are ready to quit, we can help” approach with smokers
- A comprehensive prevention program anchored by an aggressive mass media campaign produces significant declines in tobacco use

How QuitNet Registrants Heard about QuitNet



Smoking Prevalence Disparities Among Various Populations in Idaho



Data Sources: Idaho Behavioral Risk Factor Surveillance System (BRFSS) survey; Medicaid BRFSS survey; LGBT Health Assessment Survey; Women Infant Children (WIC) Program data.

Target Audience for 2008

- 18- to 24- Year Olds
- 18 – to 55- Year Olds Low Socio-Economic Status specifically Blue Collar workers
- LGBT (Lesbian, Gay, Bi-Sexual, and Transgender)
- Native Americans

Request for 2008

- Purchase Air Time for Existing TV and Radio Ads
 - \$325,000
- Statewide Programs – \$100,000
 - Identification and implementation of community events/sponsorships that address target populations based on nationally recognized results (i.e. Tobacco-free fairs, rodeos, concerts)
- Evaluation - \$75,000
 - Media recall
 - Results based on community events/sponsorships i.e. Was there behavior change?

Questions and Answers

- Thank you for your time and consideration.