

## Media Efforts in Tobacco Control

Media strategies are essential to effective tobacco control and support social norm change, awareness raising and policy advocacy efforts. In Jefferson County, budget constraints have limited our paid media efforts to print ads in local newspapers and school newspapers. However, we have had great success with “earned media” – the publishing or airing of press releases, letters to the editors, articles, ads, etc., through traditional print media, radio, television, web/electronic media and organizational newsletters. Coalition members are encouraged to support earned media efforts and can contact TPI staff about how to submit articles, letters, news releases, etc. **Primary contact:** Laurie Robinson – 303-275-7514; [lrobinso@jeffco.us](mailto:lrobinso@jeffco.us)

### Quarter 2 – Highlights of Accomplishments

- We received quite a bit of earned media from the press release regarding the Arvada ordinance that closed the loopholes regarding tobacco businesses. The press release was published in the Arvada Press, reaching over 37,000 subscribers. It was also put onto YourHub.com for the Denver Post/Rocky Mountain News with an average of 22,000 hits that month.
- The activities and information surrounding the Great American Smokeout on November 20, 2008 garnered ample earned media coverage for the county. The Jefferson County e-newsletter covered the event, reaching about 500 people and our internal county webpage also had 2 different articles on GASO and our Adopt-a-Quitter challenge that reached over 1500 county employees.
- Yourhub.com printed an online article about GASO and Jefferson County TPI as well as the PSA for the event which both had about 22,000 website hits, accompanied by a print version with about 28,000 subscribers.
- Thanks to the efforts of a local YourHub reporter, there was an article in the print version of YourHub regarding the work of the TPI around tobacco cessation and the Great American Smokeout. The article was sent to approximately 98,000 subscribers of the Denver Post/Rocky Mountain News in the metro area.
- There have been several earned media articles in Spanish magazines and newsletters, as well as a Spanish television interview regarding tobacco cessation/prevention in those communities.
- In the Jefferson County Schools, there have been articles in the newsletters and even a spot on Lakewood High School’s “Tiger TV” regarding the Great American Smokeout and the Cigarette is Dead ad campaign.
- For our paid media, we will have “The Cigarette is Dead” ads along with the public service announcement regarding this campaign printed in the Wheat Ridge High ‘Banner’ and the Standley Lake High ‘Overview’ in their December editions.