

TOBACCO PREVENTION INITIATIVE WORK/PROJECT AREA:

Working with the media and using paid and earned media strategies to raise awareness about secondhand smoke, tobacco cessation, youth prevention and tobacco-related health disparities

The Tobacco Prevention Initiative works with STEPP and other community partners to support Colorado's state-wide media efforts and to complement and increase the impact of other local tobacco control strategies.

Working with partners:

Wherever possible, we work to coordinate paid media placements with other local tobacco control programs to increase the reach and impact. We have many partners who work with us to publish earned media pieces (free advertisements, articles, press releases, etc.) in print, electronic, radio and television media channels that reach residents and workers in our County. Jefferson County Public Schools' Wellness and Tobacco Prevention Program, the Channel 8 cable stations in four municipalities, Your Hub (an on-line/print news resource of the Denver News Agency), as well as the Mile High/Jeffco Newspapers have all been tremendously valuable supports for getting tobacco control information disseminated through earned media.

Highlights of accomplishments of 2007-2008 grant year:

- supported the 1st anniversary of the Colorado Clean Indoor Air Act with paid and earned media
- placed numerous *free* ads on Latino radio and television stations
- extensive earned media published about Exemplar Lutheran Medical Center's tobacco-free campus policy, secondhand smoke (SHS) issues and tobacco cessation resources
- ran paid media ads in the Mile High papers to address SHS and tobacco cessation
- ran a series of ads and articles in four high school newspapers to support youth tobacco prevention and cessation, spit tobacco issues and SHS prevention
- articles published about smoke-free housing issues in a number of local papers and through multi-unit housing-targeted newsletter.
- Estimated reach (people exposed to media messaging) for the year = 2.9 million

Challenges:

- finding effective ways to reach priority populations with a limited media budget
- planning for and utilizing earned media opportunities effectively

Highlights of plans for 2008-2009 grant year:

- ✓ review general media plan and resources with coalition members and stakeholders (including members of health disparity affected populations) to identify activities to increase effectiveness of planned media strategies.
- ✓ increase (by at least 2) the STEPP paid or earned media pieces published in local media outlets in Jefferson County to raise awareness about tobacco cessation resources and to increase quit attempts among adults, youth and young adults, and to raise awareness about SHS and the importance of increased protections from SHS exposure.
- ✓ Continue and expand the use of creative earned media strategies

How can Tobacco-Free Jeffco Support media efforts?

- ✓ We have newsletters, ads, articles, etc. that you can use in your worksite newsletter, faith community publications, homeowners' association newsletter, etc.
- ✓ Members can write articles or letters to the editor; we can help with background info and with posting in the local papers or on line.

- ✓ Help us with ideas to reach special or priority populations through periodicals or other media venues that serve these communities.

Contact Laurie Robinson at (303) 275-7514 or lrobinso@jeffco.us if you have ideas or wish to assist.