

## **Media Efforts in Tobacco Control 2008 – 2009 4<sup>th</sup> Quarter Highlights of Accomplishments**

**Target/Goal:** Media strategies are essential to effective tobacco control and support social norm change, awareness raising and policy advocacy efforts. Media efforts support the three major goal areas of adult and youth cessation, youth prevention and secondhand smoke reduction. To reach health disparity affected populations, we use media channels targeting these communities (i.e., Head Start family newsletters, for example, Spanish language print media, etc.). We continue to have 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.

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- We signed a contract with the largest local Spanish-language radio station (1150 AM) to run more than 4 weeks’ worth of 15 and 60 second Quitline ads, seven 5 minute interviews with Alma Sandoval on the effects of tobacco use and SHS, and 14 public service announcements addressing global tobacco issues around the May 31st celebration of World No Tobacco Day. These efforts resulted in over 300 radio spots during this time period, reaching tens of thousands of Latino listeners in the greater Metro Area.
- We published ads in the Mile High Papers for 2 weeks in June regarding Spit Tobacco and Secondhand Smoke in the home. These papers have a combined circulation of over 53,000.
- The Foothills Green Wellness Fair article was also printed in all the Mile High Papers outlining the benefits of wellness and tobacco prevention in low income communities like Foothills Green.
- A Letter to the Editor for the Spanish newspaper “El Comercio de Colorado” regarding smoke-free apartments was published with circulation around 181,000 between hard copy and electronic version.
- Spanish TV interviews were conducted with Alma in the spring about cessation and secondhand smoke prevention.
- Multiple articles on hookah use, cessation classes/resources, county policy etc. were published in various media outlets, like the Jefferson County employee newsletter, YourHub.Com, etc.
- A recent earned media piece ran in several of the Evergreen Newspapers covering Commissioner Faye Griffin’s commitment to move the County toward a tobacco-free campus policy.