

BOARD OF SUPERVISORS
COUNTY OF SAN MATEO
InterDepartmental Correspondence

DATE May 1, 2001
HEARING DATE May 8, 2001

To Honorable Members, Board of Supervisors
From. Supervisor Jerry Hill *JH*
Re San Mateo County Tobacco Education Coalition - Youth Media Campaign
Evaluation Results

Background

In February 1997, the San Mateo County Board of Supervisors made the decision to join the lawsuit against the tobacco industry in an effort to recover the County's costs incurred treating tobacco-related illnesses. In the Summer 1998, the Master Settlement Agreement (MSA) was negotiated between the Attorneys-General of the participating states and the tobacco industry. The funds from the MSA are to be distributed over a 25-year period commencing in 1998. In the 1999-2000 fiscal year, \$350,000 out of the San Mateo County allocation were designated to the Tobacco Prevention Program for tobacco education efforts; \$270,000 of the funds were allocated in the 2000- 2001 fiscal year.

The Tobacco Education Coalition has provided the Tobacco Prevention Program with guidance as to how the monies should be spent. It was decided an anti-tobacco media campaign should be launched to educate the community about the hazards associated with tobacco use and exposure to secondhand smoke. Additionally the Tobacco Education Coalition desired to target youth at risk of using tobacco, and launch a campaign to discourage them not to use tobacco. A contract with Polaris Research and Development was executed in March - June 0000. Polaris reviewed all existing media spots and recommended a feasible approach to a media campaign during FY '99-00. An adult media campaign was recommended for the Summer of 2000, with a youth campaign researched and developed in the Spring-Summer 2000, launching the media in the Fall.

On October 4, 2000, the Tobacco Education Coalition made a presentation to this Board about the launch of the media campaign.

Discussion

Polaris worked with the Media Advisory Committee, a subcommittee of the Tobacco Education Coalition, to create a matrix of existing youth media spots. Over 60 spots were reviewed, 40 spots were field tested to narrow down selection to 8 TV spots, representing different themes and approached. Eight spots were focus tested in African American, Asian / Pacific Islander, Caucasian, Latino, and mixed ethnicity, and middle school youth. No existing spot was considered completely adequate by the youth. Effective themes recommended by the youth were to use local youth to tell their own stories about how tobacco has impacted their lives.

Polaris developed three 30-second TV spots, three 60-second radio spots, 3 posters and 3 interior bus ads using the same three local youth Ads were placed on MTV, Nickelodeon, TNT (wrestling), Fox Bay Area Sports (local high school games), KMEL radio and bus interiors on high school routes Posters were also placed on 32 school campuses. Ads ran September thru November of 2000 Following the media, evaluation activities were conducted 413 intercept interviews were conducted among local youth ages 9-18 Intercept interviews were administered beginning Thanksgiving weekend and ending just after the New Year Movie theater lines, shopping centers, and area malls were the areas in which the survey is administered The evaluation report was completed in January and presented to the Tobacco Education Coalition on February Members of the Tobacco Education Coalition will present the results of the youth media campaign to members of the Board

San Mateo County Tobacco Education Coalition

Teen Media Campaign Evaluation Summary

With funds from the Master Settlement Agreement, the Tobacco Education Coalition and the Tobacco Prevention Program (TPP) worked with Polaris, the TPP media consultant to develop and place media to discourage young people from using tobacco. Three 30-second TV spots, three 60-second radio spots, 3 posters and 3 interior bus ads using the same three local youth were developed. Ads were placed on MTV, Nickelodeon, TNT (wrestling), Fox Bay Area Sports (local high school games), KMEL radio and bus interiors on high school routes. TPP staff worked with school Tobacco Use Prevention Education (TUPE) site liaisons to place posters on 32 school campuses. Ads ran September thru November of 2000.

Following the media campaign, an extensive evaluation took place to evaluate the awareness and effectiveness of the campaign among San Mateo County youth. The stated objective of the teen media campaign was to generate at least 25% awareness of the message by San Mateo County youth. County youth ages 9-18 were surveyed in various locations throughout the county including malls, movie theaters and music stores. 413 youth in total were interviewed.

Evaluation Highlights

- Over 85% of teens surveyed recalled seeing the Tobacco Prevention Program's teen media campaign
 - Over 56% of these teens stated they had seen the campaign on MTV
 - Nearly 67% of youth who ride buses recalled seeing the spots on SamTrans buses.
 - 41% of teens had heard our radio spots on KMEL radio
- 90% of teens who saw the teen media campaign said they thought it was "very" or "somewhat believable"
- 86% of the youth said the ads made them "think carefully about using tobacco"
- Of the teen smokers who were surveyed, 40.6% said the ads made them "think seriously about cutting back" and 40.9% said the campaign made them "think seriously about NOT sharing tobacco with a non-smoking friend or relative"
- 60.3% of the nonsmoking teens surveyed stated the ads made them "think seriously about not starting to use tobacco."