

BREATHE EASY

REDUCING SMOKE EXPOSURE IN MAINE

Encouraging Maine Families to Implement Smoke-Free Home Rules Through a Digital Marketing Campaign

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Abstract:

Communication interventions can target large numbers of people to change knowledge, beliefs, attitudes, and behaviors affecting tobacco use. They are listed as evidence-based by the Community Preventive Services Task Force as a strategy to decrease the prevalence of tobacco use and increase cessation and use of available services such as quitlines.

There are 79,000 children in Maine who are exposed to secondhand smoke in their own homes. Secondhand smoke is dangerous. There is no safe level of exposure. Even with the windows open, concentrations of this dangerous substance are high enough to cause immediate damage to individuals who breathe in the toxins. Children are at higher risk than adults to the dangers of secondhand smoke. The Smoke-Free Home Pledge is a voluntary opportunity for all Maine residents to commit to setting their own rules against smoking in their home. By taking the pledge, individuals are committing to protect their home and family from the harmful effects of secondhand smoke.

Digital marketing strategies, including paid Social Media and Gmail advertisements are less cost prohibitive for tobacco control programs than other media, such as television and radio, and can allow for targeting specific audiences. For example, Facebook and Instagram allows the ability to strategically reach tobacco users and influencers (parents, grandparents) in an environment where they are receptive to engage, interact and share content. Individuals will be able to complete the smoke-free pledge on Facebook/Instagram without having to go to the website and leave their social page.

The MaineHealth Center for Tobacco Independence contracted with Rinck Advertising to implement a digital marketing campaign with Paid Social Media and Gmail advertisements. Messages, including secondhand smoke harms, challenges to take the pledge and encouraging tobacco users to take smoking outside, are combined with images of children and pets and target parents, grandparents, tobacco users and pet owners.

Digital marketing efforts have created positive engagement with target audiences and an increase in the number of Maine families pledging to keep their home smoke-free.

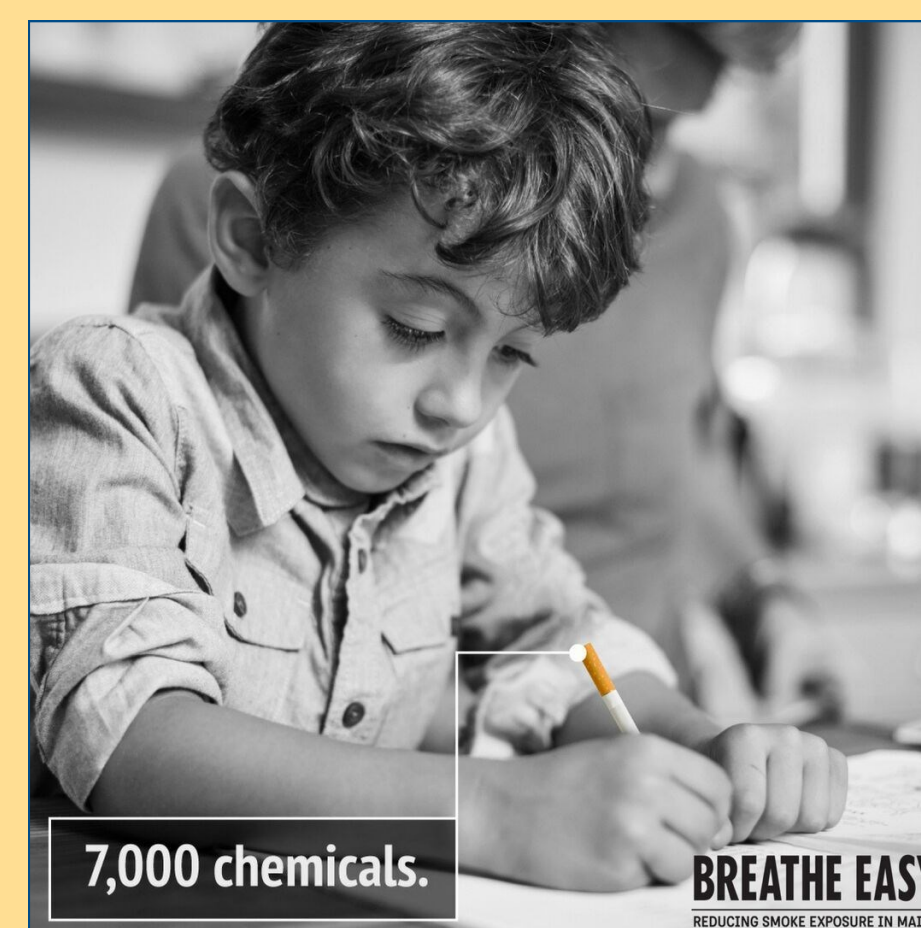
About the Campaign:

♦ **Channels:** Facebook, Instagram, Gmail

♦ **Campaign Run Dates:** October 1, 2018-January 5, 2019; February 7, 2019-April 30, 2019

♦ **Key Messages:**

- ♦ Home is the #1 environment where kids are exposed to secondhand smoke
- ♦ Children (and pets) cannot protect themselves; adults must protect them from secondhand smoke
- ♦ Take the Smoke-Free Homes Challenge/Pledge:
 - ♦ It doesn't mean you need to quit smoking; some things are better outside.
 - ♦ Protect Maine's youth and take the pledge to have a smoke-free home.



Campaign Reach and Impact:

Platform	Impressions	Clicks	Pledges
Gmail*	58,165	10,435	3
Facebook (Lead Gen)	883,897	16,810	1,337
Facebook (Website Click)	2,597,855	14,454	39
Total:	3,539,917	41,699	1,415

Definitions:

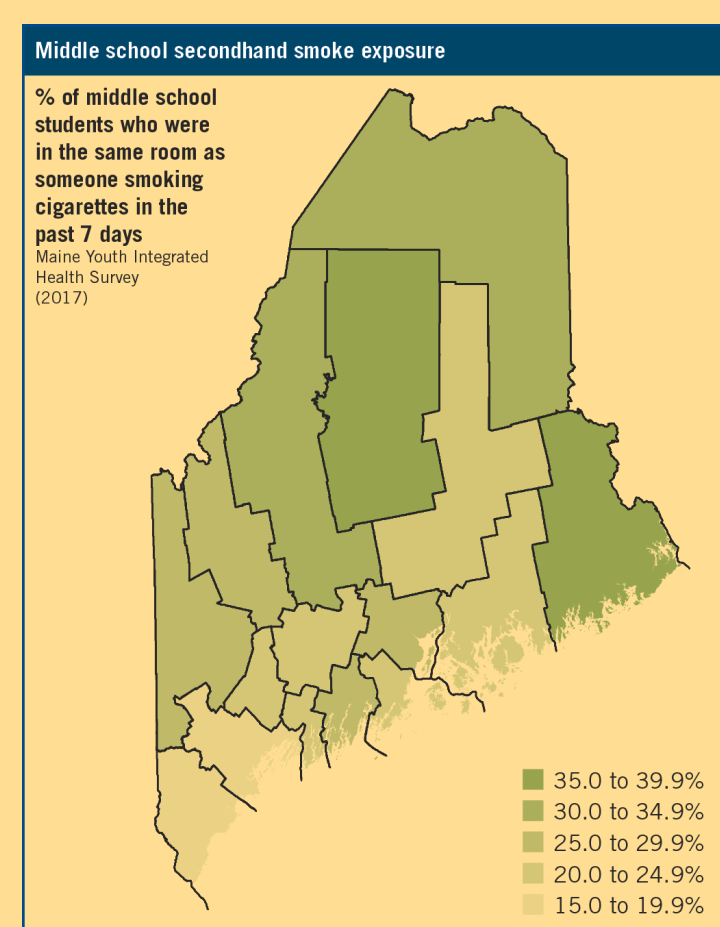
- ♦ Impressions: every time the ad is viewed in a feed.
- ♦ Clicks: the number of times users have clicked on the ad.
- ♦ Lead Gen: Facebook Lead Generation Ads allows users to fill out a form with their contact information within the platform rather than going to a website.

Optimizations:

- ♦ After the initial campaign (10/1/18-1/5/19), campaign data was reviewed based to allow for strategic targeting of well-performing audiences (pet owners, smokers), messaging and platforms (Facebook Lead Gen).
- ♦ *Based on low click conversion rates, Gmail ran 10/8/18-11/6/18; 2/7/19-2/20/19 and the remaining budget for this platform was transferred to paid social media.

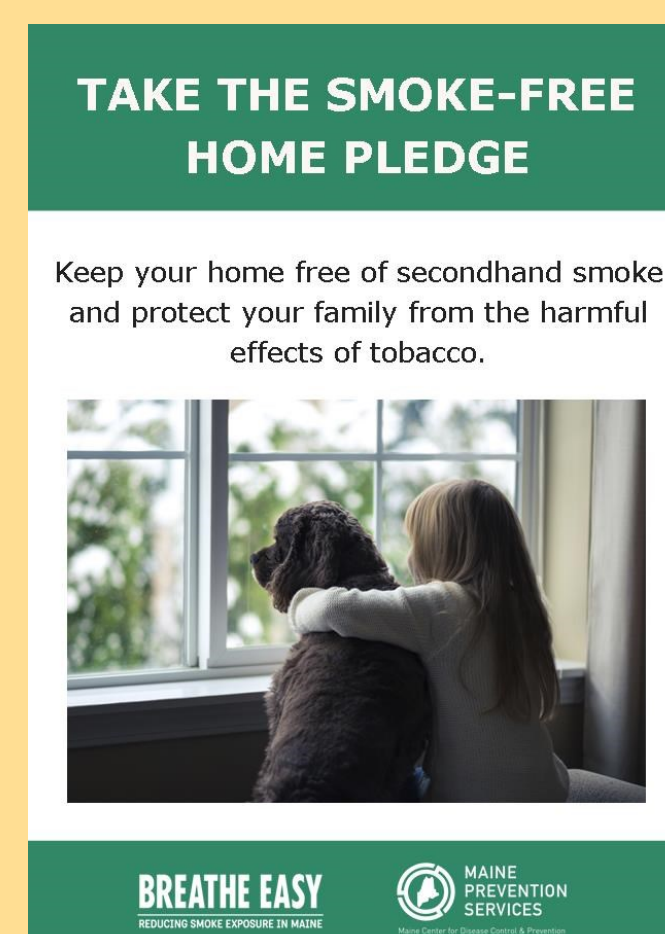
Secondhand Smoke Exposure in Maine:

- ♦ **1 in 3 Maine High School Students** live with at least one person who smokes. (MYHS, 2017)
- ♦ **22.8% of Maine Middle School Students** were in the same room as someone smoking last week. (MYHS, 2017)
- ♦ **1 in 5 (17.3%) of Maine Adults** Smoke. (BRFSS, 2017)



Maine Smoke-Free Homes Pledge:

- ♦ Starting in 2007, with an EPA Grant, the Smoke-Free Homes Pledge has been offered as an opportunity for families to voluntarily make rules against smoking in their homes.
- ♦ Two Ways to Take the Pledge: Postcard or Online
- ♦ Families that take the pledge can request a free smoke-free kit featuring a window cling, coloring sheets, stickers and educational information about secondhand smoke and quit resources.
- ♦ **10,010 Pledges** have been taken in Maine since 2007.



An Innovative Campaign Expansion: Influencer Marketing

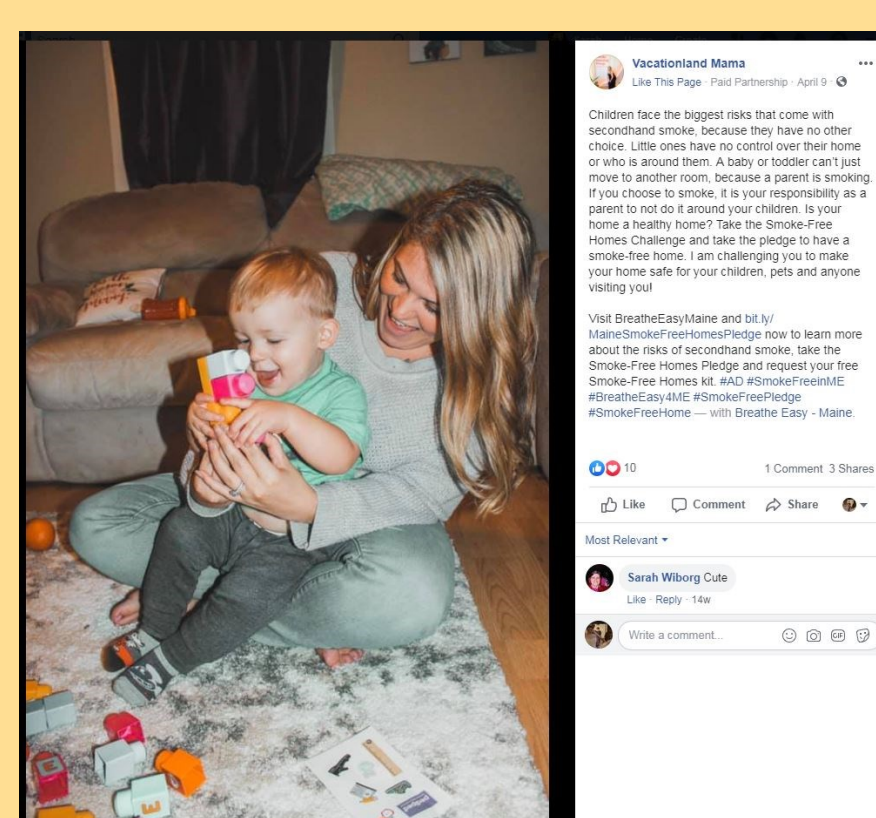
Partnered with 10 Maine-based parenting/family, lifestyle, health/wellness influencers to take the Smoke-Free Homes Pledge and share with their audiences their reasons for taking the pledge.

Reach of Influencer Campaign:

- ♦ **51 posts** across blogs and social networking sites in April 2019.
- ♦ Posts reached **678,976 individuals** and resulted in **10,552 post engagements**, including comments, shares and reactions.

Posts Resonated and Resulted in Thoughtful Comments:

- ♦ "Smoke-free environments are the way to go."
- ♦ "We are smoke-free in our house and that's how it will be. My dad was a smoker so I grew up hating smoke!"
- ♦ "That's such a crazy statistic! I wish people were more aware of how much it can affect little people."
- ♦ "Great message...as a child who had to ride in the car with a parent who smoked, I 100% agree—thanks for bringing awareness to this important topic!"



Acknowledgements:

Breathe Easy Maine is an initiative of the MaineHealth Center for Tobacco Independence (CTI), which works towards a tobacco-free Maine through education, prevention, policy, treatment and training efforts. CTI administers statewide tobacco treatment and prevention contracts on behalf of the Maine Center for Disease Control and Prevention (Maine CDC), Maine Department of Health and Human Services. These Maine CDC contracts support the Maine Tobacco Helpline, Tobacco Treatment Training Initiative and Tobacco Prevention Services – the latter of which is part of the broader Maine Prevention Services.

The Smoke-Free Homes Pledge campaign was funded through Maine Prevention Services and implemented through Rinck Advertising.

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