

1-800-207-1230
MAINE TOBACCO HELPLINE

Utilizing Digital Strategies to Connect Tobacco Users to the Maine Tobacco HelpLine

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THEQUITLINK.com

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. It is known that about 70% of tobacco users are interested in quitting smoking, providing information on local available resources should increase their access to services.

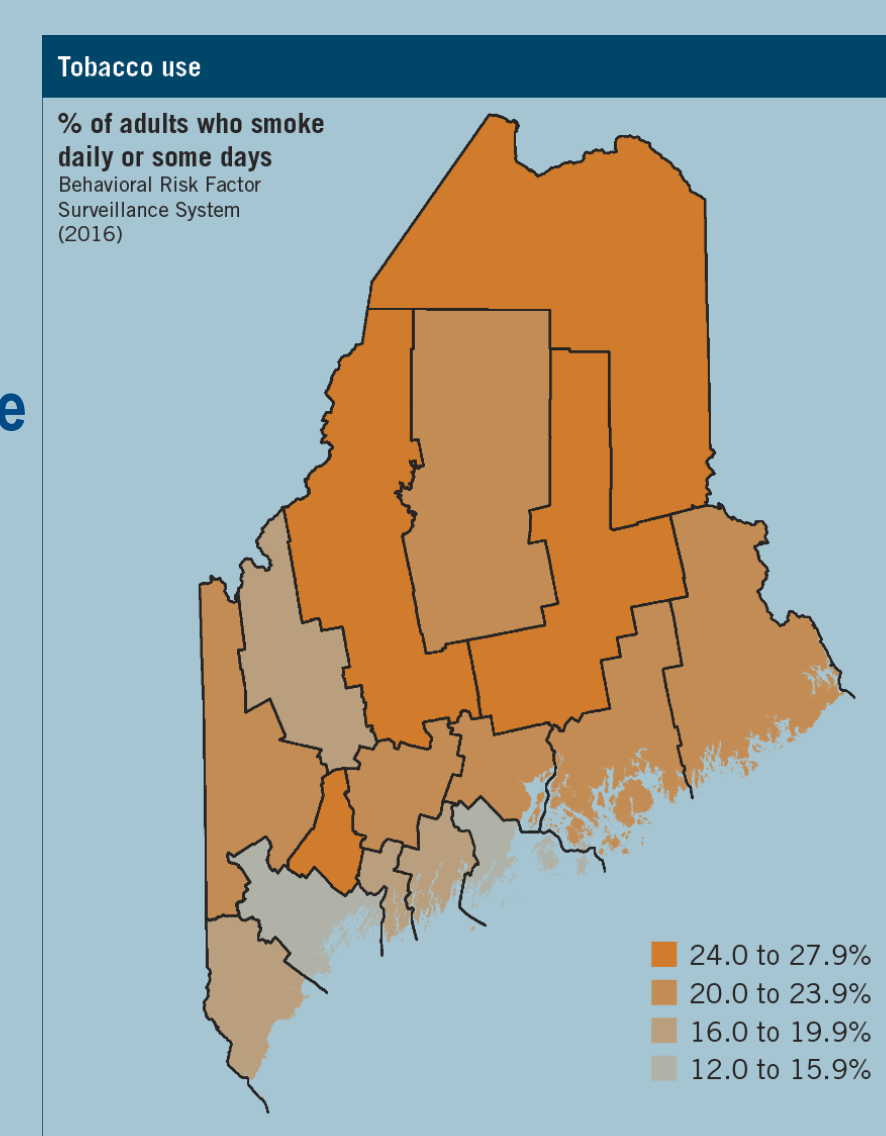
Digital marketing strategies, including paid Social Media, Search Engine Marketing and Digital Display, are less cost prohibitive for tobacco control programs and Quitlines than other media, such as television and radio, and can allow for targeting specific audiences. For example, utilizing the paid social options for Facebook and Instagram allows to for strategic reach tobacco users and influencers in an environment where they are receptive to engage, interact and share content.

In January 2018, the MaineHealth Center for Tobacco Independence (CTI) began efforts to promote the Maine Tobacco HelpLine (MTHL) through paid Social Media, Digital Display Advertising and Search Engine Marketing through the QuitLink website, Facebook and Instagram pages. Building on a successful MTHL Stolen Moments messaging of a 2017 by the Maine CDC campaign, CTI contracted with Rinck Advertising to implement a digital campaign.

Media efforts increase awareness of the MTHL to those interested in quitting. Over six months, the campaign had close to 18 million impressions and resulted in 98,000 message clicks. In addition to reaching a large number of people with tobacco-free messages, more than 900 individuals directly connected to the Maine Tobacco HelpLine through the campaign.

Tobacco Use and Quitting in Maine:

- ◆ About **One in Five (17.3%)** of Maine adults currently smoke. (2017, BRFSS)
- ◆ Maine has seen a **statistically significant increase in the rate of adults who have never smoked** (45.6% in 2011 to 51% in 2017). (BRFSS)
- ◆ Almost **60% of Maine adult smokers made a quit attempt** in the past year. (2017, BRFSS)
- ◆ Tobacco use rates in Maine vary based on geography, age, education and income. Even with these disparities, quit attempt rates are fairly consistent across all demographic groups.

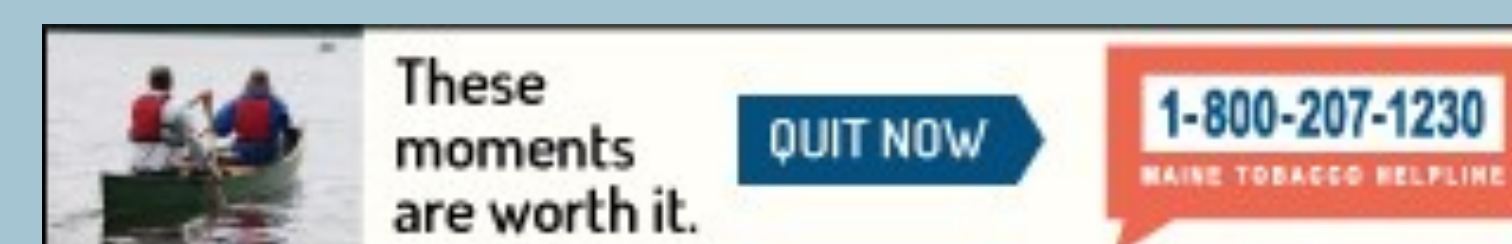
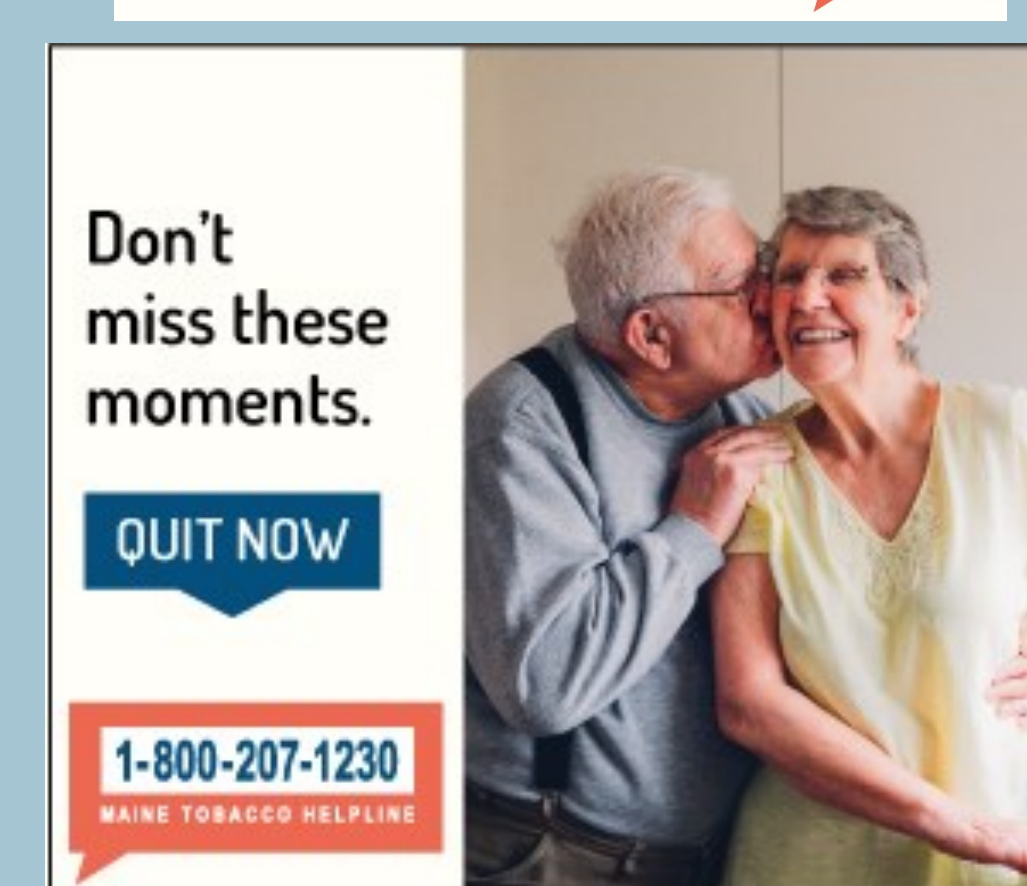
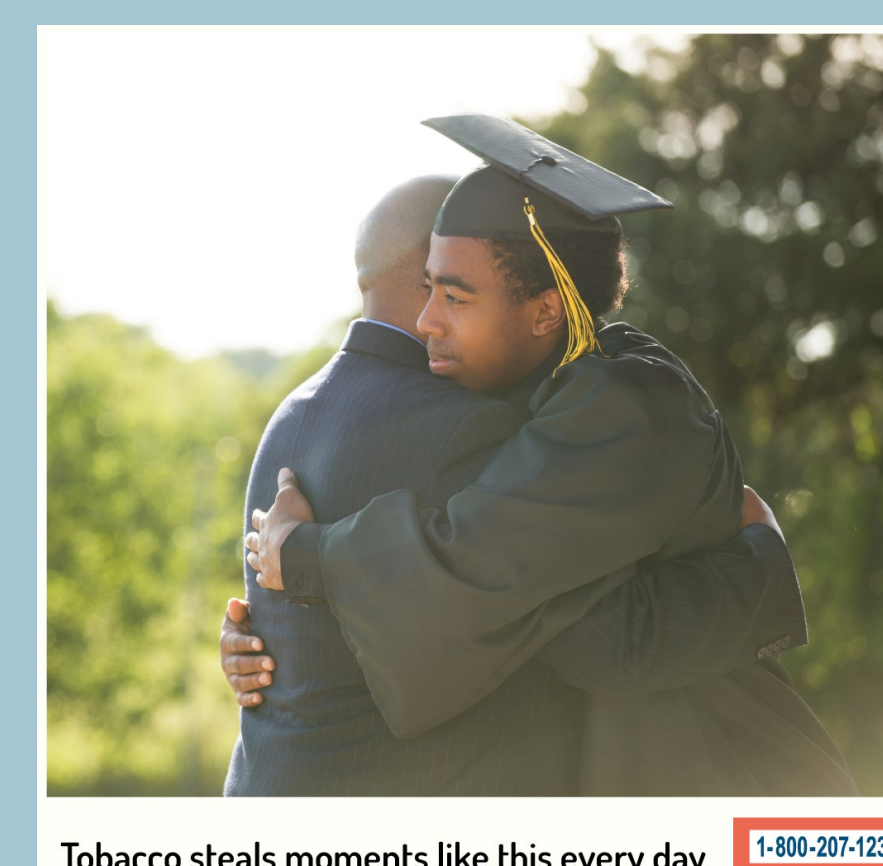
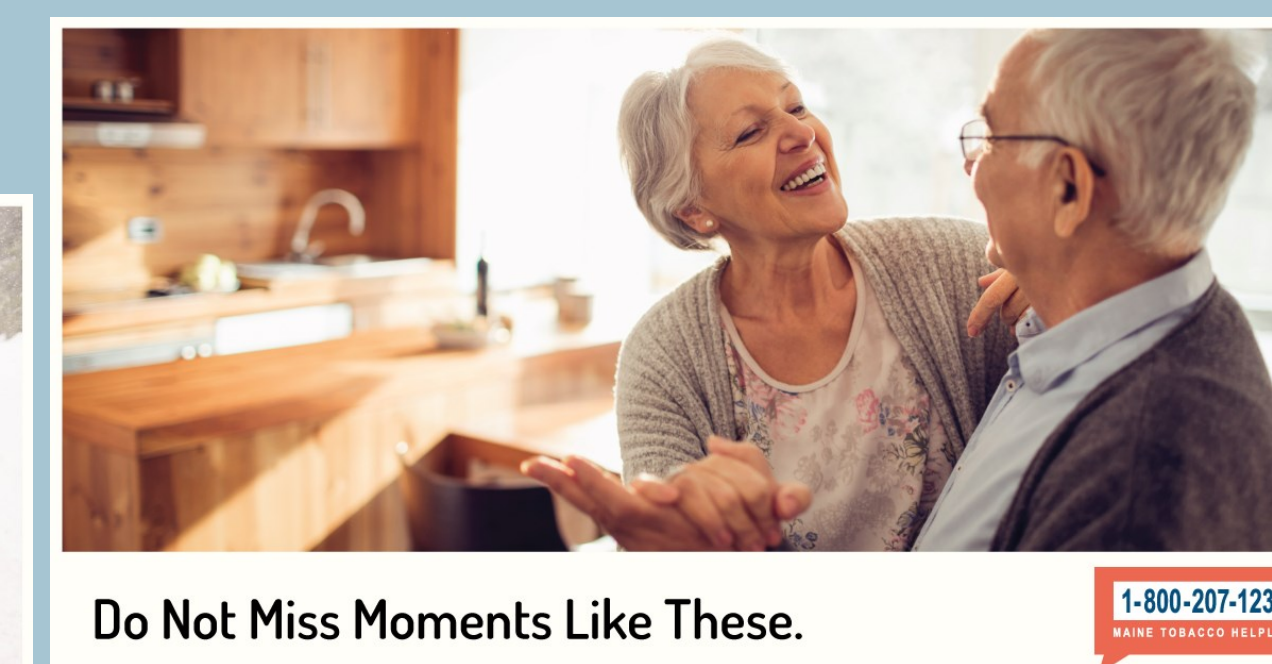
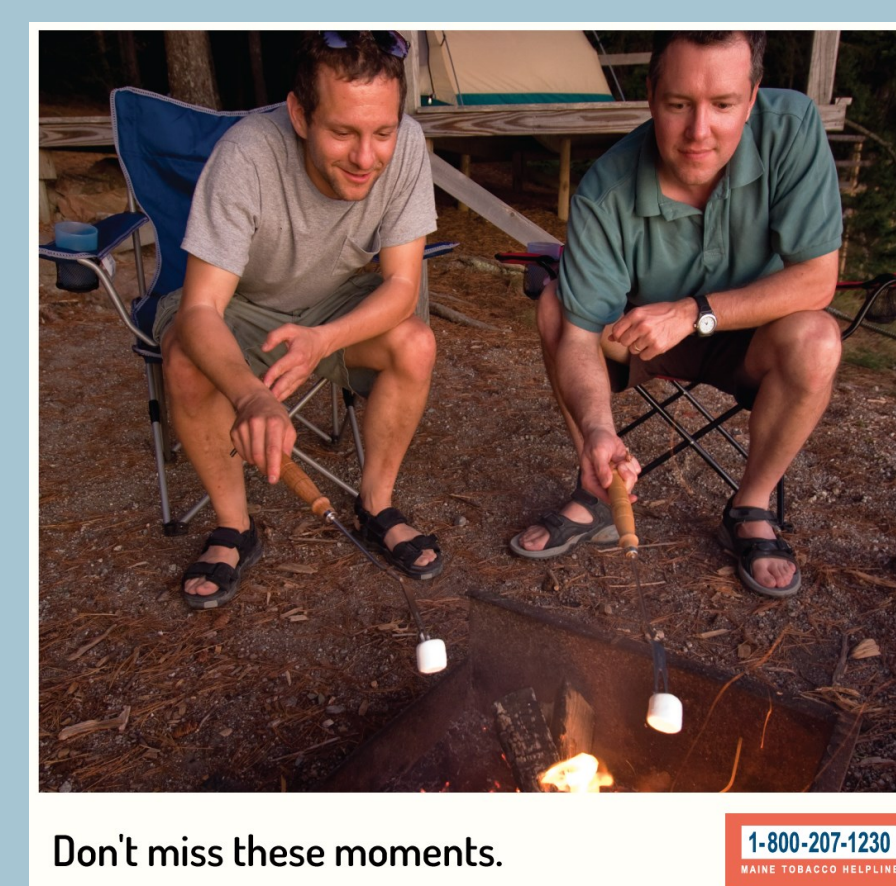
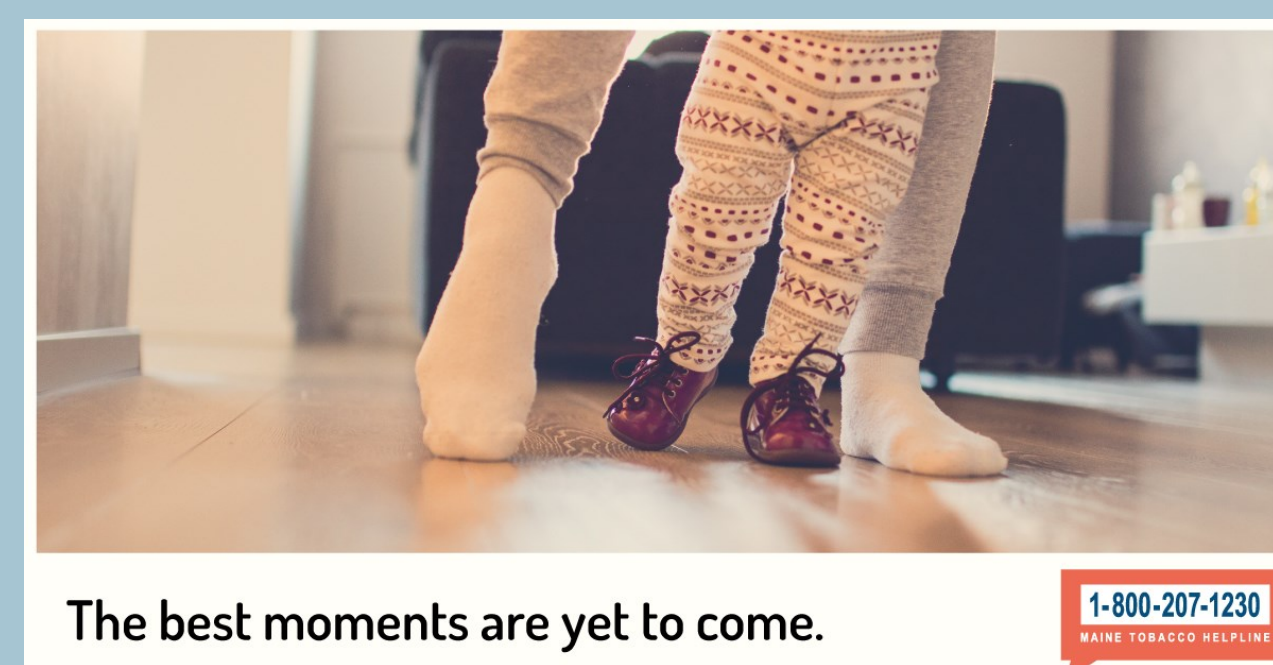


Maine Tobacco HelpLine Utilization (FY18):

- ◆ Incoming Calls to the Maine Tobacco HelpLine: 10,332
- ◆ Tobacco User Registrations for Services: 5,084
- ◆ Counseling Interventions Completed: 9,504
- ◆ Provider Referrals to the HelpLine: 6,434
- ◆ Nicotine Replacement Therapy Vouchers Authorized: 5,404
- ◆ Visits to theQuitLink.com for information and connection to services: 139,678

About the Campaign:

- ◆ **Channels:** Paid Search (Google), Programmatic Display & Video, Facebook, and Instagram
- ◆ **Campaign Run Dates:** January 1, 2018-July 15, 2018; November 25, 2018-February 28, 2019
- ◆ **Key Messages:**
 - ◆ Tobacco steals moments like this every day.
 - ◆ These moments are worth it.
 - ◆ The best moments are yet to come.



Campaign Optimizations:

- ◆ Focused on high performing messages and ads
- ◆ Focused on higher performing platforms to increase cost effectiveness

Reaching Priority Populations in 2019:

Based on HelpLine reach, prevalence data and lessons learned from other campaigns in 2019, the HelpLine is utilizing digital strategies to address two priority populations: pregnant women and 18-24 year olds with messages about being tobacco-free and available supports.



Campaign Reach and Impact:

Digital Campaign Reach

Platform	Impressions	Clicks	Time Period
Paid Search (Google)	403,875	11,822	Jan-July 2018, Dec 2018-Feb 2019
Paid Social (Facebook & Instagram)	11,087,366	100,975	Jan-July 2018, Nov 2018-Jan 2019
Programmatic Display	4,886,779	5,046	April-June 2018

Reach Definitions:

- ◆ Impressions: Every time the ad is viewed in a feed.
- ◆ Clicks: The number of times users have clicked on the ad.

Connections to Quit Services

	Click-to-Call	Web Self Referral	Facebook Self Referral	Click to Web Enrollment
Connections	593 (Avg. Length: 13 Min.)	635	30	468
Time Period	Jan-Jun 2018; Dec 2018-Feb 2019	Jan-July 2018	Jan-June 2018	Dec 2018-Feb 2019

Quit Service Connection Notes

- ◆ Prior to implementation of web enrollment services in Fall 2018, individuals could complete a "web self referral" which included completing a contact form on theQuitLink.com to get a call from a HelpLine Counselor.

Acknowledgements:

The MaineHealth Center for Tobacco Independence (CTI) administers statewide tobacco treatment and prevention contracts for the Maine CDC, including the Maine Tobacco HelpLine, TheQuitLink.com, Tobacco Treatment Training Initiative and Tobacco Prevention Services. The Maine Tobacco HelpLine Stolen Moments campaign is supported from Rinck Advertising and funding from the Maine CDC.

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