



“Straight to Work” Campaign (18-24 year olds not in college)

Target Audience:

18-24 year old male and female smokers not enrolled in college

Research:

Five focus groups, one dyad and one in-depth interview (IDI) were conducted with 18-24 year olds from a variety of occupations and in urban and rural locations to include:

- Restaurant/bar workers
- Construction workers
- Retail workers

Please see reverse side for methodology and key findings.

Objective:

To increase the number of cessation attempts by 18-24 year old male and female smokers by driving calls to the Colorado QuitLine and participation on www.Fixnixer.com

Campaign Tactical Plan:

- Three :30 sec radio spots
- Promotional partnerships with radio stations (such as DJ’s quitting, etc..)
- Three print ad executions
- Direct mail packages to worksites
- Direct mail packages and relationship engagement with trade schools
- Street team tactics and promotional items (such as t-shirts, quit kits)
- www.quitdoingit.com

Evaluation:

- Calls to the QuitLine
- Hits and registrants to www.Fixnixer.com
- Survey feedback on www.Fixnixer.com
- # of impressions and frequency rates for radio and print ads
- # of promotional items distributed
- On-line banner click-throughs for radio stations’ websites (promotions)
- Street team feedback
- # of items distributed via fulfillment center (www.stepitems.com)

****Special Note:**

The 18-24 year olds in college and the “straight to work” group have very similar media outlets and preferences, so STEPP is creating an “umbrella” brand of mass media tactics for both audiences called “Quit Doing It”. These tactics include one website, (www.quitdoingit.com), radio ads, radio promotions and print ads.

Research for “Straight to Work” Campaign**

Overview:

Five focus groups, one dyad and one IDI were held in Denver and Greeley with 18-24 year old male and female smokers not enrolled in college. These focus groups were designed to:

- Explore reasons for smoking and quitting,
- Goals for and direction in their lives,
- Understand their media preferences and
- Determine what type of message would motivate them to quit.

Recruitment:

Interviewers recruited participants at job sites in Denver and Greeley, such as restaurants, construction sites, bars and retail shops, and each participant was paid a stipend.

Key Findings:

- I. Smoking and Quitting:
 - a. Are self-admitted smokers/tobacco users
 - b. Believe that tobacco use is a choice, not an addiction
 - c. Aware of the negative effects of smoking
 - d. Aware that smoking affects their health and shortens their lives
 - e. Aware that others usually do not approve of it
 - f. Knew about the Colorado QuitLine, but not specifics of the service offered
 - g. Why they smoke:
 - i. Enjoyment
 - ii. Stress
 - iii. Boredom
 - iv. To meet people in social situations
 - h. Most supported the statewide smoke-free law, although they felt left out
- II. Five Distinct Personality Types:
 - a. **Youngest** – Just finished high school and still naïve about the world and where they’re going.
 - b. **Similar to the college students** – Defining moment has not arrived yet. No clear moment in the foreseeable future when quitting would make sense.
 - c. **Self-described “Bad” Kids** –Drugs, violence, and the wrong crowd. Had their defining moment already; they survived youth and see life as easy from now on.
 - d. **Young Parents** –Younger years were hard and troubled; emerged with a sense of purpose and a focus on bettering themselves for their children.
 - e. **Blue Collar** – Described their lives in terms of some vocational aspiration, leading to greater aspirations and goals.
- III. Fatalistic Tendencies
 - a. They’ve all had hardships in their lives already
 - b. Can’t or don’t see many milestones to look forward to in the future
 - c. But want to be in control of their lives
 - i. Possible leverage points:
 1. Confrontation
 2. Reflection

****All research is preliminary and indicates the need for further investigation.**