

Public Awareness & Media Campaign

Tobacco Facts

March 2009

Tobacco-related diseases kill about 7,500 Washington residents every year.

Number of Washington smokers:
Youth – 70,000
Adults – 800,000

More than 100,000 people have called the Washington Tobacco Quit Line: 1-800-QUIT-NOW

The tobacco industry spends more than \$160 million annually in Washington promoting its products and generating new smokers. That advertising often targets those at greatest risk of tobacco use: youth, young adults, and racial and ethnic population groups. The Department of Health's public awareness and media campaign is an essential part of its comprehensive program to counter tobacco industry messages, prevent kids from starting to use tobacco, and help people quit.

Campaign history

The Tobacco Prevention and Control Program (Tobacco Program) began running advertisements using a variety of media in October 2000. There are three separate efforts:

- A prevention campaign targeting youth.
- A quit campaign targeting adult tobacco users.
- An education campaign about the dangers of secondhand smoke.

Preventing kids from beginning tobacco use

The first youth campaign in 2000 featured radio and television ads that had been used effectively in other states. In January 2002, the Tobacco Program launched its own "Tobacco Smokes You" advertisements with the help of advertising and public relations experts who tested the effectiveness of messages with Washington kids.

After three successful rounds of that campaign, the program launched the "NoStankYou" campaign in September 2006. This campaign targeted 12- to 14-year-olds and included radio and TV ads, print media, special promotions, and an innovative interactive Web site, (NoStankYou.com). In September 2007, "NoStankYou 2.0" began and will run until July 2008.

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Helping adults quit smoking

In June 2002, the Tobacco Program launched its first made-for-Washington advertising campaign promoting the Washington Tobacco Quit Line (1-800-QUIT-NOW). A new television, radio and print advertising campaign has promoted the quit line each year. The current campaign, "Cold Turkey", emphasizes the importance of having a plan for organizing the quitting process. The star of the campaign, which will run through June 2008, is a real *cold turkey* representing the difficulty of quitting "cold turkey" without a plan in place.

In addition, the Tobacco Program hosts a Web site, (Quitline.com) where visitors can listen to a sample call to the quit line, read stories from people who have quit tobacco, learn about the physical changes they can expect once they stop using tobacco, and meet some of the Washington Tobacco Quit Line specialists.

Find out more about
secondhand smoke:
SmokeFreeWashington.com

Secondhand smoke campaign

In December 2002, the program launched a secondhand smoke campaign that featured ads developed by other states. The ads were designed to educate people about the dangers of breathing secondhand smoke and especially the dangers to children. In February 2005, the Tobacco Program created its own ads, which educate about the dangers of secondhand smoke to employees and patrons of smoking establishments.

Find out more about the
Tobacco Quit Line at:
www.QuitLine.com

Visit our youth Web site at:
www.NoStankYou.com

Having raised awareness about the harmful effects of secondhand smoke in workplaces during previous campaigns, the 2006 “Take it Outside” campaign educated people about the dangers of secondhand smoke in private spaces, such as in the car or in the home. The Tobacco Program also hosts a web site (SecondhandSmokesYou.com) that was launched in December 2002 to increase awareness of the dangers of secondhand smoke and promote policy change.

For more information on
tobacco prevention:
www.doh.wa.gov/tobacco

Media advocacy activities support youth media campaign

To reinforce the messages in the media campaign, the Tobacco Program supports a variety of innovative activities and efforts aimed towards youth ages 8-18. Support is provided to up to 10 county youth coalitions, guiding them in developing a strategic plan for changing smoking policies within their counties. Youth receive hands-on technical assistance in planning and talking with media and opinion leaders, and in organizing local anti-tobacco events.

A comprehensive approach to fighting tobacco use

Research shows that tobacco prevention programs must conduct a comprehensive set of strategies to be effective. The Washington State Tobacco Prevention and Control Program provides services to help people quit, conducts public awareness and media campaigns, supports local programs in communities and schools, supports enforcement of policies to keep kids from accessing tobacco products, and evaluates the effectiveness of program activities.