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BEPCP: Media Campaign to Promote Smoke-Free Facilities

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BEPCP: Media Campaign to Promote Smoke-Free Facilities

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Rationale

Kentucky continues to have the highest lung cancer rate in the nation and is in the top 10 states for heart disease. Despite progress in local smoke-free policies, rural populations remain disproportionately affected by secondhand smoke (SHS) exposure. Due to the longstanding cultural heritage of tobacco, many rural residents think of SHS as a nuisance rather than a serious health hazard.

Objectives

- Identify three campaign messages that educate and prompt action regarding smoke-free campaign.
- Develop advertisements for various media in consultation with Kentucky Center for Smoke-free Policy.
- Diffuse media messaging throughout Perry County.
- Conduct focus group(s) to see which messages resonate locally.
- Prompt 20 people to take action/get involved with smoke-free campaign.

Approach

- Develop two public service announcements (PSA's) for radio, four advertisements for WYMT-TV and Hazard Herald newspaper (using research based messages shared by KCSP).
- Recruit participants, conduct and survey effectiveness via focus group(s).
- Disseminate SHS materials in community and recruit members for smoke-free campaign efforts.

Analysis

- Five media outlets agreed with the movement and offered matching PSA sponsorship.
- Over 150 business/community leaders held positive opinion regarding Smoke Free ordinance.
- Approximately 75 new members have signed on per Facebook, local wellness committee and personal contact.

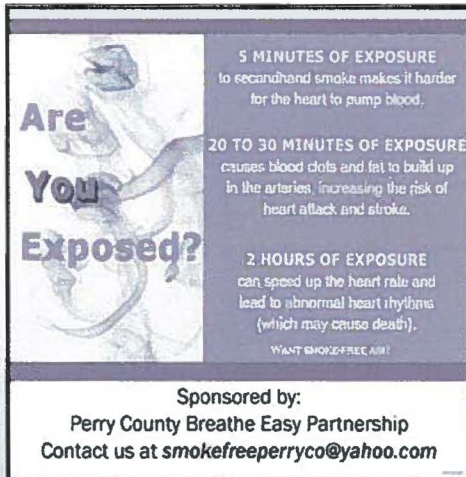


BEPCP Exhibit at the Center of Excellence in Rural Health- Hazard

Conclusion

Surveys and Focus Groups with Perry County community residents related to the media campaign highlighted the following:

- Most agreed the media campaign portrays exposure to secondhand smoke as a serious health hazard.
- Most agreed the media campaign will increase support toward a smoke-free workplace law in their community.
- The media campaign is not likely to prompt readers/viewers to contact the coalition to get involved in smoke-free efforts in the community, join a smoke-free coalition, or contact elected officials about a smoke-free policy.
- The media campaign is likely to prompt the reader/viewers to seek more information about second hand smoke.
- More people preferred TV and radio over newspaper ads.



Ad most felt showed health hazards of exposure to secondhand smoke.

Goal

Identify effective messaging and develop, disseminate and evaluate media material.