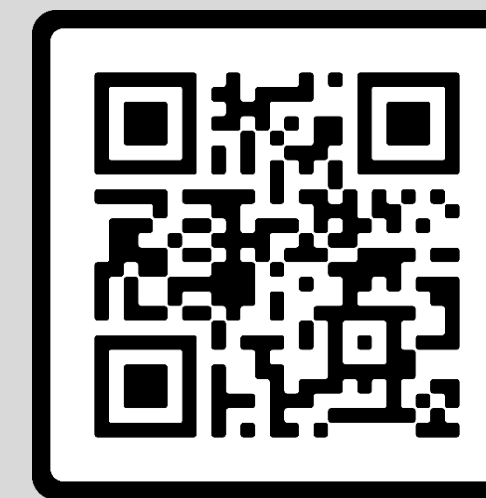


# Leveraging North Dakota's statewide partnerships to create coordinated tobacco cessation media campaigns

Presenter: Melissa Chapman Haynes, PhD; Co-authors: Kate LaVelle, PhD; Sara Richter, MS

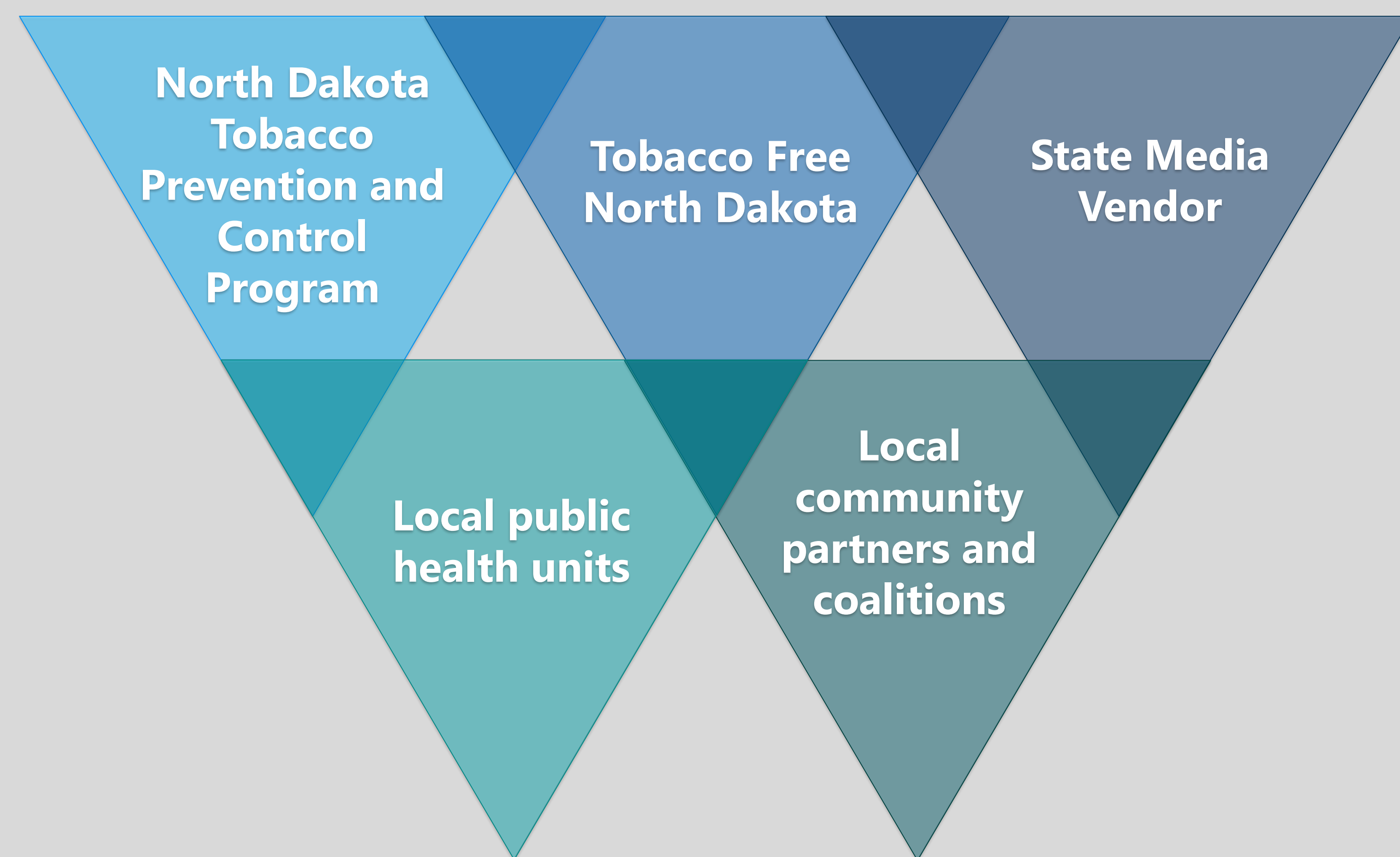


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## Strategic health communication through highly coordinated efforts of state and local partners

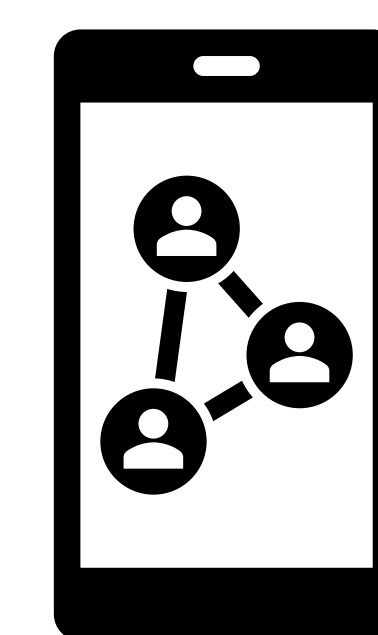
- Maximizing limited resources, the North Dakota TPCP partnered with 50+ state and local organizations to **coordinate** and **amplify** the *Quit Week* messaging to all parts of the state.
- The statewide tobacco coalition, **Tobacco Free North Dakota** (TFND), provided partners with promotional and social media materials targeted to priority groups, such as American Indians, pregnant women, or youth.
- Use of a contracted **media vendor** allowed for a consistent messaging statewide.
- All 28 **local public health units** (LPHUs) across the state promoted *Quit Week* in their communities and to the public through multiple promotional strategies including, social media, print media, broadcast, radio, TV, and billboards.
- **Local coalitions and community members** helped spread the message within their professional networks and through their personal relationships.



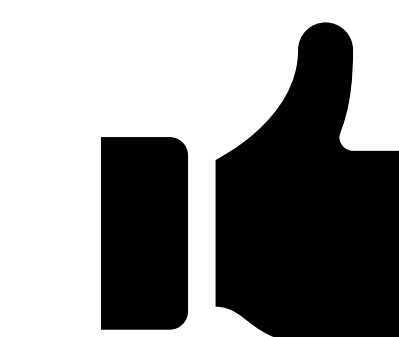
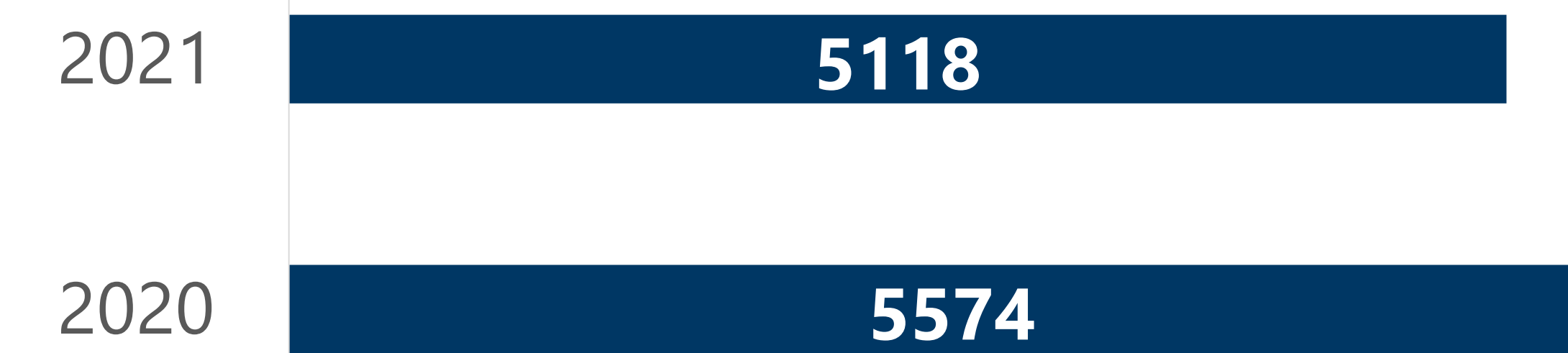
## Overview

- Over 1,000 adult North Dakotans die from smoking-related illnesses each year. As a largely rural state, North Dakota faces the added challenge of ensuring that individuals living in rural areas, where tobacco prevalence rates tend to be higher, have access to effective cessation resources.
- North Dakota's quitline, *NDQuits*, is a critical hub for cessation resources, including telephone and web counseling, educational materials, and nicotine replacement therapy.
- In 2020 and 2021, to bring more individuals into *NDQuits*, the North Dakota Tobacco Prevention and Control Program (TPCP) and its partners organized a week-long statewide tobacco cessation media campaign blitz, *Quit Week*.

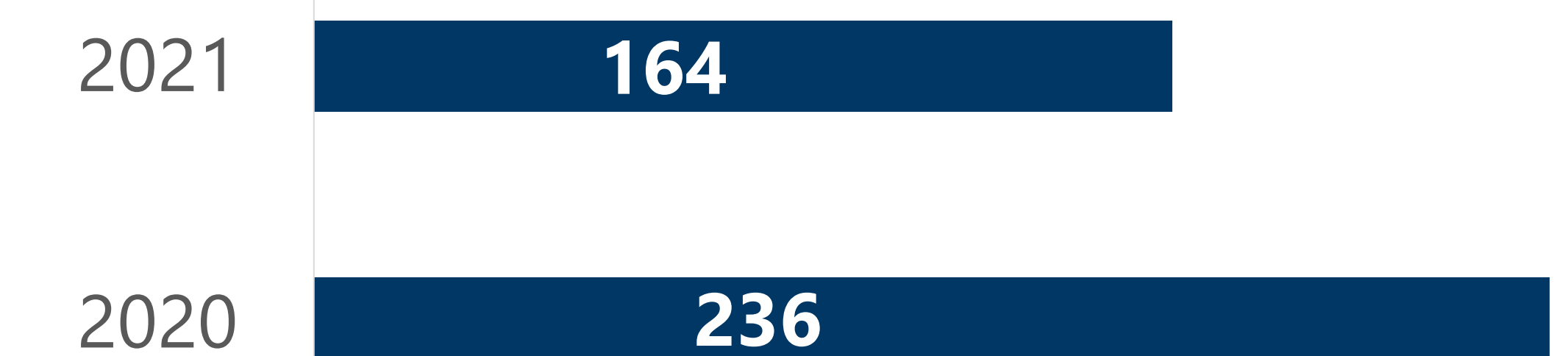
## Social media metrics used to demonstrate reach of statewide tobacco cessation media campaign



**Number of people reached** through TFND's Facebook page over the period of *Quit Week*



**Number of engagements** with TFND's Facebook page over the period of *Quit Week*. This includes likes, shares, and comments.



## Program metrics measure change in NDQuits enrollment over the *Quit Week* period

The number of enrollments to North Dakota's quitline, *NDQuits*, increased during the statewide *Quit Week* media campaign in 2020 and 2021. There were 18 more enrollments than the average over a 12-week period leading up to and during *Quit Week* in 2020, and 21 more enrollments over a similar period in 2021.

