

VERMONT TOBACCO EVALUATION AND REVIEW BOARD

Media Committee

Tuesday, January 27, 2015

8:30 p.m. – 10:30 a.m.

HMC, Richmond, VT

MINUTES

2014 media year in review presentation

- VDH highlights: shared 2013, 2014 and longitudinal BRFSS and Quitline charts showing data for lower income and lower education populations and smoking prevalence as compared to Vermont overall as well as Medicaid eligible individuals and Quitline participation.
- Vermont takes a multi-pronged approach to access program, branding, personalizing the service as a whole has given the entire cessation program an approachable brand. This collectively contributes to Vermont's program success.
- HMC highlights: Website visits spike coinciding with media campaigns. Website is now mobile-optimized and we are seeing a shift in mobile access. 2014 website page views show large increase compared to 2013 in all page traffic: NRT, Baby, Stories, In Person Quit Help.
- HMC fall Tips campaign: Sept-November, TV, on-line targeting young adults. Results: reached 90% of target audience which heard or saw spot an average of 8-9 times. Achieved 200 GRPs (% of the audience within a certain market). HMC always looks for added value in TV spots. Fall campaign fell somewhat short of their goals (14% actual versus 20% expectation), but expect spring campaign to make up for some of that.
- **Committee would like to see both online "impressions" as well as "completed" views (Google, Facebook, YouTube, Hulu) so that we can see a fuller story in terms of online media results.**
- QuitPartners fall campaign had 184 GRP, 21% added value and over 82,500 completed online views.
- 2015 Quit Tips Campaign underway. Spot in the Superbowl. Expecting 216 GRPs and a reach frequency of 8 times.
- 2015 Quit Partners underway. TV (but no spot in Superbowl) and online. Expecting 161 GRPs and a reach frequency of 6 times.
- **Committee is interested in a future discussion about gender difference in prevalence, media reach, services offered and cessation service utilization. Planning this discussion in the upcoming cessation committee.**
- Down and Dirty: Youth tobacco prevention brand for Vermont rural youth. Has been running since April 2013. Year 1 evaluation included online survey (May-October 2014) to assess brand awareness and appeal as well as assess tobacco usage rates among target audience. 63% of respondents reported awareness of D&D. Of those aware of brand, ~60% saw TV commercials, facebook and website visits. 61% "like" or "really like" the brand.

Concept presentation for Down and Dirty TV spot planned for March

- “True Country” – Full message package was the most successful initiative last year. For 2015 would like to extend the reach. This campaign will showcase how true country values like freedom and family do not align with using tobacco.
- Planned March 16th campaign launch. HMC presented script. Voiceover will be a Vermont talent.
- Important to be sure talent is local. Committee asked about the type of music that will be played. Consider local music (Vermont has a vibrant musical community). Be careful with the word Pride. There will be another media committee review on draft on Feb 19th.

Action: Committee should reply to Kate (VTERB administrator) with comments, suggestions on script after this meeting, up until Feb 2. kathryn.o'neill@state.vt.us

CounterBalance POS initiative update

- HMC/Rescue updated committee on the fall campaign, with an overview including communication actions: traditional media, campaign website, social media and coalition outreach and activities (ie: store audits). Shared key outcomes from Facebook reach and engagement, website page views, and YouTube video views (almost 50,000) ad impressions (almost 275,000) and click-thrus (1,376).

Brief update on provider engagement strategy

- Tabled until a future meeting.

Other updates

Brian shared his desire to step down as chair of the media committee. This meeting is Brian's final as chair and as committee member. Brian also shared the proposed changes to the VTERB administration and evaluation component.

Scheduling future media committee meetings

Thursday February 19th 8:30-10:30, HMC office

- review and vote on Down and Dirty (targets rural youth) ad and media plan for spring
- learn about media plan for spring cessation campaign using Tips and Vermont Quit Partners ads
- Update on Counter Balance

March 4: Full Board review and vote on down and dirty and spring cessation ad

Tuesday, March 10th 8:30-10:30, HMC office

- Presentation of concept for May flight of Down and Dirty ad

Tuesday April 14th 8:30-10:30, HMC office

- committee review and vote on Down and Dirty media plan