

# **VERMONT TOBACCO EVALUATION AND REVIEW BOARD**

## **Media Committee**

**Tuesday March 29, 2016**

**Willow Conference Room, Vermont Agency of Human Services  
280 State Drive, Waterbury**

### **MINUTES**

Present: Scott Connolly, Matt Dugin, Sruthi Sakamuri, Tina VanGuilder, Rhonda Williams, Rebecca Brookes, Susan Weeks (HMC), Paula Basluk (HMC), Megan Flynn (Rescue), Gerod Blue (Rescue)

Public Comment: none.

Rebecca introduced two new folks with Rescue: Megan Flynn from Rescue and Gerod Blue, Rescue's campaign manager for CounterBalance.

Spring adult cessation media plan was reviewed. For specifics, see slides which are available on the VTERB website, media committee page.

The new 802Quits ad was previewed.

Comments from committee members: This ad helps with changing perception about trying to quit. Strong message. All the images come together to show the strength of quitting which may challenge conceptions and myths around quitting and quit supports. Good social norming message. Consistent with social norming theory. Committee voted unanimously to recommend the ad to VTERB on April 6.

Companion radio ad was previewed.

Committee members also unanimously recommend the companion radio ad to VTERB on April 6.

Spring CounterBalance media plan was reviewed. For specifics, see slides which are available on the VTERB website, media committee page.

New CounterBalance ad (preview and recommendation)

Committee comments: boost the audio a bit. The mechanical device shown in the ad is a cigarette manufacturing device, but the image doesn't come across to the committee, and might be confusing/distracting to audiences (what is that?). Rescue will look at changing that – maybe cigarette packaging, or another pharmacy image. Committee recommends using this spot contingent upon changing that image to something less distracting and/or clearer to understand.

Meeting ended at 1:55pm.