



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.

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

Goal

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

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.