

**Legacy**

American Legacy Foundation®

**Building a world where young people reject tobacco and anyone can quit**

# ***Evaluating the truth<sup>®</sup> Campaign***

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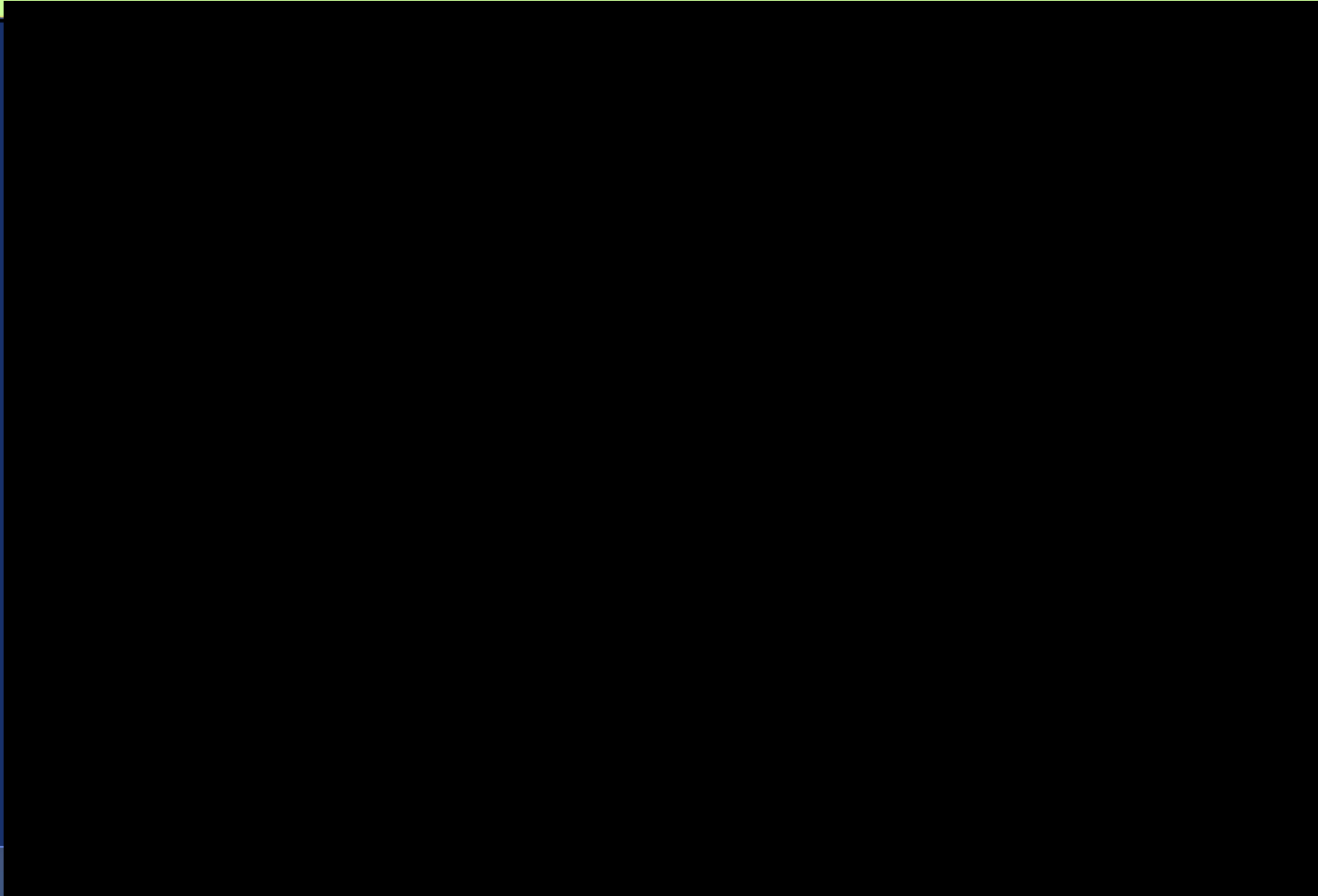
- Positioned as a brand
  - Teen brands are a tool for self-expression
  - The tobacco industry has some of the most successful brands in the world



- truth<sup>®</sup> will compete with tobacco brands

- Expose the lies of the tobacco industry
- Direct teens need to rebel at the tobacco industry
- Never preach
- Never condemn smokers
- Relate to sensation-seeking teens

# *Body Bags*



- **Shift core beliefs and attitudes:**
  - Cigarette companies lie
  - Cigarette companies deny cigarettes cause disease
  - Taking a stand against smoking is important to me
  - Not smoking is a way to express independence
  - Smoking makes people your age look cool or fit in
- **Influence intention to smoke**
- **Reduce smoking prevalence**

- **Legacy Media Tracking Survey (LMTS)**
  - Used to associate self-reported campaign exposure with changes in targeted beliefs and intentions to smoke
- **Monitoring the Future (MTF) analysis**
  - Used to associate GRPs with changes in youth smoking prevalence

## *Impact of truth<sup>®</sup> - End of Year One (LMTS data)*

- Change in Awareness: 75% of all youth (age 12-17) in the U.S. could accurately describe at least one truth<sup>®</sup> ad.
- Change in Beliefs: Targeted beliefs and attitudes changed markedly in the first year of the campaign.

- Change in Intention to Smoke: Youth with confirmed awareness of truth<sup>®</sup> were 66% more likely to say they would not smoke in the coming year.
  - Youth with confirmed awareness of “Think. Don’t Smoke” 36% less likely to say they would not smoke in the coming year.



## *Impact of truth<sup>®</sup>- End of Year Three- Using MTF Data*

- MTF data provided a greater number of pre-truth data points than did LMTS.
- Cumulative GRPs per media market were linked to individual-level MTF smoking data.
- Enabled comparison of actual youth smoking rates with what they would have been in the absence of truth.

## *Impact of truth<sup>®</sup>- End of Year Three (MTF data)*

- Current smoking among students declined from 25.3% to 18.0% between 1999 and 2002.
- Logistic regression shows that, between 1999 and 2002, smoking rates declined by 7.3%, but would have declined by only 5.7% in the absence of truth<sup>®</sup>.
- Therefore truth<sup>®</sup> accounts for roughly 22% of the total decline in youth smoking.

## *Impact of truth<sup>®</sup>- End of Year Three (MTF data)*

- Logistic regression reveals a dose–response relationship between campaign exposure and youth smoking (OR=0.78;  $p < .05$ ).
  - This effect diminished at high levels of campaign exposure (10 thousand cumulative GRPs per media market).

- Has effectiveness been impacted by changes in media buys (shift from network to cable)?
- How do we evaluate new media channels such as pod casting, text messaging, entertainment education, etc?