

REFERENCE:

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Tobacco Settlement Endowment Trust - Chalkboard Campaign

Background:

Currently, Oklahoma ranks among the nation's unhealthiest states. However, steps toward a tobacco-free Oklahoma can help shift this position.

The effects of smoking are alarming. It kills more people than alcohol, AIDS, car accidents, illegal drugs, murders and suicides combined. And thousands more die from other tobacco-related causes. It's the leading cause of death and preventable illness in the U.S.

The Tobacco Stops With Me (TSWM) campaign provides an efficient, emotional and highly recognizable tobacco-free message for Oklahomans to rally around. The campaign highlights how tobacco use impacts Oklahomans, how it influences our loved ones and how each Oklahoman has a role to play to reduce the burden of tobacco use and secondhand smoke in our state.

One creative execution to communicate our message was a concept we developed, called Chalkboard.

Objectives:

- Educate Oklahomans on the dangers of secondhand smoke.
- Increase the amount of those who strongly agree that the TSWM campaign made them want to protect their families from secondhand smoke from 40% to 45%.
- Increase calls to the Oklahoma Tobacco Helpline (OTH) by tagging all creative with an OTH call to action/logo.

Strategy:

Chalkboard is an educational campaign that educates consumers on the fact that there are 70 cancer-causing chemicals in secondhand smoke and that 50,000 nonsmokers die each year from secondhand smoke related illnesses.

Tactics:

- Print
- Outdoor
- Radio spots
- 15-second pre-roll for digital media
- Digital media placements
- TV spot
- Social media



Statistical results of project:

The Chalkboard campaign concept was tested by online focus group before it was produced. Respondents preferred the spot because of its factual nature and because it presented a scientific argument.

In December 2014, the month after the Chalkboard campaign launch, call volume to the Oklahoma Tobacco Helpline increased 58% during the two weeks that Chalkboard was on air, compared to the two weeks it was off air.

Awards:

- 2015 Local ADDY Award Gold for TV

