



THE POWER OF ALL

Partnerships in Reducing Tobacco Inequities

CDPHE Update Call January 6, 2021



COLORADO
Department of Public
Health & Environment

CDPHE Update Call Agenda

January 6, 2021

- Welcome- Natalya
 - Funding Extensions Update
- Final Version Unifying Theme
- Secondhand Smoke Secondhand Vape Social Norming Campaign
- My Life My Quit
- New Grantee Orientation



Coordinated Approach to Point of Sale Policies

(Update to FY19-21 Unifying Theme)

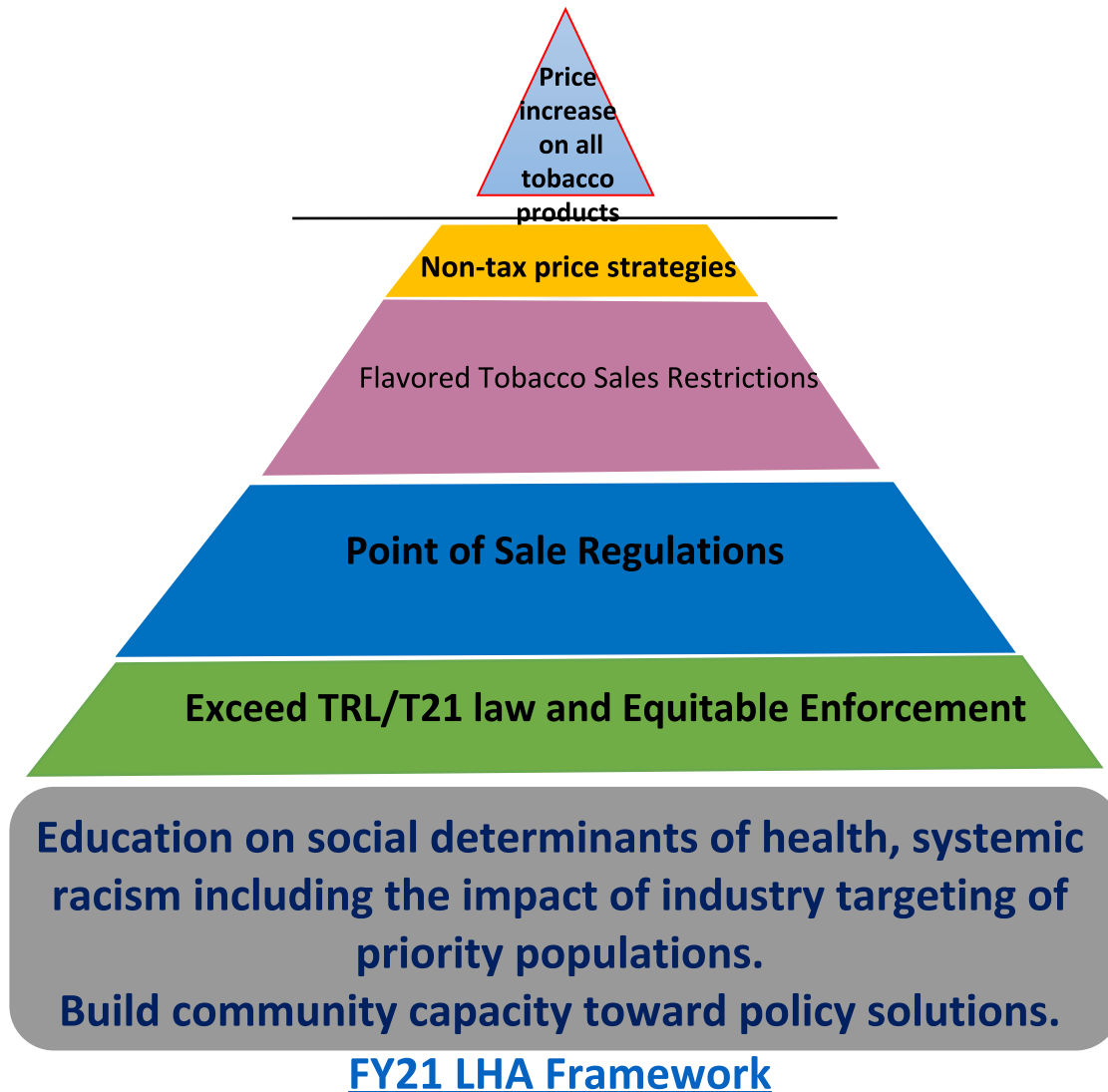
Reducing Youth Access to Tobacco

Reducing Tobacco Related Disparities

Key: **Yellow = New**

2021 - 2023 Draft Update

Coordinated Approach to POS Policies



Questions?

SECONDHAND SMOKE/VAPE CAMPAIGN

Tara Dunn, Tobacco Communications Specialist, STEPP
Keith Cooper, Smoke-Free Policy Specialist, STEPP

BACKGROUND & RESEARCH

- **Objective:** Change attitudes, opinions of the harms of SHS/V; eventually change behavior
- **Two target audiences:**
 - Segment 1: Women 50+, Men 65+, Women 25-49 (mothers), self described liberals, democratic voters, grad or post-grad degrees
 - Segment 2: Adults 18-49, more evenly split male/female, self described moderates, independent voters, some current smokers



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TOBACCO FREE **CO**

Our Story Prevent Use Quitting Tobacco Product Facts Updates & Resources Protect Coloradans 

WHERE PROGRESS IS MADE

Clear the Air

There is no safe level of exposure to secondhand smoke and vapor. Protect yourself – and those around you.

Click on a button below or scroll to learn more

See Where You
Are at Risk

Learn What
You're Inhaling

Take a
Step Today

Get Involved
Locally



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MEDIA PLAN

- Campaign will run January-April
- Budget: \$600,000
- Geography: Colorado Springs & Pueblo
- Mix of tactics:
 - TV, OTT, Mobile/Digital Desktop, Social, Search
- Majority of paid media is prioritized for audience 2
- TV will be targeted to adults 18-49 in both segments



EVALUATION & NEXT STEPS

- Campaign goals: Drive conversions and awareness
 - Entrances, entrance rate, clicks, CTR, CPC, Total site traffic, impressions, video views
- Evaluation survey goals:
 - Gain directional understanding of how exposure to the SHS/V advertising shifts perceptions, attitudes and beliefs of Segment 1 and Segment 2 audiences
- Optimize campaign and launch statewide, create local campaign resources

THANKS! QUESTIONS?

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My Life My Quit

MY LIFE MY QUIT SITE UPDATE

MY LIFE MY QUIT

MY QUIT VAPING TOBACCO & NICOTINE RESOURCES [LOG IN](#)

**FREE.
CONFIDENTIAL.
CUSTOMIZABLE.**

[START MY QUIT](#)

**JOIN
THOUSANDS**

My Life, My Quit™ is the free and confidential way to quit smoking or vaping. Text "Start My Quit" to 36072 or click to chat with a Coach. We are here for you every step of the way. It's

MLMQ Details

- Site will be officially live in a couple of weeks with paid media
- Will replace coyouthquitline.org
- New text short code: "Start My Quit" to 36072
- What's coming?
 - Sample newsletter copy
 - Social posts
 - New campaign materials



Questions?

STEPP New Grantee Orientation

January 19 - 20, 2021

- **Who:** All grantee staff new to STEPP Tobacco Program
- **When:** Tuesday, January 19, 8:00 am to 12.00 pm and Wednesday, January 20, 8:00 am to 12:00 pm
- **Where:** Zoom
RSVP to STEPP POC to confirm attendance and get additional information

STEPP New Grantee Orientation

January 19 - 20, 2021

- All attendees the [Online Tobacco Modules](#), the [Public Health 101](#) training before attending this orientation, located on the [TFCO](#) website.
- Additionally, complete the [Harvard Implicit Bias Test](#) (race topic) before day 1 to prepare for a group discussion on implicit bias



Questions?



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Thank You!

Update Call and Presentation Will Be Posted on
Tobacco Free CO at www.tobaccofreeco.org



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