



QuitlineNC

1-800-QUIT-NOW  
1-800-784-8669

*"Congratulation on a successful Native American Tobacco Cessation Campaign! Thank you for your solicitation of our feedback and input as you worked to put the Campaign together. It is good to be heard. Also, thank you for implementing our suggestions and utilizing our family photograph."*

Karen Bird, the Lumbee Tribe of N.C.

#### Lessons Learned:

- Digital advertising is a good way to reach NC tribe members and rural tobacco users.
- Work with tribes to develop campaign content
- Geofencing works best at public health departments, museums and conferences.
- Use photos of local people, if possible.

## QuitlineNC Success Story: Culturally Appropriate Digital Campaign Encourages N.C. Tribes to "Honor Tradition, Not Addiction"

**Summary:** Relationship-building and thoughtful placement leads to successful QuitlineNC outreach to three North Carolina American Indian tribes.

**Challenge:** American Indians make up about two percent of North Carolina's population. Our state is home to one federally recognized tribe and seven state recognized tribes. American Indian adults have higher cigarette smoking rates than the general population, which puts them at increased risk for cancer, heart disease, diabetes, lung diseases and other health problems caused by smoking. In North Carolina 26.2 percent of American Indian adults reported being current smokers, compared with 17.9 percent of all adults. Many American Indian tribal people have a spiritual relationship with tobacco and believe traditional tobacco was given to them by the Creator to use for healing and prayer. Sacred tobacco is used in many ceremonies for protection, purification and blessings and not inhaled. It is often given as a gift to honor or give thanks. In addition, many North Carolina tribal people have a history of growing tobacco as a way to support their families, making it an economic necessity at least until recent years. Care must be taken to create messages that are culturally appropriate for tribal people.

**Solution:** Working with local tribes, Public Health Regions 6 and 8 developed a targeted digital campaign that used algorithms and geofencing to reach likely smokers and likely tribe members with culturally appropriate messages about QuitlineNC's smoking cessation services.

Local tobacco prevention and control staff, Ashley Curtice of Region 6, Ernest Watts of Region 8, Travis Greer, who works in both regions, along with state tribal consultant Lu McCraw, developed some potential messages for a tribal campaign and met with representatives of the local tribes to get their feedback. The three tribes present in Regions 6 and 8 are: The Coharie Tribe, The Lumbee Tribe of N.C. and the Waccamaw Siouan Tribe.

"The 'Honor Tradition, Not Addiction' message was the favorite by far of all the tribes," Curtice said. The tribes didn't like all the images in the draft campaign and helped select new photos. The Deal family of the Lumbee Tribe provided a photo for the campaign.



**Honor Tradition,  
Not Addiction.  
Tobacco Stops With Me.**

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**More on Solution:** The campaign ran April 9 to June 23, 2018, in the following North Carolina counties: Scotland, Hoke, Cumberland, Harnett, Robeson, Bladen, Columbus and Sampson. The ads appeared on computers, tablets and smart phones of people who used certain smoking-related search terms, lived in one of the targeted counties, entered geofenced areas or participated in geofenced events.

Geofencing was added because the American Indian population is so small, it is difficult to direct ads at that population alone. Reaching out to geographical areas commonly visited by tribal members helped with that. Tribal buildings and agencies, along with public health departments, were geofenced, meaning those who entered the facilities received ads and could receive more ads over the next 30 days, as long as they stayed in the campaign coverage area. Tribal events, such as Powwows and conferences, were also geofenced. People who attended those events also received ads and could continue to receive them for 30 days, as long as they remained in the campaign coverage area.

**Results:** For the 10-week campaign period, the campaign delivered more than 1.6 million impressions with a click-through rate of 0.17 percent. The digital vendor uses 0.15 percent as a benchmark for a successful digital campaign. There were also viewthroughs, which are people who viewed the ad, did not click on it, but visited the QuitlineNC website later. Adding the viewthroughs, the overall engagement of the campaign was 0.18 percent. None of the covered counties had a lower clickthrough rate than 0.14 percent.

On May 7, the campaign switched funding from desktop computer ads to tablets and smart phones as the mobile ads were performing better than desktop ones. Powwows did not produce as many clickthroughs, possibly because people attending powwows are not paying as much attention to their phones. Events such as conferences were highly successful at reaching the audience. Public health departments, tribal centers and a tribal art gallery were successful geofences as well.

While campaign planners know that everyone who was served the ads were not American Indian, the tribal themed ads all performed well with the audience. Those who were served the ads live in an area very close to the tribes, and many probably have knowledge of the tribal culture.



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