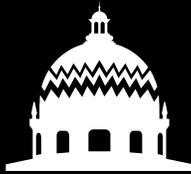


2018 REVIEW

**BLACKOUT**  
**TOBACCO**



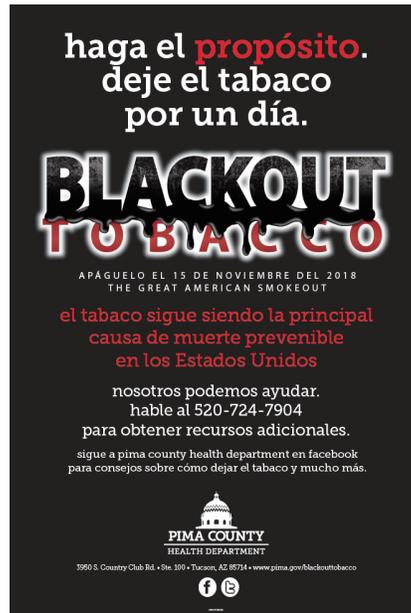
**PIMA COUNTY**  

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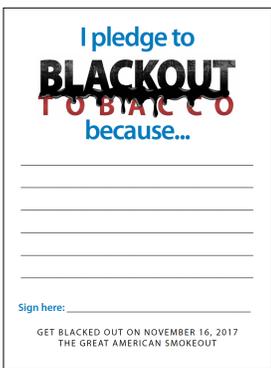
**HEALTH DEPARTMENT**



T-shirt



Spanish language outreach poster



Pledge card



Full page ad, game program



Stadium banners



Shirts, bandannas, towels and literature

## BACKGROUND

About 36.5 million Americans still smoke cigarettes, and tobacco use remains the single largest preventable cause of disease and premature death in the world. Recent national and state surveys indicate that Arizona witnessed a decline of 40,000 adult smokers over the past year, with a reduction of 13,000 high school aged youth using tobacco.

Although we have seen an overall decline of tobacco use in Arizona, it is estimated that 4,300 youth under 18 years of age will become new smokers each year. While cigarette smoking rates have dropped, other dangerous and addictive ways to smoke tobacco are very much on the rise.

Identifiable segments of the population are uniquely and unjustly targeted by millions of dollars spent in Arizona by the tobacco industry. Even though tobacco advertising has been restricted in many ways, tobacco companies have fine-tuned their advertising approach to attract new users regardless of regulatory confines.

It is significant when community interventions involve multiple components that target a community at a number of different levels, including families, institutions, policies and social or cultural environments. Pima County has implemented several strategies over the past several years as part of a comprehensive tobacco control program.

## CAMPAIGN OVERVIEW

In support of the Health Department's mission to reduce tobacco use and related health disparities, the Tobacco and Chronic Disease Prevention Program has launched the Blackout Tobacco Pima County campaign to reinforce cessation support for community members with tobacco education and messaging. As a partner with community health organizations and tobacco prevention youth coalitions in Pima County, we dedicated the month of November as the month to Blackout Tobacco for all people Pima County.

The Tobacco and Chronic Disease Prevention (TCD) Program joined forces with Arizona Athletics and the Tucson Roadrunners to promote Blackout Tobacco and ASHLine resources.

As part of the tobacco program's efforts this year, the summary below provides an outline of the way PCHD engaged with target audiences through unique partnerships with local athletic entities and community collaborations.

Through these partnerships, we were able to expand capacity for messaging and engagement with residents more so than the general campaign from year 2017. This summary does not represent the entirety of the program's marketing and outreach efforts for the next year.

## MEDIA STRATEGY

- General Campaign
- Social Media Toolkit
- Blackout Tobacco Website
- Blackout Tobacco Swag (Bags, Rack Cards, Posters, Table Tents, Stickers, T-Shirts, Towels, Pet Bandanas)
- Blackout Tobacco Press Release
- Pima County Blackout Tobacco Month Proclamation
- Scheduled Social Media Posts
- Live Radio Remotes
- Radio Commercials
- Bus Shelter Promotion
- Pima County Youth Coalitions
- Community Partner Engagement (Downtown Tucson Partnership, Tucson Firefighters Association, Davis-Monthan, American Cancer Society)
- Pima County Employee Engagement
- IMG Arizona Athletics Campaign Package
- Roadrunners Hockey Campaign Package

## SOCIAL MEDIA TOOLKIT

The purpose of this social media guide is to allow community organizations and other interested parties to share and amplify the messages for Blackout Tobacco.

The Great American Smoke Out (GASO) occurs on the third Thursday of November. This year, it will take place on November 15.

On this day, tobacco users are encouraged to quit tobacco for the day, or for good, in hopes that this will establish a long term commitment to quitting tobacco. The Pima County Health Department's (PCHD) Tobacco and Chronic Disease (TCD) Program has created the Blackout Tobacco (BOT) campaign to align with GASO as a local Pima County initiative to encourage people to quit tobacco.

Blackout Tobacco challenges tobacco users to for the day or longer and use the time and/or money they typically spend on tobacco to give back to their community instead.

PCHD also is joining forces with the Tucson Firefighters Association (TFFA) this year. Through the Tucson Fire Department, all 22 fire station locations will have donation boxes collecting new toys and clothing in addition to non-perishable food for community members to give, November 5 – November 23, between the hours of 10 a.m. to 6 p.m. Items will be given to participants in TFFA's Adopt-a-Family holiday program.

For a list of TFD locations, visit

<https://www.tucsonaz.gov/fire/fire-stations>

## SOCIAL MEDIA TOOLKIT

Community members interested in quitting and participating in Blackout Tobacco on November 15 are encouraged to put it out for good and give back to their neighborhood.

### Key Messages

- Nicotine and other chemicals in tobacco are addictive and harmful.
- Feel good by giving back to your community.
- Put it out for good!

### Calls to Action

- Pledge to give up tobacco.
- Challenge a tobacco user in your life to give it up.
- Don't start using tobacco products.
- Give back instead.

• Hashtags:

#BlackoutTobacco

#PutItOut

### Links:

- Pima County Health Department Blackout Tobacco: [www.pima.gov/blackouttobacco](http://www.pima.gov/blackouttobacco)
- Arizona Smokers Helpline (ASHLine): [www.ashline.org](http://www.ashline.org)
- Tucson Fire Fighters Association: <https://www.tucsonfirefighters.org/>

### Key campaign event dates:

- Blackout Tobacco Game Day Partner for U of A Football Friday, November 2
- Blackout Tobacco Game Day Partner for U of A Basketball Wednesday, November 14
- Great American Smoke Out Thursday, November 15
- Live Radio Remote- Fire Fighter Union Hall @ 2264 E Benson Hwy Thursday, November 15, 11am-1pm
- Live Radio Remote- Jacome Plaza Thursday, November 15, 11 a.m. -1p.m
- Tucson Fire Department will host collection of items from November 5 – November 23, from 10 a.m. to 6 p.m., at all 22 TFD stations.

### Tobacco / Smoking Facts to Incorporate into Social Media:

- 480,000 people die every year in the US from smoking caused illnesses. That's enough people to fill the University of Arizona Stadium 8 times over!
- 480,000 people die every year in the US from smoking caused illnesses. That's enough people to fill McKale Center 32 times over!
- Arizonans spend over \$2 billion on healthcare due to smoking every year.
- There is no safe level of secondhand smoke. Secondhand smoke has over 7,000 chemicals in it and many of them are known to cause cancer.
- Nicotine can harm brain development in teens and young adults up until age 26.
- Nicotine is in e-cigarettes, JUULs, chew, and cigarettes.
- The average age of tobacco initiation in Pima County is 15. Teens with parents who talk with them about the dangers of smoking and vaping are less likely to start.
- Tobacco companies spend over \$103 million every year on marketing just in Arizona.
- There are more than 7,700 e-Cigarette flavors targeting youth and young adults.
- Follow with "get more information at [www.pima.gov/blackouttobacco](http://www.pima.gov/blackouttobacco)" or "visit [www.ashling.org](http://www.ashling.org) for quitting resources and support"

### Suggested Social Media Posts:

- 480,000 people die each year in the U.S. from smoking-caused illnesses. That's enough people to fill The University of Arizona stadium 8 times over!
- Start your quit plan today: <https://www.cdc.gov/tobacco/campaign/tips/quit-smoking/index.html>
- This Thursday is #blackouttobacco in Pima County. Give up tobacco for one day and use the time and money you save to give back instead! Don't have a nonprofit to support? Tucson Fire Fighters Association is hosting their Adopt-a-Family and need new toys, food and clothes!
- November 15 is #blackouttobacco. Don't use tobacco? Great! Pledge to support and encourage someone who does!
- 480,000 people die each year in the U.S. from smoking caused illnesses. That's enough people to fill McKale Center 32 times over! Start your quit plan today: <https://www.cdc.gov/tobacco/campaign/tips/quit-smoking/index.html>
- Today is the #GreatAmericanSmokeout! It takes an average of 14 tries to quit tobacco. Put it out today and give your time or money to a charity you love. #BlackoutTobacco
- The average age of tobacco initiation in Pima County is 15.

## BLACKOUT TOBACCO SWAG

Place/Event	Rack Card	Posters	Table Tents	Pledges	Stickers
Total:	E-2,500 S-500	E-100 S-25	E-20	E-600 200 each set	500
UA Athletics: Fan Fiesta	E- 200 S-50			Set # 1-10 Set # 2-10 Set # 3-10	50
Football	E- 500 S-70			Set # 1-10 Set # 2-10 Set # 3-10	50
Basketball	E-250 S-25			Set # 1-10 Set # 2-10 Set # 3-10	50
Roadrunner Hockey	E-250			Set # 1-10 Set # 2-10 Set # 3-10	50
Community: Live Remote Fire Station	E- 150 S-15			Set #1-30 Set # 2-30 Set # 3-30	50
Live Remote Downtown	E- 150 S-10			Set #1-30 Set # 2-30 Set # 3-30	75
Fire Stations		E-44 2 per 22 stations			
Youth Coalitions (5)	E- 40 each			Set #1-25 Set # 2-25 Set # 3-25 each coalition	25 (each) = 125
Partner 1 Maggie Amado Telez PC Land Trust 17 N. Linda Ave.	E- 50, S-20	E- 2, S-2	3	Set #1-5 Set # 2-5 Set # 3-5	10

## BLACKOUT TOBACCO SWAG

Partner 2 Davis-Monthan AFB Lana Fred	E- 50, S-20	E- 2, S-2	3	Set #1-5 Set # 2-5 Set # 3-5	10
Partner 3	E- 50, S-20	E- 2, S-2	3	Set #1-5 Set # 2-5 Set # 3-5	10
Partner 4	E- 50, S-20	E- 2, S-2	3	Set #1-5 Set # 2-5 Set # 3-5	10
Partner 5	E- 50, S-20	E- 2, S-2	3	Set #1-5 Set # 2-5 Set # 3-5	10
PCHD Clinic 1 North 1st Ave. Athena Archer	E- 50, S-20	E- 2, S-2		Set #1-5 Set # 2-5 Set # 3-5	
PCHD Clinic 2 East 6920 E. Broadway	E- 50, S-20	E- 2, S-2		Set #1-5 Set # 2-5 Set # 3-5	
PCHD Clinic 3 WIC Flowing Wells 4500 N. Old Romero Rd.	E- 50, S-20	E- 2, S-2		Set #1-5 Set # 2-5 Set # 3-5	
PCHD Clinic 4 North 3550 N. 1st Ave.	E- 50, S-20	E- 2, S-2		Set #1-5 Set # 2-5 Set # 3-5	
PCHD Clinic 5 WIC South 175 W. Irvington	E- 50, S-20	E- 2, S-2		Set #1-5 Set # 2-5 Set # 3-5	
PCHD Clinic 6 Teresa Lee 1493 W. Commerce Ct.	E- 50, S-20	E- 2, S-2		Set #1-5 Set # 2-5 Set # 3-5	
Remaining:	E-250, S-90	E-32, S-1	5	20 of each set	0

## SOCIAL MEDIA TOOLKIT

Teens with parents who talk with them about the dangers of smoking and vaping are less likely to start. There are more than 7,700 e-Cigarette flavors targeting youth and young adults. Don't fall for their tricks. Take the quiz and outsmart the marketing: [http://www.counterstrikeaz.com/watch/play-operation-c-store/?\\_ga=2.240919755.918774994.1539707661-982520571.1539196284](http://www.counterstrikeaz.com/watch/play-operation-c-store/?_ga=2.240919755.918774994.1539707661-982520571.1539196284)

Follow with "get more information at [www.pima.gov/blackouttobacco](http://www.pima.gov/blackouttobacco)" or "visit [www.ashling.org](http://www.ashling.org) for quitting resources and support" Images for social media (also attached separately for direct download)

## PRESS RELEASE

The Health Department encourages tobacco users to put it out for good and give back instead.

PIMA COUNTY – The Pima County Health Department (PCHD) is on a mission to "Blackout Tobacco" for the second year in a row. The Second Annual Blackout Tobacco campaign aligns with the Great American Smokeout (GASO), taking place on November 15 this year.

Across the nation, the GASO serves as a catalyst for tobacco users to quit tobacco for the day, for a month, or forever. Blackout Tobacco encourages tobacco users to not only quit, but to give the time or money normally spent on tobacco to make a positive impact in the community. Participants improve their health and strengthen their community.

"To amplify the impact of Blackout Tobacco this year, we want tobacco users to see how quitting tobacco can benefit those around them," PCHD Tobacco and Chronic Disease Prevention Program Coordinator Lee Itule-Klasen said.

"Combustible cigarettes, e-cigarettes, and chewing tobacco are all detrimental to the health of the entire community. It takes an average of 14 tries to successfully quit tobacco and by giving back, tobacco users become empowered to take control of their health."

PCHD works with youth tobacco prevention groups throughout the year and serves as a resource for tobacco education, tobacco policy, and tobacco prevention efforts county-wide. The adult coordinators of the youth coalitions will be awarded the Inaugural Tucson Fire Department Captain Glenn Fleck Memorial Award in recognition of their dedication to protect the health and wellbeing of Pima County's youth by educating them on the dangers of e-cigarettes, JUULs, chewing tobacco and cigarettes.

As leaders with the statewide initiative Students Taking a New Direction, they empower our community to achieve better health.

PCHD encourages everyone to participate by pledging to quit tobacco for 24 hours or pledging to support someone in their journey to quitting tobacco. Participants should wear a black t-shirt, snap a photo and post it on social media with the hashtag #blackouttobacco throughout the day. Other support materials can be found online at [www.pima.gov/blackouttobacco](http://www.pima.gov/blackouttobacco).

For more information, call the Health Department, 520-724-7904, for more information or visit [www.pima.gov/blackouttobacco](http://www.pima.gov/blackouttobacco).

The screenshot shows a news article on the News 4 Tucson website. The article is titled "Pima County Health Department holds 2nd Annual Blackout Tobacco campaign" and is dated November 13, 2018. The author is Priscilla Casper. The article text includes a quote from PCHD Tobacco and Chronic Disease Prevention Program Coordinator Lee Itule-Klasen: "To amplify the impact of Blackout Tobacco this year, we want tobacco users to see how quitting tobacco can benefit those around them, PCHD Tobacco and Chronic Disease Prevention Program Coordinator Lee Itule-Klasen said. "Combustible cigarettes, e-cigarettes, and chewing tobacco are all detrimental to the health of the entire community. It takes an average of 14 tries to successfully quit tobacco and by giving back, tobacco users become empowered to take control of their health." The article also mentions that PCHD encourages people to wear a black t-shirt, snap a photo and post it on social media with the hashtag #blackouttobacco. The article is attributed to Priscilla Casper, a multi-skilled journalist for News 4 Tucson.

November 13  
press release on the  
KVOA News 4 Tucson  
site

# Board of Supervisors

## Pima County, Arizona



### PROCLAMATION

**WHEREAS**, tobacco use and alternate forms of nicotine delivery, including e-cigarettes, create health risks and the potential for nicotine addiction; and

**WHEREAS**, the tobacco industry spends \$9.5 billion a year in the United States, and an estimated \$113.5 million in Arizona, on advertising and product promotion; and

**WHEREAS**, a divergence in health equity between tobacco/nicotine users and non-users continues to exist despite declines in youth and adult use of these products; and

**WHEREAS**, adolescents who experience numerous highly stressful events have a greater risk of starting to smoke as early as age 14; and

**WHEREAS**, populations that are most impacted by the tobacco epidemic are the targets of the tobacco industry's predatory marketing, designed to escalate nicotine addiction; and

**WHEREAS**, tobacco use is both a health and social-justice issue; and

**WHEREAS**, the Pima County Tobacco and Chronic Disease Prevention Program is committed to reducing tobacco-use prevalence among populations whose use of it leads to higher rates of disease, disability and early death; and

**WHEREAS**, Blackout Tobacco is a local initiative of the Pima County Health Department that encourages community members to participate by quitting tobacco for the day or by motivating a loved one to quit;

**NOW, THEREFORE, BE IT RESOLVED** that the Pima County Board of Supervisors hereby proclaims the month of November 2018 to be:

**"BLACKOUT TOBACCO IN PIMA COUNTY MONTH"**

**PASSED AND ADOPTED** this 6th day of November 2018.



  
The Honorable Richard Elías, Chairman  
Pima County Board of Supervisors

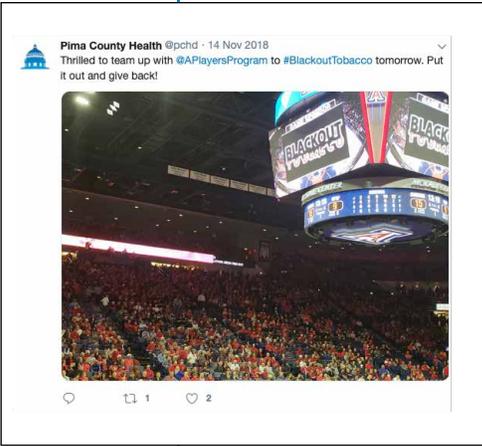
ATTEST:  
  
Julie Castañeda, Clerk  
Pima County Board of Supervisors

## SCHEDULED SOCIAL MEDIA POSTS

<p><b>Date</b></p> <p><b>Monday, Nov. 12</b></p>	<p><b>Twitter</b></p> <p>It's #BlackoutTobacco Week! Pledge to quit tobacco for 24 hrs on Nov 15! If u don't use tobacco, help someone quit for a day- or for good!</p>	<p><b>FB / IG</b></p> <p>It's #BlackoutTobacco Week! Help our community live tobacco-free by pledging to quit tobacco for 24 hours this Thursday, November 15th, 2018. Pima County Health Department can help you give a head start by connecting you with free resources. Call the Tobacco and Chronic Disease Prevention Program at 520-724-7904.</p> <p>(SPANISH)</p> <p>¡Esta es la semana de #BlackoutTobacco! Ayude a nuestra comunidad a vivir libre de tabaco prometiendo dejar de fumar por 24 horas este jueves, 15 de noviembre. ¿Necesita ayuda? El Departamento de Salud del Condado de Pima puede conectarlo con recursos gratuitos. ¡Llame hoy al programa de Prevención de Tabaco y Enfermedades Crónicas al 520-724-7904 o visite la página <a href="http://www.pima.gov/blackouttobacco">www.pima.gov/blackouttobacco</a> para más información.</p>
<p><b>Tuesday, Nov. 13</b></p>	<p>We need you for #BlackoutTobacco! Visit <a href="http://www.tucsonaz.gov/fire/fire-stations">www.tucsonaz.gov/fire/fire-stations</a> and donate to your local station for their Adopt-a-Family to honor the day.</p>	<p>We need you! Join us by participating in the #BlackoutTobacco Campaign this year and pledge to quit tobacco for the day. Instead of using tobacco, donate a new toy, clothing item, or non-perishable food item to your local Tucson Fire Station to help with their Adopt-a-Family program. Click here for list of local fire stations: <a href="http://www.tucsonaz.gov/fire/fire-stations">www.tucsonaz.gov/fire/fire-stations</a></p> <p>(SPANISH)</p> <p>¡Los necesitamos! Únase con nosotros este año para la campaña de #BlackoutTobacco y prometa dejar de fumar por 24 horas. En vez de fumar, done un juguete nuevo, ropa, o comida enlatada a una estación de bomberos local para ayudar al programa de Adopt-a-Family. Visite <a href="http://www.tucsonaz.gov/fire/fire-stations">www.tucsonaz.gov/fire/fire-stations</a> para una lista de todas las estaciones de bomberos en su área. para más información visite la página <a href="http://www.pima.gov/blackouttobacco">www.pima.gov/blackouttobacco</a></p>



## SCHEDULED SOCIAL MEDIA POSTS

<p><b>Date</b></p> <p><b>Wednesday, Nov. 14</b></p>	<p><b>Twitter</b></p> <p>For this year's Great American Smoke Out &amp; #BlackoutTobacco, quit for the day &amp; visit <a href="https://ashline.org/the-quit-life/">https://ashline.org/the-quit-life/</a> for quit tips from ex-smokers.</p>	<p><b>FB / IG</b></p> <p>The average person attempts to quit tobacco anywhere between 7-14 times. Join this year's Great American Smoke Out, and Pima County's #BlackoutTobacco campaign, on November 15 and make a plan to quit. For tips from ex-smokers about how to deal with cravings, visit <a href="https://ashline.org/the-quit-life/">https://ashline.org/the-quit-life/</a>.</p> <p>(SPANISH)</p> <p>Una persona normalmente intenta dejar de fumar alrededor de 7 a 14 veces. Participe este año en El Gran Día De No Fumar, y la campaña de #BlackoutTobacco en el condado de Pima, este jueves 15 de noviembre y haga planes para dejar el tabaco. Para obtener consejos de ex fumadores, visite <a href="https://ashline.org/the-quit-life/">https://ashline.org/the-quit-life/</a> o también</p> <p>Visite la página <a href="http://www.pima.gov/blackouttobacco">www.pima.gov/blackouttobacco</a> para más información.</p>
<p><b>Wednesday, Nov. 14</b></p>		<p>The Great American Smoke Out and the #BlackoutTobacco campaign happens anywhere, and everyone is encouraged to take part. Over 480,000 people die every year from smoking and over 46,000 die from second-hand smoke. We are asking everyone to help us spread the word about our fight against tobacco and to encourage smokers to quit. Call the Tobacco and Chronic Disease Prevention Program at 520-724-7904 to get help.</p> <p>(SPANISH)</p> <p>El Gran Día De No Fumar y la campaña de #BlackoutTobacco ocurre en cualquier lugar y todos están invitados a ser parte de este día. Más de 480,000 personas mueren cada año a causa de fumar y más de 46,000 personas mueren por el humo de segunda mano. Pedimos que todos nos ayuden a difundir información sobre nuestra lucha contra el tabaco y también a animar a la gente que fuma a que renuncie este hábito.</p> <p>Si necesita ayuda, llame al programa de Prevención de Tabaco y Enfermedades Crónicas al 520-724-7904 o visite la página <a href="http://www.pima.gov/blackouttobacco">www.pima.gov/blackouttobacco</a> para más información</p>

## SCHEDULED SOCIAL MEDIA POSTS

<p><b>Date</b></p> <p><b>Thursday, Nov. 15</b></p>	<p><b>Twitter</b></p> <p>Today is it-we are so proud of you for taking this challenge! You'll notice immediate health benefits to quitting tobacco. #BlackoutTobacco</p> <p>Tip: Drink lots of H2O &amp; go walk during ur usual smoke break. Quitting is hard; Ur not alone. Call 520-724-7904 for help! #BlackoutTobacco</p>	<p><b>FB / IG</b></p> <p>We are all ready to take on Pima County's #BlackoutTobacco Day! Even after only 20 minutes of your last cigarette your blood pressure drops. We are proud of you and support you for taking this challenge. Don't forget to wear your black shirt to show your support! Come stop by Jacome Plaza downtown or the Fire Fighter Union Hall at 2264 E Benson Hwy to drop off canned goods, a toy or clothing items for the Adopt-a-family program. Put it out. Wear black. Give back.</p> <p>(SPANISH)</p> <p>¡Hoy es el día! ¿Están listos para #BlackoutTobacco? Después de solo 20 minutos de su último cigarro su presión arterial empieza a bajar. Estamos orgullosos de usted y lo apoyamos durante esta etapa. ¡No se le olvide llevar su camisa negra para demostrar su apoyo de esta campaña! También venga a donar un juguete nuevo, ropa, o comida enlatada a Jácome Plaza en el centro o al Fire Fighter Union Hall en el 2264 E Benson Hwy. Visite la página <a href="http://www.pima.gov/blackouttobacco">www.pima.gov/blackouttobacco</a> para más información.</p>
<p><b>Thursday, Nov. 15</b></p>		<p>For those who are pledging to quit tobacco today, remember to drink plenty of water and try taking a 10-minute walk during a usual smoke break. Grab some sugar-free gum or a stress ball to help get you through your day! Quitting is a hard process, so don't be afraid to lean on your friends and family for support throughout the day. Call 520-724-7904 for resources on quitting. #BlackoutTobacco</p> <p>(SPANISH)</p> <p>Para aquellos que hoy comprometen a dejar el tabaco por todo el día- recuerde beber mucha agua durante el día y intente caminar por lo menos 10 minutos durante los tiempos que usualmente acostumbra a fumar. Compre un paquete de chicle sin azúcar o un juguete que le ayude con el estrés para que le ayude pasar el tiempo. ¡Dejar el tabaco no es fácil!</p> <p>No tenga miedo de apoyarse con sus seres queridos si necesita ánimo. Llame al 520-724-7904 para obtener recursos para dejar de fumar o visite la página <a href="http://www.pima.gov/blackouttobacco">www.pima.gov/blackouttobacco</a> para más información. #BlackoutTobacco</p>
		

## SCHEDULED SOCIAL MEDIA POSTS

Date	Twitter	FB / IG
Friday, Nov. 16	<p>#FlashBackFriday to that one time u quit tobacco 4 #BlackoutTobacco Day! Let us know ur thoughts &amp; how ur day went yesterday. We're here 4u!</p>	<p>#FlashBackFriday to that one time you quit tobacco for the day, or for good, for #BlackoutTobacco Day! Leave us a comment below to tell us your thoughts and how your day went yesterday after having gone tobacco-free. We support you!</p> <p>(SPANISH)</p> <p>¿Se acuerda cuando deajo el tabaco durante todo un día y tal vez para el bien? Déjenos un comentario aquí para que nos cuente sus pensamientos y cómo le fue ayer después de ser libre de tabaco. ¡Lo apoyamos! #BlackoutTobacco</p>



Community outreach event, Firefighters Union Hall.



## COMMUNITY EVENTS

### Live Radio Remote- Tucson Firefighter's Union Hall

Thursday, November 15, 2018, 11 a.m. -1 p.m., La Caliente 92.1 & 95.7

Organizations present- Pima County Health Department, American Cancer Society and Tucson Firefighters Association.

Our team set-up outside the Firefighter's Union Hall at 2264 E Benson Hwy with cessation resources and a plethora of Blackout Tobacco swag. Tucson Firefighter Association was kind enough to donate and cook hot dogs, chips and drinks at the event to feed anyone who attended.

La Caliente radio conducted three segments on the radio, encouraging its listeners to quit tobacco for themselves, loved ones, because of health issues or simply for leaving an unhealthy habit.

### Live Radio Remote- Jacome Park Downtown Tucson

Thursday, November 15, 2018, 11 a.m.-1 p.m., KFMA 102.1

Organizations present: Pima County Health Department, American Cancer Society and Tucson Indian Center.

Our team set-up at Jacome Park with cessation resources and a plethora of Blackout Tobacco swag. KFMA radio conducted multiple segments on the radio, encouraging its listeners to quit tobacco for themselves, or simply for leaving an unhealthy habit. The Pima County School Superintendent, staff and local students from schools downtown stopped by our live remote to help promote Blackout Tobacco.

### Arizona Athletics and Tucson Roadrunners

Partnership with Arizona Athletics and the Tucson Roadrunners included Blackout Tobacco promotion and community engagement at the University of Arizona football game on November 2, University of Arizona men's basketball game November 14 and the Tucson Roadrunners hockey game November 9. Partnership also included:

#### Arizona Athletics

Radio ads leading up to and throughout both games

Season-long placement of Blackout Tobacco education in game day programs

Full-page placement in game day programs

Visibility and display table at Fan Fiesta (before the football game) and a display table inside stadiums during games

On field/court presentations with members from the student coalitions to raise awareness of their work, the campaign, and highlight their efforts to increase community service

Rotational signage throughout the stadiums, which was also TV visible (and therefore used to promote ASHLine numbers)

Multiple PA announcements and video board presentations

Opportunity to hand out Blackout Tobacco material and promotional items (Blackout Tobacco shirts or stadium towels) to fans

Mobile app notifications aimed at college students in the "Zona Zoo"

### Tucson Roadrunners

Display table at 10 home games throughout the 2018-2019 season

Opportunity to hand out Blackout Tobacco material and promotional items to fan, including stadium bags

Social media posts throughout the season, referring to and/or tagging ASHLine and Blackout Tobacco

Email blasts to Roadrunners subscribers, including resources for tobacco cessation and prevention

Multiple radio ads

Goodbye Message – at the conclusion of ALL home games, messaging on video boards and PA announcement related to Blackout Tobacco and ASHLine.

*Live remote, Radio La Caliente 92.1 & 95.7*



RESULTS

## **Pima Community College**

The Tobacco Free College Campus Initiative (TFCCI) Coalition, along with Truth Initiative College Leaders, planned and implemented Blackout Tobacco activities at various Pima College campuses November 15. Students and staff set up promotion tables at their East and West Campus locations, offered cessation resources and engaged in many discussions on the detriments of e-cigarettes/recreational tobacco and exposure to second-hand smoke. TFCCI Coalition embraced the day to launch awareness for the tobacco-free campus policy that was passed earlier in the year on May 10, 2018.

## **Pima County Youth Coalitions**

The Pima County Health Department's Tobacco and Chronic Disease Program partners with five youth coalitions throughout Pima County, for tobacco prevention and education, technical assistance with tobacco policy and more. The coalitions planned and executed their own events to promote Blackout Tobacco based on student feedback, and they were given t-shirts, stickers and infographics to support education and event promotion:

### **Anza Trail SWAT – Thursday, November 15, 2016 from 12:15-1:25 p.m.**

Students set up different stations with tobacco experiments and displays for all to engage and learn more about tobacco's negative effects on the body. They also had a pledge wall where students could sign pledges to stay smoke and tobacco-free.

### **Cholla High School Wellness Club – Lunchtime, Thursday, November 15**

Students conducted peer-to-peer education in the Cholla High School courtyard during their lunch time and had a pledge wall for students to pledge to stay tobacco-free. The coalition provided demonstrations using a tobacco toolkit.

### **Empire High School SWAT- Lunchtime Thursday, November 15**

Members conducted peer-to-peer trainings using different stations to educate other students. Students who participated in each of the peer-to-peer stations received a ticket to receive a free hamburger or hot dog at the smoke out.

### **Tucson Indian Center NYC - Fun-filled entire day Thursday, November 15**

The coalition conducted outreach and a pledge wall at the Tucson Indian Center, participated in the live radio remote in Downtown Tucson, and tabled outside TIC after hours for TIC attendees who were not able to participate during the day. They also developed quit kits and handed out incentives to elders and other TIC members who pledged or requested resources for a tobacco-free life.

## **Walden Grove High School Walden Wellness Club - Lunchtime Thursday, November 15**

Members had a pledge wall for students and teachers to pledge to be tobacco-free. They also conducted a jump rope activity to demonstrate some of the challenges people with 'smoker's lung' may have. Students had incentives to give out to anyone who pledged or participated in the jump rope activity.

## **Pima County Health Department Employee Wellness-**

Our team connected with the Pima County Health Department's (HD) Wellness Representative and brainstormed the idea to create an online pledge for HD employees to pledge to quit tobacco for the day, pledge to support someone who uses tobacco, or pledge to stay tobacco-free in memory of someone who lost their life due to tobacco. As employees pledged they were awarded a one-of-a-kind Blackout Tobacco/ University of Arizona co-branded t-shirt; they were invited to wear the shirt and support GASO on November 15th. We received 70 pledges total from all HD clinic sites.

## **Arizona Athletics and Tucson Roadrunners**

Incentives such as Blackout Tobacco t-shirts, towels, pet bandanas and stickers were given out and meant to be used as an ongoing reminder of cessation resources available for residents. Both UA Football and Basketball game partners handed out clear Blackout Tobacco bags to attendees as they entered the games. There were also bags given out during the Roadrunner Hockey game.

## **Arizona Athletics Game Day Demographics**

These two particular opportunities for partnership were valuable in reaching our target audience with cessation and resource messaging:

Arizona Athletics reports that non-student fans are men ages 22 to 80+. Their research suggests that they have a great deal of families with children and the game-day atmosphere is very family friendly. 46% of the greater Tucson area watches, attends, or listens to Arizona football and basketball games regularly.

Roadrunners reports that their fan base skews male (60-40) and 65% of fans are between ages 25 and 54. This is the ideal demographic for our messages to quit tobacco or talk with youth in your life to prevent them from starting. They have become a recognized community and family focused organization in Pima County. Attendance average for 2017-18 season was 77% of stadium capacity.

## RESULTS

Given these statistics, there was value in leveraging these sporting events to promote Blackout Tobacco messages of quitting, supporting quitters, never starting, and giving back, alongside ASHLine resourcing.

### Youth Coalition Award Ceremony at University of Arizona Football Game, November 2

As a part of the campaign this year, our team wanted to highlight all the work and accomplishments of our tobacco prevention youth coalitions and adult coordinators. We had the opportunity to develop a recognition award in partnership with the Tucson Fire Fighters Association to highlight their ongoing dedication to tobacco prevention/cessation for employees and service.

During the game, TCD presented the inaugural Tucson Fire Captain Glenn Fleck Memorial Award to the leaders of the Students Taking A New Direction (STAND) coalitions for their dedication to educating youth on the dangers of tobacco use and vaping:

*“Please turn your attention to the screen as we recognize the recipients of the Captain Glenn Fleck Memorial Award. The Fleck Memorial Award honors former Tucson Fire Captain Glenn Fleck who, earlier this year lost his battle with cancer caused by chewing tobacco use. The Award recognizes educators dedicated to educating youth on the dangers of e-cigarettes, JUULs, chewing tobacco and cigarettes. Accepting the Award on behalf of Students Taking a New Direction Pima County Coordinators is Nataly Van Alstine from Anza Trail K – 8.*

*Presenting the Award are Captain Fleck’s parents, Nick Janton from Tucson Fire Fighters Association and Lee Itule-Klasen from the Pima County Health Department. The Fleck family and the Blackout Tobacco campaign invites you to encourage tobacco users in your life to give it up tobacco for the day. Blackout Tobacco on November 15th! Congratulations to the Award recipients!”*

We are honored to have partnered with Tucson Fire Fighters Association and look forward to coordinating efforts in the future.

### Tucson Roadrunners Hockey Game- Friday, November 9

Our team was present for the tabling opportunity for this game, and was able to promote ASHLine, which was the sponsor topic of the night.

### U of A Basketball Game- Wednesday, November 14

TCD team tabled outside of the McKale Center before the game began and conducted outreach to encourage attendees to plan to quit tobacco for the day November 15th. The team had the opportunity to promote Blackout Tobacco and cessation messaging during the first time-out session.

## CONCLUSION

We did not administer an official evaluation method such as a survey, but we were able to wholeheartedly interact with residents, gain invaluable feedback and accrue estimates on participation from the planning and implementation process.

We sent out two rounds of emails, introducing the campaign to potential partners and municipalities. One of the challenges was trying to recruit community partner participation for the campaign. However, most of the requests to participate were initiated from organizations we have not directly worked with in past years. These collaborations will support future wellness initiative work and outreach throughout Pima County.

ASHLine was not able to provide data in relation to our campaign efforts. They have been working on building capacity to more accurately and thoroughly capture and deliver relevant information to community partners, and they did not have the capacity at the time to track caller locations. We therefore lacked data depicting the true number of residents from Pima County who requested services, or visited the ASHLine website. A very popular method of cessation for residents is to quit cold turkey.

Residents may have been inspired by Blackout Tobacco to quit on their own, and this number would not have been calculable.

Although the live remote event at the Fire Fighters Union Hall was not well attended, many residents provided positive feedback in lieu of radio messaging specifically for the Mexican American population.

In 2019, our team will re-focus campaign strategy and more significantly include working directly with Pima County locations that are set up to refer to ASHLine. We hope to add referring locations this year in partnership with ASHLine staff, and will plan to provide incentives and recognition for locations that increase referral rates to the quit line leading up to and throughout the Blackout Tobacco campaign.

We are also working to sustain cessation messaging by implementing a strategic social media platform between tobacco prevention campaigns to support ongoing referrals to the quit line.

The logo for Blackout Tobacco features the word "BLACKOUT" in large, bold, black, distressed capital letters. Below it, the word "TOBACCO" is written in red capital letters, with the letters appearing to be dripping with black liquid from the top of the "BLACKOUT" text.



3950 S. Country Club Road, Ste. 100  
Tucson, AZ 85714  
(520) 724-8619