



## 2018 Prevention Campaign Overview

The Oregon Health Authority's *Smokefree Oregon* is running a statewide media campaign from Sept. 17 through Oct. 28, 2018. With a focus on flavored tobacco products and marketing to youth, the campaign will increase overall awareness of the urgent need for tobacco prevention, providing an additional boost to propel your local policy, systems and environmental change goals.

### WEBINAR, OCT. 4

To help County, Tribal, and Regional Health Equity Coalition grantees leverage this campaign, OHA is hosting a webinar on **Oct. 4 from 1 – 2:30 p.m.** to give an overview of the campaign, share learnings and best practices, and offer you tools to use locally.

### TOOLKIT

We will also provide a communication toolkit and communication plan template that you can use to develop county-specific key messages, secure earned media placements in local news outlets, and engage community leaders and stakeholders in tobacco prevention. Here's what you can expect to find in the toolkit and plan template:

- **Communication Plan Template**

*This template, which you can use for this and future communication efforts, will include the following sections:*

- Goals and objectives
- Key audiences and influencers
- Developing key messages
- Communication strategies

- **2018 Prevention Campaign Toolkit:**

- Messaging:
  - Sample Prevention Messages and Talking Points focusing on products and flavors marketed to youth
  - FAQs
- Media Advocacy Tips and Resources:
  - Shaping Your Story and Approach
  - Media Pitches
  - News Releases
- Opinion Pieces:
  - Letters to the Editor
  - Op-eds
  - Editorial Board Meetings
- Sample social media posts
- Customizable PPT presentation for hosting a meeting with a community group

## CAMPAIGN OVERVIEW

The paid media (advertising) campaign includes television, radio and digital media. So you know what to expect in your community, here is a brief overview.

### TELEVISION AND RADIO OUTLETS

Ads will run on the following stations:

#### TELEVISION:

- KOIN
- KATU
- KPTV
- KUNP
- Portland cable networks
- KVAL
- KEZI
- KMTR
- Eugene cable networks

#### RADIO:

- KLTH-FM
- KKCW-FM
- KGON-FM
- KXL-FM
- KNRK-FM
- KWJJ-FM
- KBZY-AM
- KRYP-FM
- KKNU-FM
- KEUG-FM
- KMGE-FM
- KDUK-FM
- KPNW-AM
- PANDORA

### DIGITAL MEDIA OUTLETS

Our ads will appear across a vast number of websites that reach decision-makers, stakeholders, influencers and the general public. This includes local and national news websites and others, like Oregonlive.com, KATU.com, MSN.com, PBS.org, Mashable.com, Fastcompany.com, Yahoo.com, and many more. We'll also place online ads on social media sites and other online networks to reach people who are likely to be interested in Smokefree Oregon based on what they search for and the kind of content that draws them in.

### THE ADS

Here are the ads you can expect to see on TV and online. Radio ads, in English and Spanish, feature similar content.

"Kids and Tobacco" - :30



“Targeting Our Kids” - :30



“Nino (Spanish)” - :30



“Targeting Our Kids (Spanish)” - :30



“Oregon Tobacco Retail” - :60 (Online Video; Can also be viewed at [smokefreeoregon.com](http://smokefreeoregon.com))



“Oregonians Taking Action” - :60 (Online Video; Can also be viewed at [smokefreeoregon.com](http://smokefreeoregon.com))



## “Oregon Tobacco Retail” (Digital Video Ad)



## Digital Banner Mock-Up:



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