



# Prevention Campaign Update

Tricia Tillman, Public Health Director  
Adelle Adams, Communications &  
Policy Lead Coordinator

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# Why We Are Here Today

- Share our rationale for public health communication as a core prevention and health promotion strategy of public health
- Update our timeline for this year's public health education campaign
- Offer Public Health's vision for moving forward with future public health communication campaigns

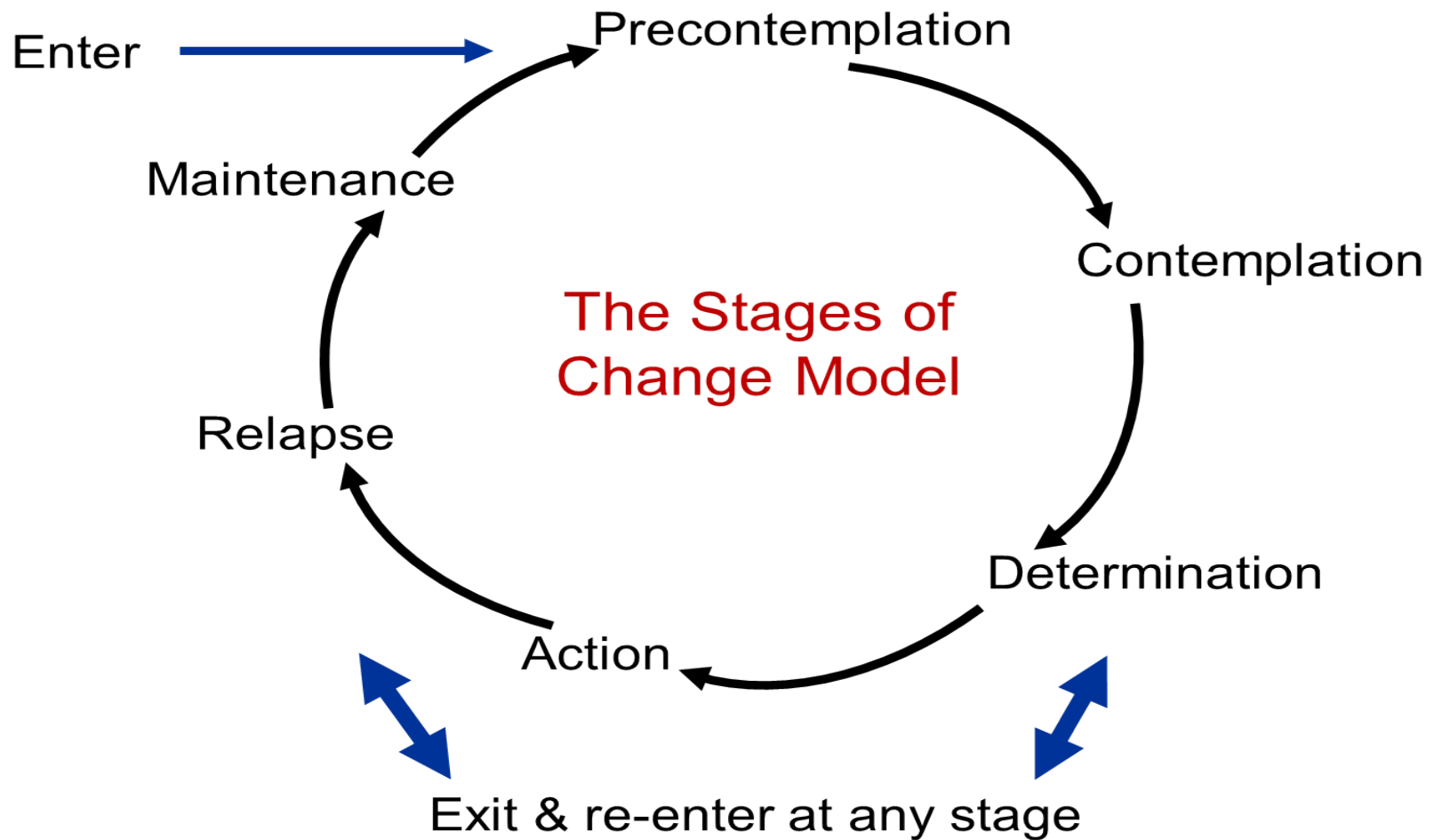


# Public Health Communications: What is it?

- *The art and technique of informing, influencing, and motivating individual, institutional, and public audiences about important health issues.*
  - Healthy People 2010



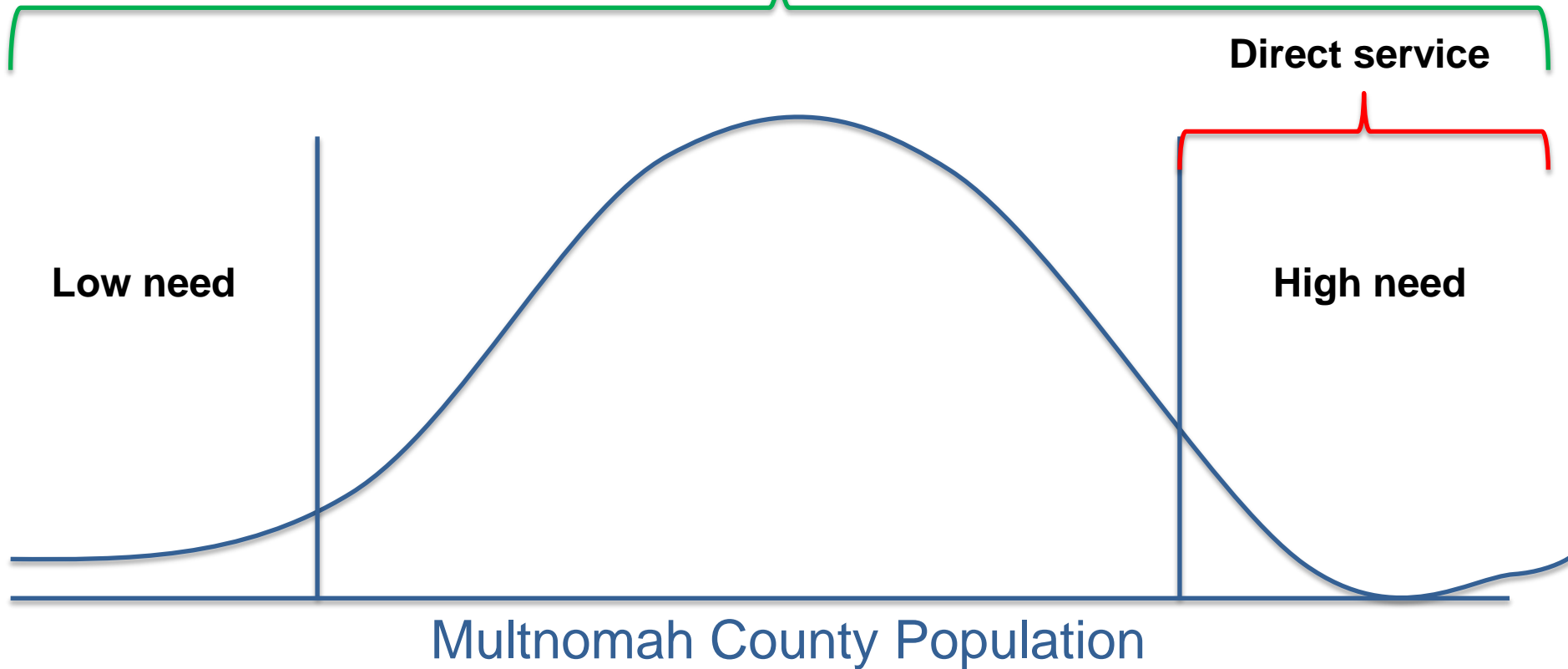
# Stages of Change Model: Using Science to Drive Behavior Change





# Who Gets Served by Public Education

Public policy, public education, community norms change





# Our Reality...





# Prevention Campaign: Contractors



PHOTOGRAPH BY STEPHEN W. HARRIS





# How We Decide and Develop Campaigns

- Data
- Local, Regional and National Models
- Policy
- Opportunity



# Prevention Campaign: Smokefree Parks

- Launched in June 2015
- Smokefree Parks Print Campaign
  - Build support and momentum for smoke and tobacco-free parks
  - Celebrate City of Portland smokefree parks policy success





# Smokefree Parks Billboards

A billboard advertisement for smokefree parks. The left side features a photograph of a young girl with curly hair, smiling and peeking from behind a tree trunk in a park setting. The right side has a solid magenta background with white text.

**Smoke and tobacco-free parks help keep kids healthy.**

Let's get out and play!

[multco-itstartshere.org](http://multco-itstartshere.org)

The logo for Multnomah County Health Department, featuring a stylized mountain and water icon to the left of the text "Multnomah County Health Department".



# Univision Television: Sugary Drinks Commercials





# Comcast Xfinity Television: Sugary Drinks Commercial



# Prevention Campaign Phase 2: Hookah, Flavored Tobacco & Social Smoking





# Why Hookah & Flavored Tobacco?

- Among Multnomah County 8<sup>th</sup> graders who tried tobacco for the first time, one quarter used hookah.
- Among youth tobacco users, 60% of 8<sup>th</sup> graders and 68% of 11<sup>th</sup> graders used flavored tobacco in the past month, compared to 15% of adult tobacco users.





# Why Social Smoking?



Photo: [Wikimedia Commons](#)





# Development of Prevention Campaign

## Phase 2:

- Audience
  - Teens aged 13-18
  - Parents
- Tested campaign concepts with three online surveys



# Prevention Campaign Phase 2: Hookah



# Prevention Campaign Phase 2: Flavored Tobacco



# Prevention Campaign

## Phase 2: Social Smoking



# Prevention Campaign Phase 3: Marijuana





# Prevention Campaign Phase 3: Marijuana Education Campaign

- Retail Marijuana Scientific Advisory Committee
- OHA formed statewide communications team
- Audience:
  - parents
  - providers
  - retailers
  - youth
  - pregnant & breastfeeding moms
- Health Department webpage on Marijuana & Your Health
  - <https://multco.us/health/staying-healthy/marijuana-your-health>



# Prevention Campaign Phase 4: Prescription Opiates





# Counter Marketing Works!





# Questions?

