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Background

World No Tobacco Day (WNTD) is a key opportunity to disseminate information, but media saturation can block smaller organizations' efforts. The Institute for Global Tobacco Control (IGTC) completed a four-part, monthlong series [globaltobaccocontrol.org/wntd2014] to bring attention to our research and the 2014 WNTD theme, raise taxes on tobacco.

How the Campaign Worked

All parts of the series related to IGTC research projects, and featured experts and research from IGTC or its partners. All pieces were disseminated through email marketing, Facebook, Youtube and LinkedIn.

Week 1 - May 8

Video "Why Tobacco Taxation Matters"



<http://bit.ly/1ynrMXW>

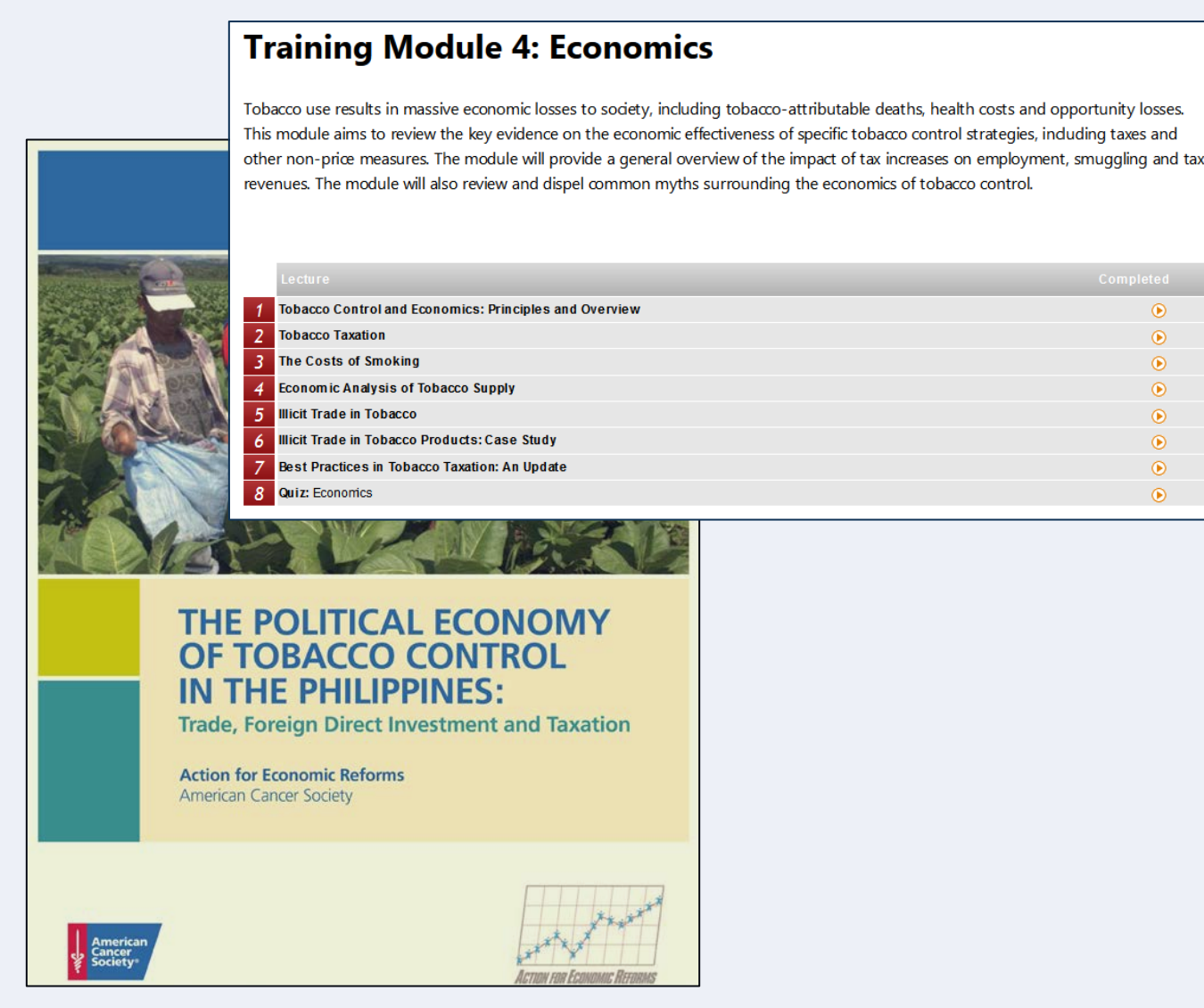
Week 2 - May 16

Infographic "TPackSS: Cigarette Price and Tax"



Week 3 - May 21

Highlighted publications and training



Week 4 - May 29

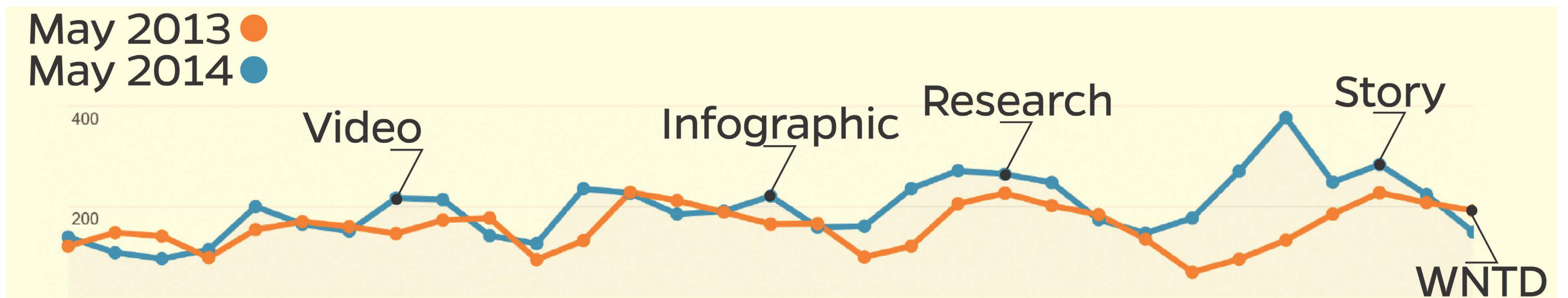
Story "Challenges to Tobacco Taxation"



globaltobaccocontrol.org/wntd_story_challenges

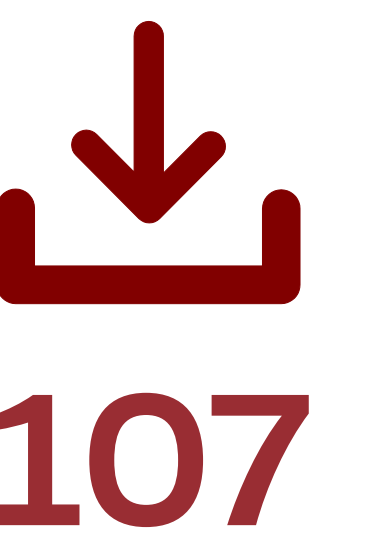
Campaign Success

Web traffic increased **24 percent** from the previous year.



The campaign page was the most popular single page (non-online course page) in May 2014.

The infographic download was the top globaltobaccocontrol.org "event" in May 2014.



Conclusions

- A longer promotion and more resources brought substantially more attention to IGTC's website, creating more tobacco taxation knowledge tools leading up to WNTD.
- This allows tobacco control, public health and healthcare professionals to be more prepared for effective media and other advocacy efforts on May 31, and is an approach that could benefit other organizations.
- IGTC intends to build interactivity into future releases, including creating tools and asking for pictures or suggestions from users.

Acknowledgements: This work was supported by a grant from the Bloomberg Initiative to Reduce Tobacco Use to the Johns Hopkins Bloomberg School of Public Health