



FELICITA

**TIPS FROM
FORMER
SMOKERS®**

TOBACCO CESSATION



Challenge

For the *Tips From Former Smokers®/Consejos de exfumadores®* campaign, CDC identified 5 priority Hispanic markets in Florida and Texas for HCN to reach Spanish-preferring smokers ages 18-54 with tobacco cessation messages and access to free quit help. HCN's primary task was to repurpose CDC's existing testimonials from Spanish-speaking former smokers, together with Spanish-proficient CDC subject matter experts, to create new radio strategies for delivery on HCN's *La Red Hispana* local media networks.

Goals

- Foster smoking cessation by featuring real-life persons suffering as a result of smoking or secondhand smoke
- Connect current smokers to free quit help
- Use Spanish-language radio to reach and engage key Hispanic smoker audiences in motivational messages, and to promote free quit resources via the 800# quitline



MARIANO

Strategy

HCN produced a series of new Spanish-language radio vignettes by combining CDC's existing video testimonials featuring Hispanic former smokers Felicia and Mariano, together with voice bites from CDC's subject matter expert Dr. Ralph Caraballo, to highlight severe consequences of smoking and promote the immediate benefits of quitting to those considering cessation, together with the quit helpline: 1-855-DÉJELO-YA.

- Work with existing recordings to design, script, and produce repurposed radio segments featuring real-life human interest stories that culturally resonate.
- Integrate new radio segments into HCN's daily health mini-programas for distribution and broadcast on HCN's local affiliate radio stations in the 5 markets during flight dates.
- Reach priority Spanish-speaking smokers by distributing radio segments via HCN's health mini-programas: *Fuente de Salud* (Fountain of Health), *Para Vivir Mejor* (To Live Better), and *Saber es Poder* (Knowledge is Power) via our eighteen (18) *La Red Hispana* radio network affiliates in the five (5) target markets.
- Feature CDC subject matter experts via in-depth conversations with trusted show hosts, such as José López Zamorano of HCN's 1-hour call-in show *Bienvenidos a América*.
- Saturate markets, by amplifying the frequency of broadcasts, to achieve recognition, retention, and response to the call-to-action.

Impact

HCN produced six (6) original 60-second radio segments featuring CDC expert Dr. Ralph Caraballo, and Hispanic ex-smokers. All 6 radio segments were integrated into HCN's daily health mini-programas for broadcast on our *La Red Hispana* local radio station affiliates. The 2-week radio campaign flight in the 5 markets delivered 1,941,200 gross impressions. HCN additionally published a website blog article on LaRedHispana.org that received 3,169 visits.