



THIS FREE LIFE RESEARCH & EVALUATION

FDA'S THIS FREE LIFE CAMPAIGN IS GROUNDED IN SCIENTIFIC RESEARCH AND USES EVIDENCE-BASED PRACTICES TO PREVENT AND REDUCE TOBACCO USE

FDA's latest public education campaign, This Free Life, targets lesbian, gay, bisexual, and transgender (LGBT) young adults ages 18-24 who use tobacco occasionally. The campaign is specifically designed to appeal to LGBT young adults because recent data suggest this audience is nearly twice as likely to use tobacco as other young adults, ultimately resulting in tens of thousands of LGBT lives being lost to tobacco use each year. This Free Life uses authentic and credible messages from members of the LGBT community encouraging other members to be tobacco-free. This Free Life will challenge the perception that tobacco use is a necessary part of being LGBT and show that living tobacco-free is an important factor in leading a long and healthy life. This campaign is part of FDA's ongoing efforts to prevent death and disease caused by tobacco use and will complement other campaigns currently in market.

FORMATIVE RESEARCH

FDA used cutting-edge and innovative research techniques to develop effective messaging to reach a specific LGBT young adult audience:

An extensive literature review and target audience analysis to identify and develop persuasive messages

Consultation with experts in tobacco public health education, campaign development, and LGBT young adult culture

Hosting focus groups with members of the target audience to assess their perceptions of draft advertising concepts and brands

Testing of near-final video advertisements with more than 1,000 members of the target audience to measure perceived effectiveness, levels of engagement, and message comprehension

AD COPY TESTING

RESEARCH INDICATED
THE ADS PROVIDED
UNDERSTANDABLE AND
ENGAGING MESSAGES
ABOUT THE HARMS OF
TOBACCO USE AND DID
NOT CAUSE UNINTENDED
ADVERSE OR COUNTER-
PRODUCTIVE MESSAGE
EFFECTS.





EVALUATION RESEARCH

EVALUATION RESULTS WILL BE USED TO ASSESS:

- 1 CHANGES IN KEY TOBACCO-RELATED KNOWLEDGE, ATTITUDES, AND BEHAVIORAL INTENTIONS
- 2 IF EXPOSURE TO THE CAMPAIGN IS ASSOCIATED WITH THESE CHANGES AMONG LGBT YOUNG ADULTS

CAMPAIGN EVALUATION

This Free Life will be evaluated through a multi-year study designed to measure the campaign's effectiveness in changing key tobacco-related knowledge, attitudes, and behavioral intentions among the target audience. Baseline data collection for the evaluation began in February 2016 and consisted of in-person and online data collection in 12 campaign-targeted markets and 12 control markets across the country. Baseline data collected will be followed by three follow-up surveys. The study design is primarily cross-sectional, with a subset of participants expected to be retained for the duration of the study.

<http://www.fda.gov/TobaccoProducts>
U.S. Department of Health and Human Services
U.S. Food and Drug Administration
Center for Tobacco Products



*This
Free Life*