



REFLECTION POINT

Public Health Campaign Research Lifecycle

“**The Real Cost**” follows the FDA’s standards for rigorous scientific investigation related to audience segmentation, formative research, monitoring, and evaluation to inform strategic shifts in campaign direction. These insights ensure content strategies are relevant and resonant with teens; that the media mix appropriately reaches the audience; and that teens are responding to the campaign positively.

AUDIENCE ANALYSIS AND FOUNDATIONAL RESEARCH

“**The Real Cost**” has found success in increasing audience understanding through social listening, following and analyzing Google search trends, and studying the media landscape.

FDA considers **national surveys monitoring tobacco use prevalence, input from experts and stakeholders**, as well as primary research like focus groups and interviews with teens to best understand their mindset, knowledge, attitudes and behaviors about tobacco products and prevention strategies.

FORMATIVE RESEARCH

Leading up to campaign development, we identify scientifically accurate facts and messages and test them with our intended audiences. Those that resonate most become campaign concepts and are tested again with the audiences, often with **focus groups** or **in-depth interviews**.

PROCESS AND OUTCOME EVALUATION RESEARCH

Once in market, we continue to monitor campaign resonance and performance by measuring social engagement as well as conducting surveys. We use this information to optimize the campaign in real time.

Monitoring engagement, impressions and audience reactions to ads are ways to evaluate campaigns, in addition to surveys and longitudinal studies.

Audience Analysis and Foundational Research

Formative Research

Process and Outcome Evaluation Research

KEY TAKEAWAYS FOR PUBLIC HEALTH PRACTITIONERS

Social media monitoring, analyzing Google and other search trends, studying the media landscape and reviewing and understanding national datasets and prevalence trends are **low-cost ways** to gain audience insights like voice, topics of interest, types of media being consumed and behaviors to address.

Interviews and panel discussions with partner organizations, experts and members of your intended audience can provide valuable insight to help inform audience needs and campaign strategies, including gaining feedback on message and content approaches.

Stay nimble: Be ready to respond and adapt as new information becomes available, new threats emerge, and the needs of the audience change.

Together, we can leave tobacco in the past for a healthier future.

Visit www.fda.gov/tobacco-products/public-health-education

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