



Research and Evaluation



CAMPAIGN INTRO

The “Every Try Counts” campaign is grounded in scientific research and uses evidence-based practices proven to reduce tobacco use.

FDA’s newest public education campaign, “Every Try Counts” is aimed at encouraging cigarette smokers to quit through messages of support that underscore the health benefits of quitting. These messages will be displayed in and around gas stations or convenience stores – retail locations where smokers face a multitude of triggers and that typically feature cigarette advertisements. The “Every Try Counts” campaign targets smokers ages 25-54 who have attempted to quit smoking in the last year but were unsuccessful.

AD COPY TESTING

Quantitative research results indicated the near-final ads provided understandable and engaging messages about smoking cessation without potential unintended adverse or counterproductive effects. After viewing the ads, most participants reported feeling more ready to make a quit attempt, a high level of trust in the information presented, and feeling highly motivated, empowered, determined, inspired, understood, and hopeful. These responses indicate potential for positive changes in attitudes related to quitting and increased motivation to quit.

FORMATIVE RESEARCH

FDA conducted extensive research to develop effective strategies and messaging to reach the “Every Try Counts” target audience. All decisions made regarding effective approaches for communicating health messages to adult audiences were based on the best available communications, psychology, and tobacco control science. These efforts included:

- » Comprehensive literature reviews and target audience analyses, including social media monitoring
- » Consultations with tobacco cessation experts
- » Focus groups with members of the target audience to assess reactions to draft campaign messages
- » Testing near-final advertisements with more than 1,500 members of the target audience to measure perceived ad effectiveness, message comprehension, and levels of ad engagement



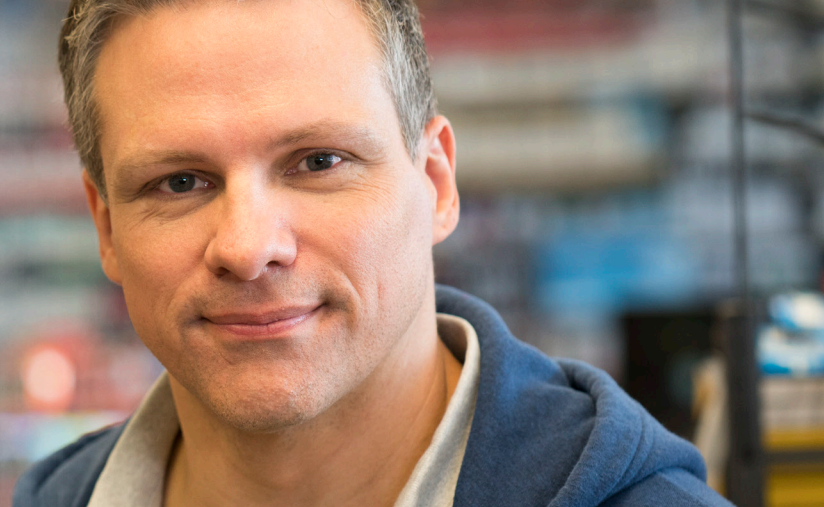
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EveryTryCounts.gov



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CAMPAIGN EVALUATION

“Every Try Counts” will be evaluated through a multi-year outcome evaluation study to determine the campaign’s effectiveness in affecting targeted tobacco-related knowledge, attitudes and beliefs, and changes in motivation to quit smoking among the target audience. The longitudinal study will follow a group of individuals across four waves of data collection starting approximately three months after the campaign is in market. Data will be collected in person and online in 15 campaign-targeted media markets and 15 control markets across the country.

For more information, please contact tobaccocampaigns@fda.hhs.gov.



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