

# EVERY TRY COUNTS<sup>SM</sup>

Campaign Overview

## WHAT IT IS

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.

## WHY IT'S IMPORTANT

Cigarette smoking remains the leading cause of preventable disease and death in the United States, causing 480,000 deaths every single year. Approximately 2 out of 3 adult smokers, more than 22 million people, say they would like to quit (CDC, 2017). However, in 2015, of the 55% of adult smokers who made a quit attempt only 7.4% were successful (CDC, 2017). Research suggests it often takes multiple quit attempts to achieve long-term cessation (USDHHS Fact Sheet, 2014). The "Every Try Counts" campaign uses a motivational approach to encourage smokers to keep trying as a positive step toward quitting for good.

The "Every Try Counts" campaign supports FDA's mission to reduce tobacco-related disease and death in the United States. The campaign complements the efforts of FDA's at-risk youth and young adult public education campaigns, expanding the focus to include adult smokers who have attempted to quit in the past year.



## WHO IT TARGETS

The "Every Try Counts" campaign was developed for the 5.8 million adult smokers, ages 25-54, who visit convenience stores at least once a month and have tried to quit smoking within the past year, but were unsuccessful (Simmons, 2016). The campaign will target a subset of these adult smokers who live in the counties where the ads will run.



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SEE MORE AT:  
[EveryTryCounts.gov](http://EveryTryCounts.gov)



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## WHAT IT WILL DO

The goals of the “Every Try Counts” campaign is to change attitudes and beliefs about what it means to quit smoking, increase motivation to try quitting again, and encourage smokers to ‘practice the quit,’ as each attempt makes them more likely to succeed.

## THE CAMPAIGN MOTIVATES ADULT SMOKERS TO QUIT BY:

- » Building their confidence and reducing mental barriers to quitting with messages explaining how small steps can lead to quitting permanently
- » Reframing past failures as positive steps toward quitting
- » Instilling beliefs that they are ready to quit and motivating them to start their quit attempts sooner
- » Celebrating each quit attempt through a non-judgmental voice to encourage smokers to continue to repeat quit attempts until they quit for good



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## HOW IT IS BEING IMPLEMENTED

The “Every Try Counts” campaign will run for 24 months beginning January 2018 in a total of 35 counties across the United States. These counties were selected based on high smoking prevalence, adult smoking population, and the availability of media properties at the point-of-sale environment.

The media buy includes placements in a variety of formats that provide encouraging and positive messaging in and around retail locations, in addition to billboards near these locations. Digital paid advertising is geographically targeted to the treatment markets, reinforcing campaign messaging. Additionally, radio ads are running in a few targeted counties.

FDA is partnering with the National Institutes of Health’s National Cancer Institute (NCI) on the [EveryTryCounts.gov](http://EveryTryCounts.gov) website that features NCI cessation resources and content designed to encourage the audience to take steps toward quitting. These resources include text message programs to help with



quit attempts, a mobile app to track smoking triggers, trained cessation coaches who can be reached through

online chat or by phone, and information about FDA-approved cessation medicines.



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## HOW IT IS EVALUATED

“Every Try Counts” will be evaluated through a multi-year outcome evaluation study to determine the campaign’s ability to affect key 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 has started. Data will be collected in person and online in 15 campaign-targeted media markets and 15 control markets across the country.

## HOW YOU CAN GET INVOLVED

We recommend stakeholders visit FDA’s resource page ([www.FDA.gov/tobaccocampaigns](http://www.FDA.gov/tobaccocampaigns)) for more information about the campaign. Print ads may be available for use in your county. Please contact us at [tobaccocampaigns@fda.hhs.gov](mailto:tobaccocampaigns@fda.hhs.gov) if you would like additional information to share with your community or workplace.

We encourage everyone to visit [EveryTryCounts.gov](http://EveryTryCounts.gov) for quitting tools and information you can share with your friends, family, and/or community.

## REFERENCES

Centers for Disease Control and Prevention (CDC). Quitting smoking among adults – United States, 2000-2015. *Morbidity and Mortality Weekly Report*. 2017;65(52):1457-1464.

Simmons Experian Marketing Services (2016). Simmons OneView (Fall-Winter 2016) [Computer Software]. Retrieved from <https://oneview.experian.com>

U.S. Department of Health and Human Services (USDHHS). What You Need to Know About Smoking: Advice from the Surgeon General’s Reports on Smoking and Health (Fact Sheet). Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health; 2014.

