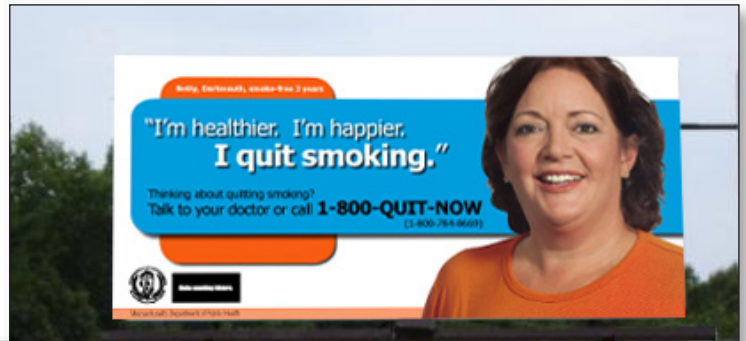


# Fall River/New Bedford Cessation Media Campaign

- Target audience:** Adults 35-54 years old
- Target geography:** Southcoast region of MA, Bristol County
- Duration of campaign:** Nov 15, 2010 - Dec 31, 2011
- Campaign elements:** Radio / Convenience Store and Gas Station ads / Billboards / Transit ads

The Massachusetts Tobacco Cessation and Prevention Program (MTCP) received American Recovery and Reinvestment Act (ARRA) funding through the Centers for Disease Control's (CDC) Communities Putting Prevention to Work grant. The goal of this funding is to increase the number of people in Massachusetts who quit smoking by using the services of the Massachusetts Smokers' Helpline and to increase patient referrals from healthcare providers to the Helpline. MTCP will accomplish this goal via four strategies: expand capacity for distance screening and counseling, expand capacity to accept electronic patient referrals, expand outreach to healthcare providers and healthcare systems regarding patient referrals, and run a cessation-focused media campaign in the Fall River/New Bedford media market.

The Southcoast area has a smoking rate that is approximately one and a half times the statewide average of 15%. The media campaign is using two spokesmodels who live and work in the Southcoast. These ex-smokers will share their stories with smokers in the Fall River/New Bedford area and will encourage all smokers to speak with their doctor about medicines and counseling that can double a smoker's chance of quitting or call Massachusetts' toll-free Helpline for help with their addiction.



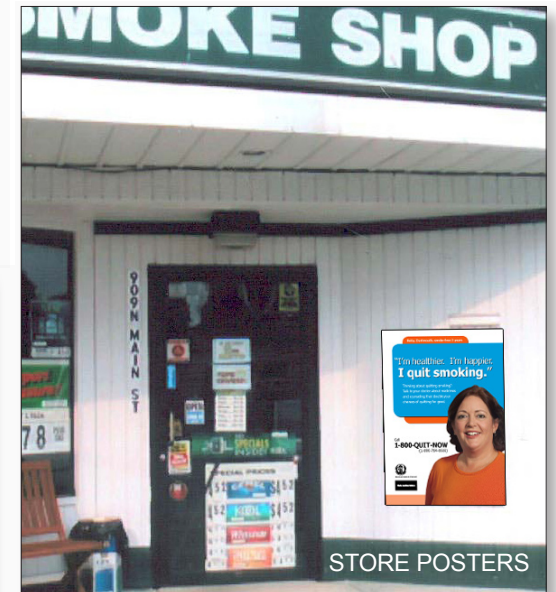
BILLBOARDS



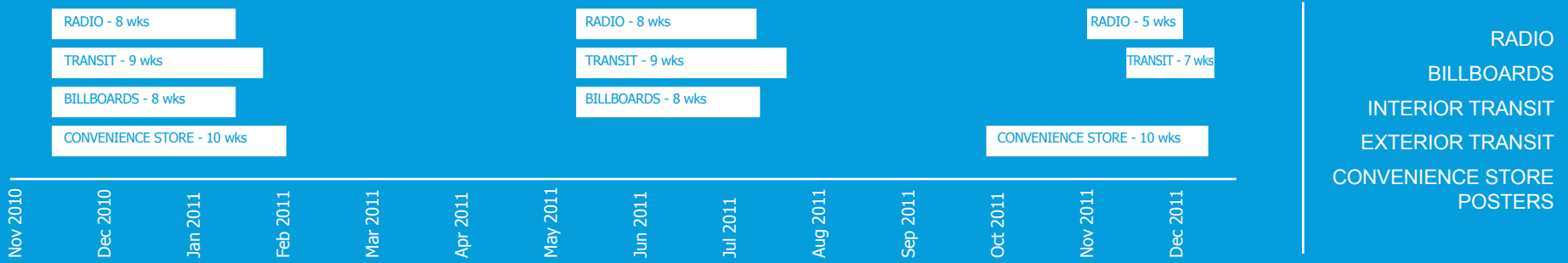
EXTERIOR TRANSIT



INTERIOR TRANSIT



STORE POSTERS



- RADIO
- BILLBOARDS
- INTERIOR TRANSIT
- EXTERIOR TRANSIT
- CONVENIENCE STORE POSTERS