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Gary is a licensed psychologist. He has worked at UC San Diego since 1994 as the Clinical Director here at Kick It California (formerly California Smokers' Helpline), where he is responsible for clinical supervision, quit coach training, provider training (as part of the Center for Tobacco Cessation), and intervention protocol development.

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Thank you all for joining us today during your lunch hour. When I was thinking about what to say about Quit Vids, I was scanning back over the several years these videos were in the making. I could spend quit a bit of time talking about this, but in the short time we have, my hope is that by the end of this presentation you will have a good idea of why we created Quit Vids, what went into producing them, what your clients can get from them, and how you best can promote them.

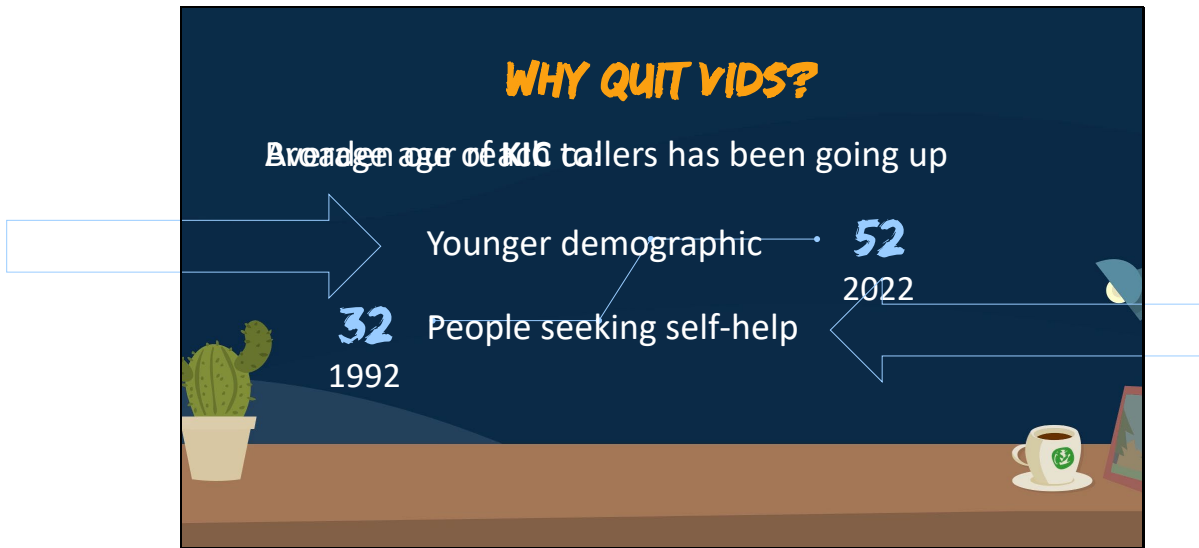


Over the next half hour or so I will provide a snapshot of the Quit Vids which includes a brief historical context, clinical purpose of the videos, development of the video content, format, & characters, field testing, a look at portions of the final product and ideas for promoting Quit Vids.

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But, before I go any further, I wanted to thank CDPH (In particular, April Roessler and Tonia Hagan at CTCP) who supported this idea from the start and my amazing colleagues at Kick It California - the clinical team, the IT team and the communications team, all who have put so much thought, time and energy into this project. So.. Thank you!



One of the first things that got the Quit Vids ball rolling was the recognition that since the inception of the quitline, almost 30 years ago, we have seen the average age of callers steadily going up. When I first started in the early days the average age of our callers was 32. It's now 52. There are a few reasons for this, but one is that people use the phone differently these days. Not everyone likes to talk on the phone, especially not young people. We decided that to reach a broader age demographic we needed to branch out into more tech-based interventions, things like texting, chat, and mobile apps. We created these interventions and they have been up and running for some time. But all along we had our eyes set on more of a YouTube intervention. We thought we would design a self-help program for people who are not interested in talking or texting or chatting but may be more drawn to a self-directed approach to quitting. The video program seemed to be a very good way to reach those who may not reach out for services otherwise. The videos took nearly 3 years from concepting through development, testing, and launch.



How did we develop the videos? For content, we pulled from our evidence-based phone counseling protocol to mirror the experience of talking with one of our quit coaches. So, the kind of things we discuss in a coaching session are available in the videos. For format, we utilized animation to give us the most flexibility for visually demonstrating the cessation concepts and allow us to represent a diversity of characters.



We developed a series of 8 videos on the topics that, based on close to our 30 years of experience, we have found to be essential to helping someone quit smoking. Here they are:

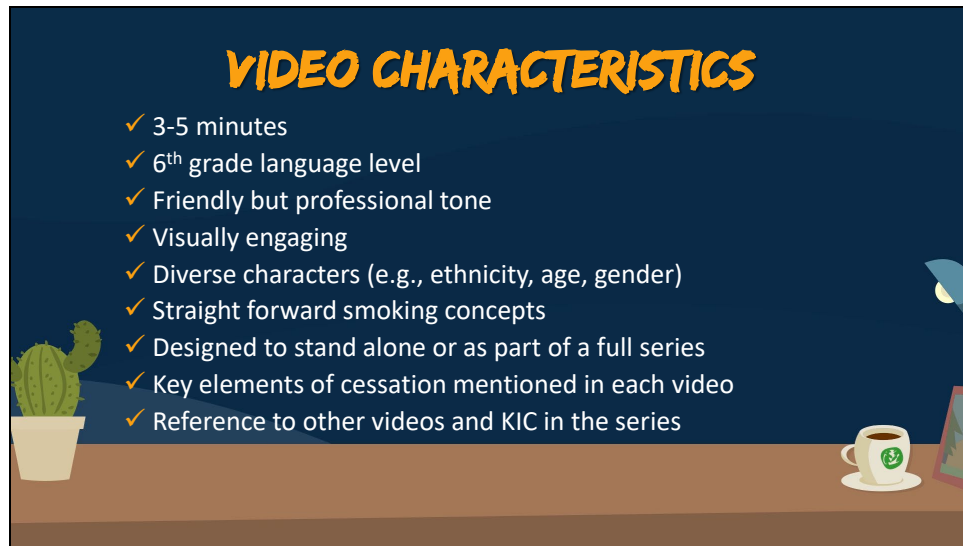
Intro to Quitting Smoking, Nicotine Dependence, Motivation, Planning, Quit Aids, Cravings, Self-Image, Quit Attempts

These are not the actual titles, just the topic areas.

For those of you who are very familiar with smoking cessation principles, there are no new, earth-shaking topics here. These are things we have found to work, tried and true behavioral change concepts, that when applied consistently, help people quit. What is new is the configuration and presentation of these ideas in the video format. This is what we are most excited about.



This video series offers a straightforward approach to quitting. For the users, it is burden-free, with easy access via YouTube and the KIC website – it’s a user-led experience – which is consistent with the new website that has lots of great self-help tools - in addition to options for connecting with us via online enrollment, text or chat.



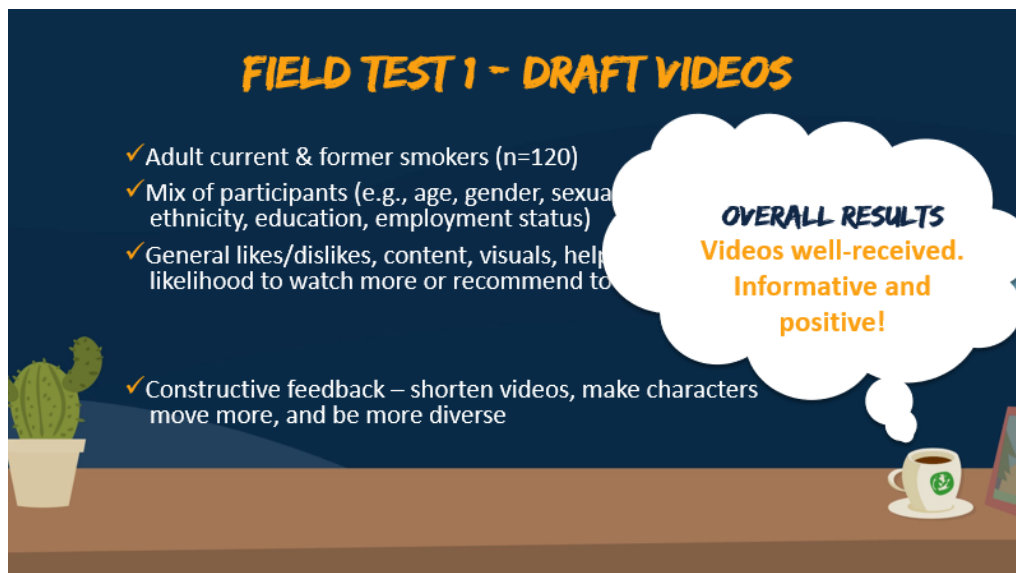
Some of the main characteristics of the videos, which if you've seen them, I hope you would agree, are: That the videos are brief – they range from approximately 3-5 minutes long. When writing the scripts, we aimed for a 6th grade language level. We tried our best to strike a friendly but professional tone. The videos are meant to be visually engaging with lots of movement and colorful imagery, and with a diversity of featured characters. The smoking cessation concepts are straightforward and easy to grasp, with clear direction on how to go about quitting. And each video is designed to stand alone or be viewed as part of a full series. We mention key elements of cessation in each video, so if someone only watches one, they will have the important ideas at hand. We also reference the other series videos in each video to peak interest and increase the chance that viewers will watch more than one. Finally, we provide information on how to reach us at KIC in case someone is interested in connecting with us for services.

Of course, along the way we did not want to assume that we were getting everything right just ourselves, so we conducted field testing to see if we were on track and gathered feedback to help us improve upon what we had already been creating.



We did two rounds of field testing. We did the first round of testing after we created the initial 4 video drafts. We intentionally chose videos that differed in topic, length, and style to obtain feedback on a variety of things.

The topics included: the introductory video, nicotine dependence, cravings, and self-image. Here's a short sample clip of a draft video.

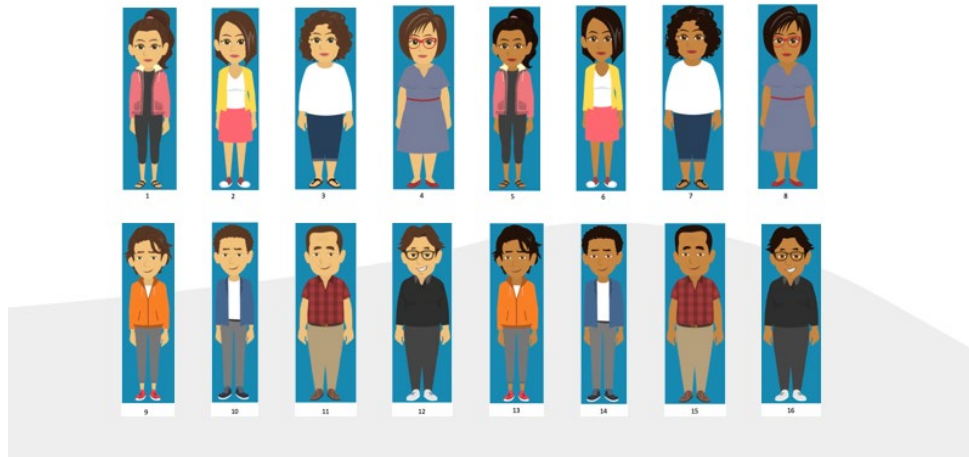


We surveyed 120 adult current and former smokers to get their feedback. We had a mix of participants across age, gender, sexual orientation, ethnicity, education & employment status. We asked participants to comment on things such as general likes/dislikes, content relevance, usefulness and interest, visuals, the likelihood they would watch more videos or the likelihood they would recommend them to others who are trying to quit smoking.

Overall, the videos were well received. The results showed the animation was generally liked and that the video content was informative, optimistic, helpful, interesting, and easy to understand.

Constructive feedback included that the videos were too long, the characters were a little stiff and there was not enough diversity represented in the characters. So, we took the feedback and we revised scripts to be more succinct to shorten the videos. We included more facial and body movements, so the characters appeared less robotic. And we followed up with an intensive effort to develop a diversity of characters that we then field tested in our second field survey.

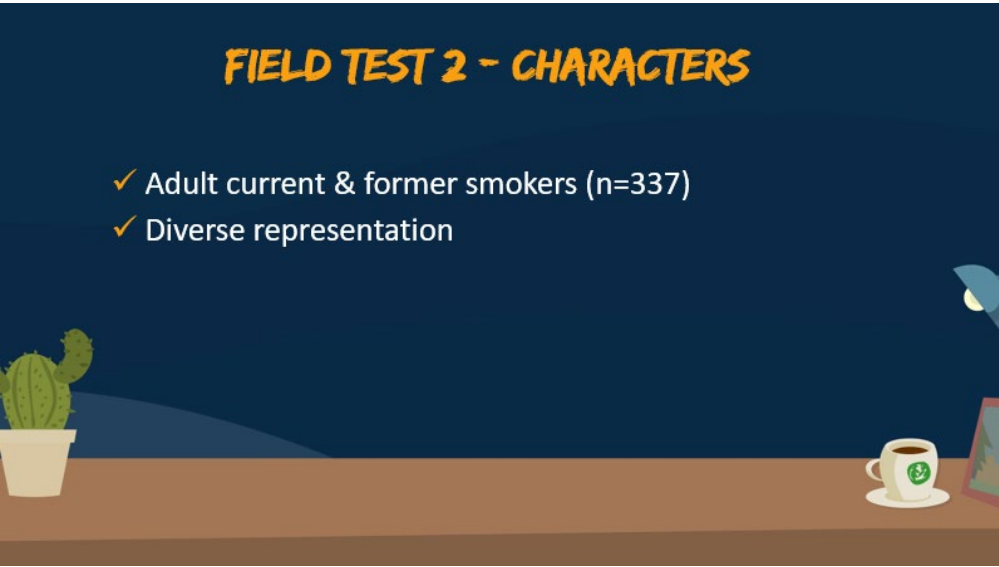
FIELD TEST 2 - CHARACTERS



We designed the second round of surveys to finalize the video characters highlighted in the series.

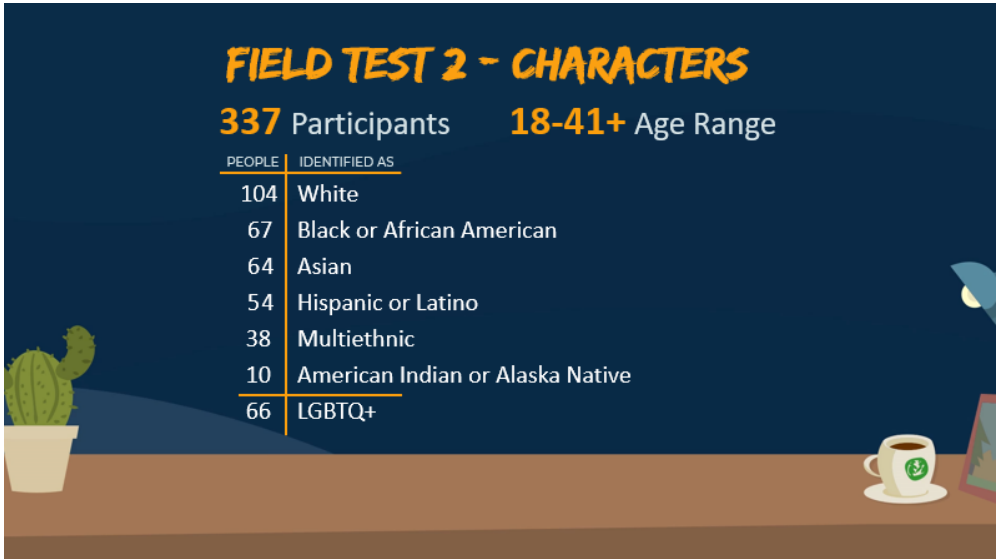
We created these 16 characters for testing.

You can see that the characters varied in gender, age, ethnicity, body type as well as hair and clothes. Our goal was to select 4 characters to feature across 8 videos.

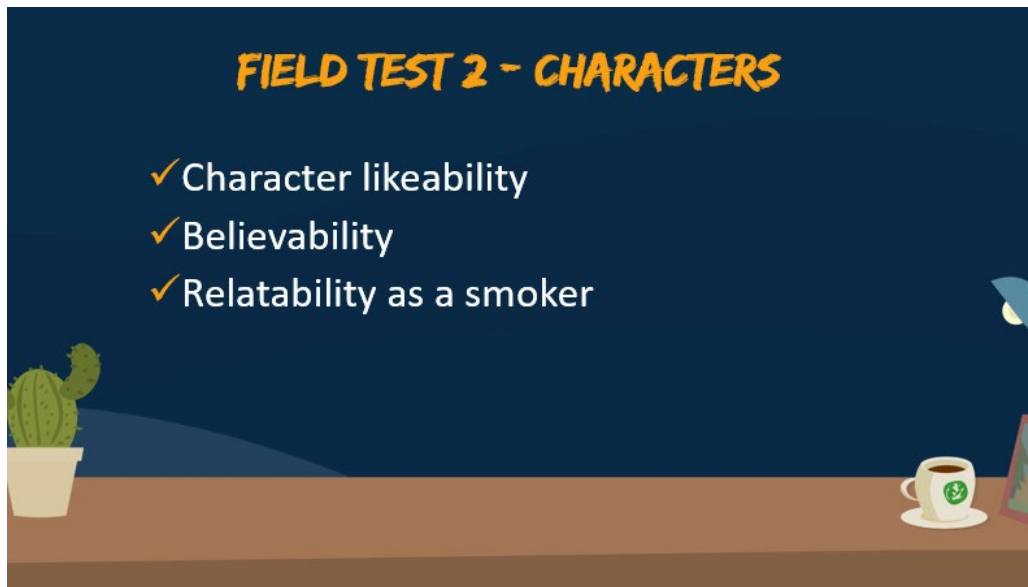


We surveyed 337 current and former smokers. Again, there was a mix of demographics. The larger sample size allowed for wide representation.

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Here’s a breakdown of the demographics. You can see the representation across the respective categories.



We asked for feedback specifically on character likeability, believability. As well as relatability as a smoker. Then our talented analysts took that data and computed a composite index by summing the likeability and believability semantic differential items with the probability scaled relatability scores (MaxDiff).

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As a result, these 4 characters emerged as the favorites, and we ended up featuring them in the videos. Each character is featured in two of the eight videos. In videos where they are not featured, they often show up as supporting characters

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Based on the feedback from both sets of field testing, stakeholder meetings with CTCP and internal review with KIC staff, we revised the videos and finalized the characters. Here are a few clips from our final videos.

At this point I'd like to turn it back over to Anna who will talk about promotion of the videos.

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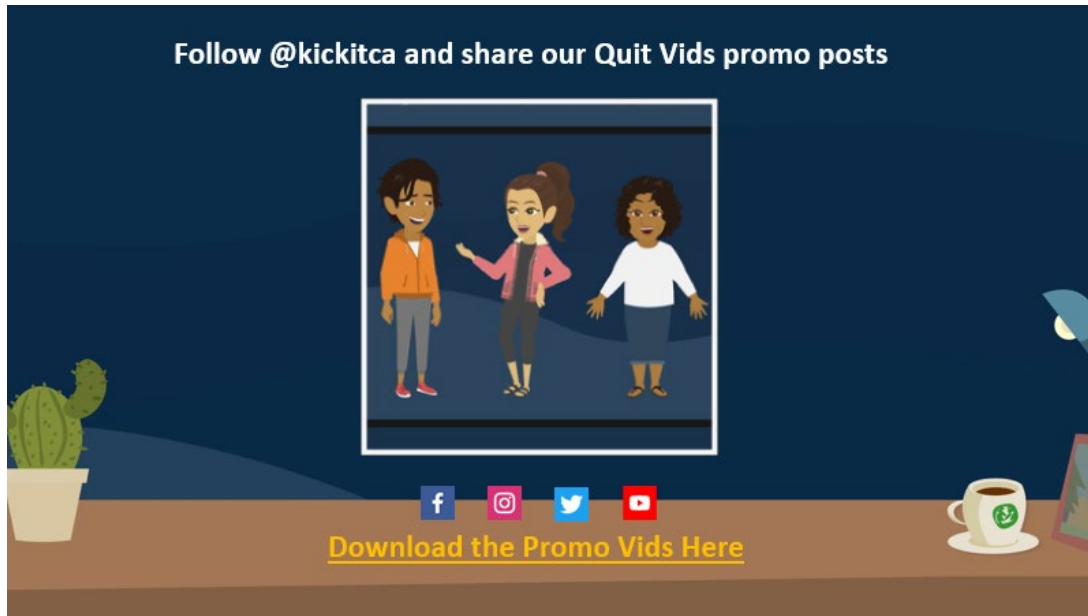
Thank you, Gary for this thorough presentation!

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Anna is the Comms Specialist at Kick It California. She has over eight years of experience developing and managing marketing and communications campaigns for prominent national and international organizations. Aside from her expertise in inbound and cross-channel marketing strategies and analytics, she has an extensive background in nonprofit marketing, fundraising, and community outreach.

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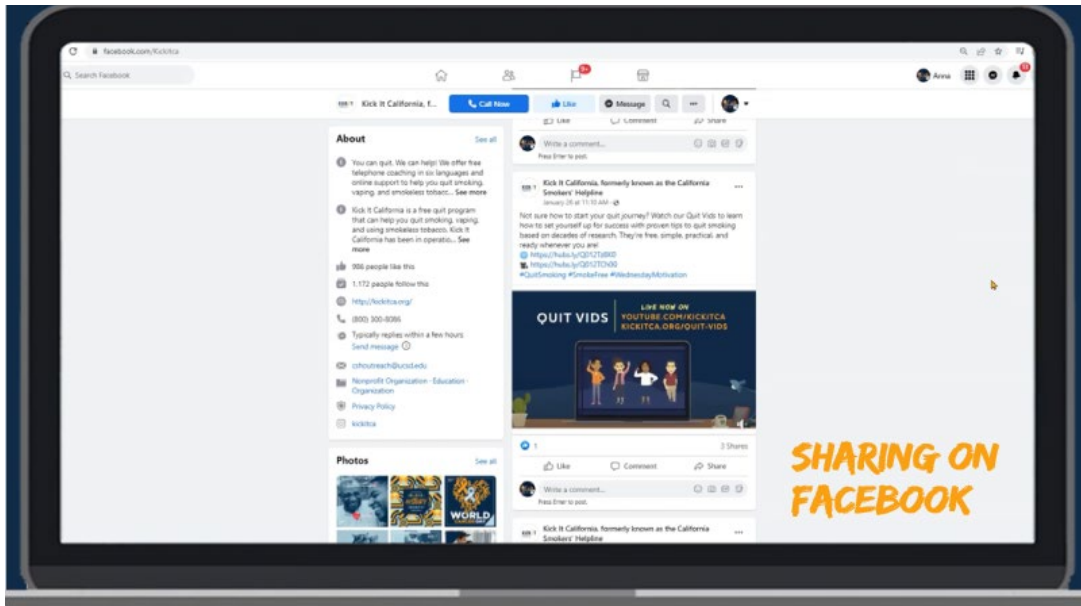


Accessible videos (Closed captions, transcripts, contrasting colors etc.)

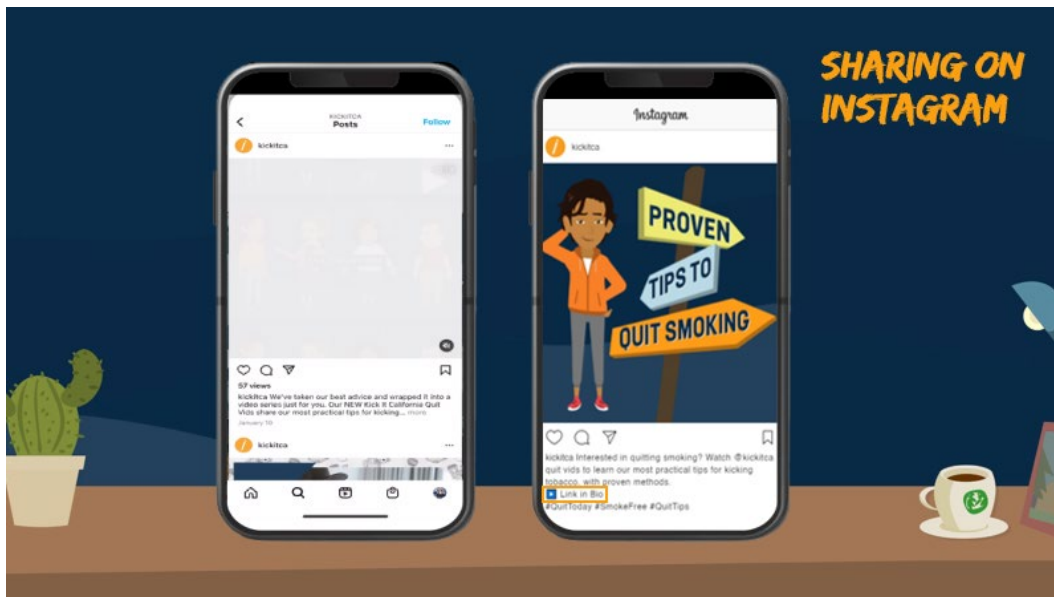
Quit Vids will be available in Spanish in the coming months.

We encourage you to follow us on FB, IG, Twitter, & YT our social media handles are @kickitca on all of our platforms. Now, we're going to briefly explain how you can share our promo posts on different social media. Also, in our post webinar email, we are going to provide a link to download the promo vids posts.

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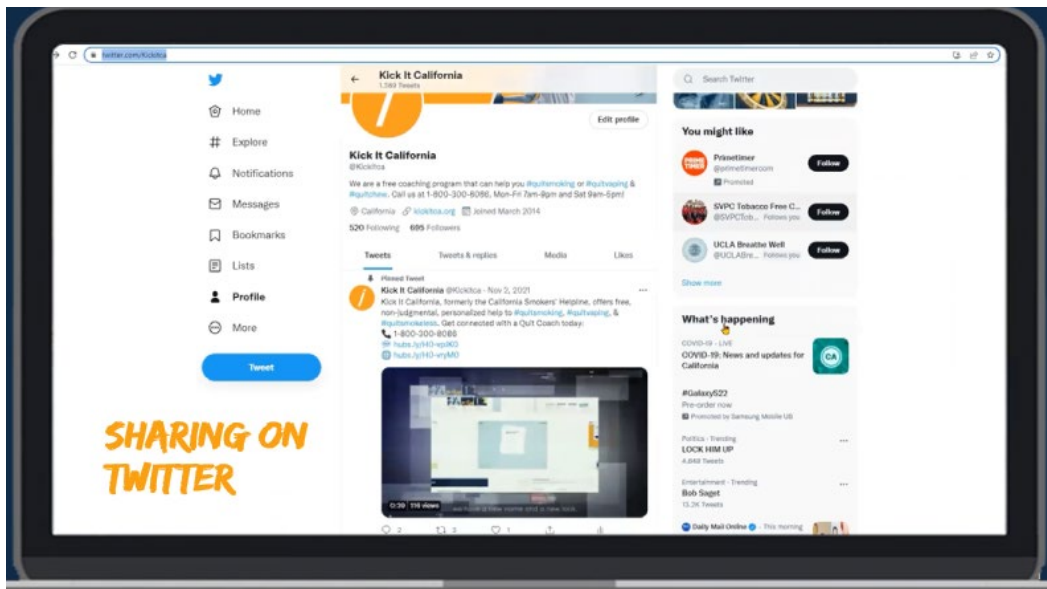


- 1) Go to [Facebook.com/kickitca](https://www.facebook.com/kickitca) or enter kickitca on the search bar of the Facebook app.
- 2) Select a Quit Vids post
- 3) Click on the Share button
- 4) Select how you'd like to share our post
- 5) Don't Forget to Tag and Follow Us!

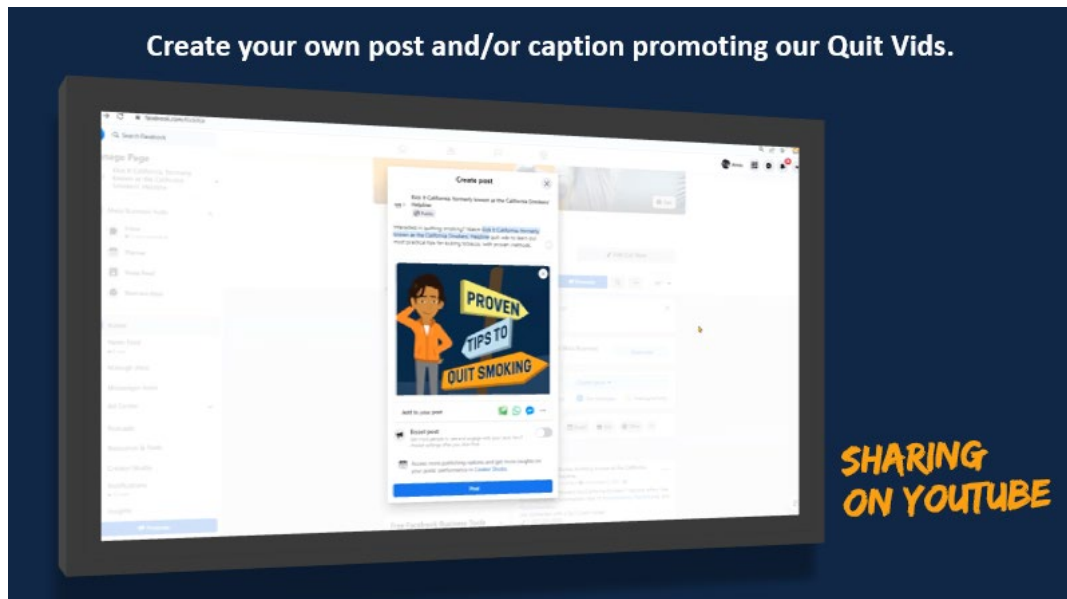


Instagram is the most limited social media in terms of resharing/sharing.

- 1) Open the Instagram App and enter kickitca on the search bar.
- 2) Select a Quit Vids post
- 3) Click on the Share Button & Share it to your stories (24 hours or make it a highlight)
- 4) Save regular posts from our other social media (FB or Twitter) and create a new post (standard size 1080px by 1080px)
- 5) Download Promo Vids:
<https://fs.hubspotusercontent00.net/hubfs/131650/Quit%20Vids%20SM%20Promo%20Posts.zip> and create a new post
- 6) Use a Third-Party Reposting Tool (i.e. Repost for Instagram) to post on your feed and tag @kickitca
- 7) Instagram doesn't allow clickable links in the caption, so we suggest directing your audience to your link in bio (keep the link in the bio for at least 24 hours after the post was published or until you post again).
- 8) Don't Forget to Follow Us!

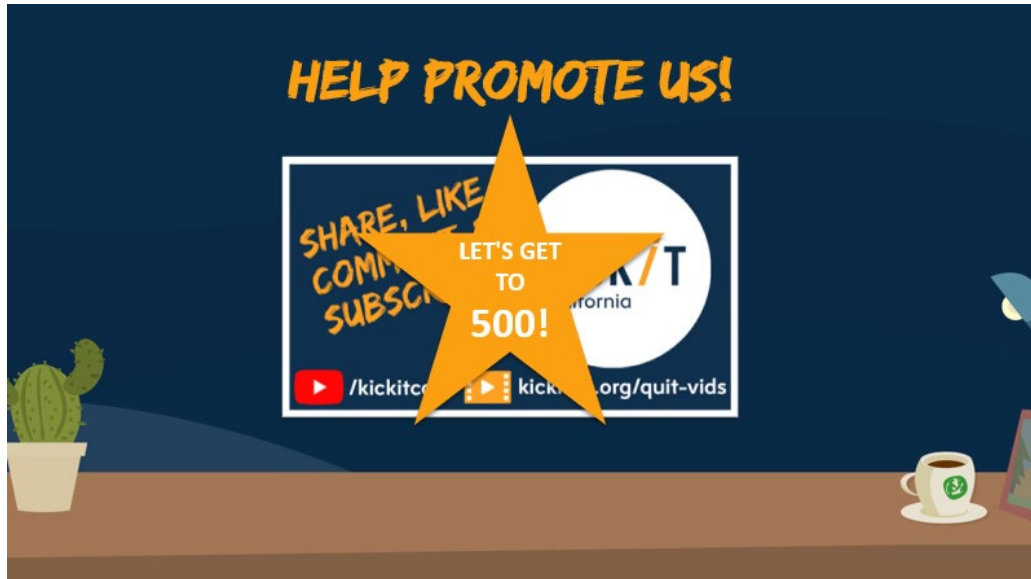


- 1) Go to [Twitter.com/kickitca](https://twitter.com/kickitca) or enter kickitca on the search bar of the Twitter app.
- 2) Select a Quit Vids Tweet
- 3) Click on the Retweet button
- 4) Select if you'd like to retweet or quote retweet
- 5) Don't Forget to Tag and Follow Us!
- 6) Use Pertinent Hashtags



- 1) Go to youtube.com/kickitca or search for kickitca on the YouTube app
- 2) Select the video or playlist you'd like to share (or you can promote our channel URL youtube.com/kickitca) & click on the share button
- 3) Copy the share link, paste it on your social media captions and other promotional efforts. Don't forget to tag @kickitca. You can also share the link to the video directly on several social media channels (except Instagram)
- 4) Alternatively, you can use the embed code to embed the video to your website, blog or emails.
- 5) For a video experience contained within our website, share the link kickitca.org/quit-vids

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- Share, like, comment & subscribe to our YT channel. It's very easy! You only need a Google email account to engage with KIC channel!
- Let's set a goal to reach the 500 subscribers before Summer!
- Share the Quit Vids Recording with your team and tobacco cessation partners.
- Quit Vids will be available in Spanish in the coming months.



That's what we wanted to share with you today. We hope you'll consider Quit Vids as a resource for you and your clients. If you know anyone who prefers more of a self-guided approach to quitting, at least to start, please let them know about Quit Vids. We believe it's a great way for people to dip their toe into the waters. Any action toward quitting (even watching a video) can increase the chance that someone will make a quit attempt and ultimately quit for good!