

# CASE

CAMPUS-COMMUNITY ALLIANCES FOR SMOKE-FREE ENVIRONMENTS

[www.casemo.org](http://www.casemo.org)

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the Missouri Foundation for Health



## WEBSITE STATISTICS PROVIDE INSIGHTS FOR HEALTH INTERVENTION STRATEGIES

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# LEARNING OBJECTIVES

By the end of the presentation you will be able to:

- 1) Identify web analytics to track progress and predict resource needs.
- 2) Discuss how web metrics can be used diagnostically to affect health intervention strategies.

In other words, “web speak” will no longer be scary!



# WHY MEASURE ONLINE AUDIENCES?

- Self-assessment & promotion
- Support advertising planning, buying, selling and posting
- Strategic planning

Coffey, S. (2001)



# WEB METRICS

- Hits  $\neq$  Clicks  $\neq$  Unique visitors  $\neq$  Registration

Murphy & Forrest (1997)



Cohn (2008)

- Knowing which metrics work best and why can enhance health intervention efforts.



## OUR WEBSITE (*WWW.CASEMO.ORG*)

- Launched in February 2007
- Serves as an interactive platform to connect a geographically dispersed team
- Constant monitoring allows:
  - measuring the website's effectiveness,
  - strategic planning of education, training, and coordination in local efforts.
- Web analytics were collected daily, Feb. 2007 – June 2008 (16 months)



# CASEMO.ORG

CASE - Campus-Community Alliances for Smoke-Free Environments - Microsoft Internet Explorer

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Address <http://casemo.org/index.shtml> Go Links


Google [how to make a screen shot](#) Go [Bookmarks](#) [Popups okay](#) [Check](#) [AutoLink](#) [AutoFill](#) [Send to](#) [how](#) [to](#) [make](#) [a](#) [screen](#) [shot](#) [Settings](#)

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# CASE

Campus-Community Alliances for Smoke-Free Environments

- About CASE
- What's New?
- People
- Get the Facts
- Campus Alliances
- Community Alliances
- Strategic Communication Resources
- Member Toolkit
- For the Media
- Videos
- Testimonials
- Ask an Expert
- Contact Us



*I just feel better not being around smoke all the time*

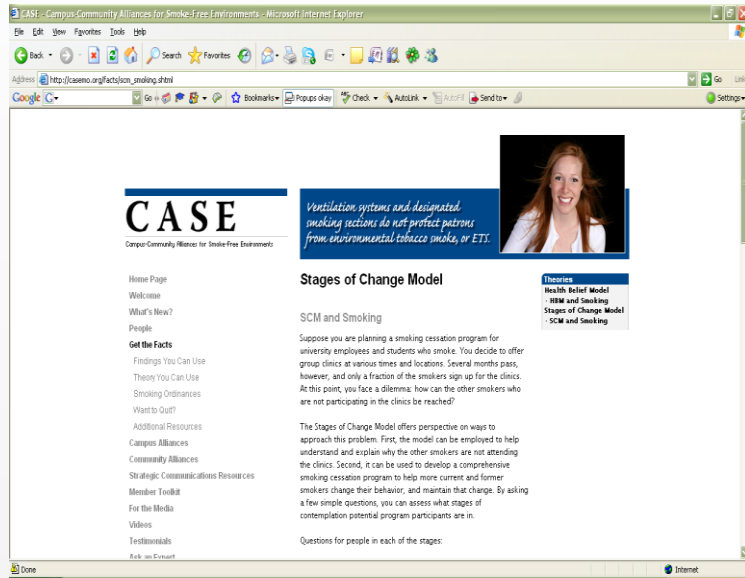
Google™ Custom Search

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Internet

# CASEMO.ORG



**CASE**  
Campus-Community Alliances for Smoke-Free Environments

*Ventilation systems and designated smoking sections do not protect patrons from environmental tobacco smoke, or ETS.*



**Stages of Change Model**

SCM and Smoking

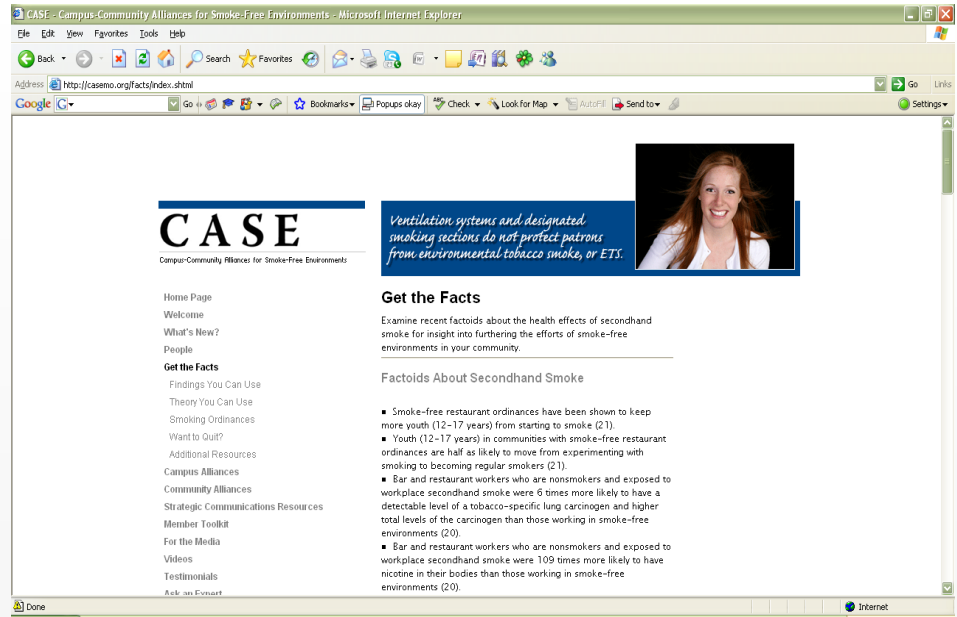
Suppose you are planning a smoking cessation program for university employees and students who smoke. You decide to offer group clinics at various times and locations. Several months pass, however, and only a fraction of the smokers sign up for the clinics. At this point, you face a dilemma: how can the other smokers who are not participating in the clinics be reached?

The Stages of Change Model offers perspective on ways to approach this problem. First, the model can be employed to help understand and explain why the other smokers are not attending the clinics. Second, it can be used to develop a comprehensive smoking cessation program to help more current and former smokers change their behavior, and maintain that change. By asking a few simple questions, you can assess what stages of contemplation potential program participants are in.

Questions for people in each of the stages:


**Home Page**  
Welcome  
What's New?  
People  
**Get the Facts**  
Findings You Can Use  
Theory You Can Use  
Smoking Ordinances  
Want to Quit?  
Additional Resources  
Campus Alliances  
Community Alliances  
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**CASE**  
Campus-Community Alliances for Smoke-Free Environments

*Ventilation systems and designated smoking sections do not protect patrons from environmental tobacco smoke, or ETS.*



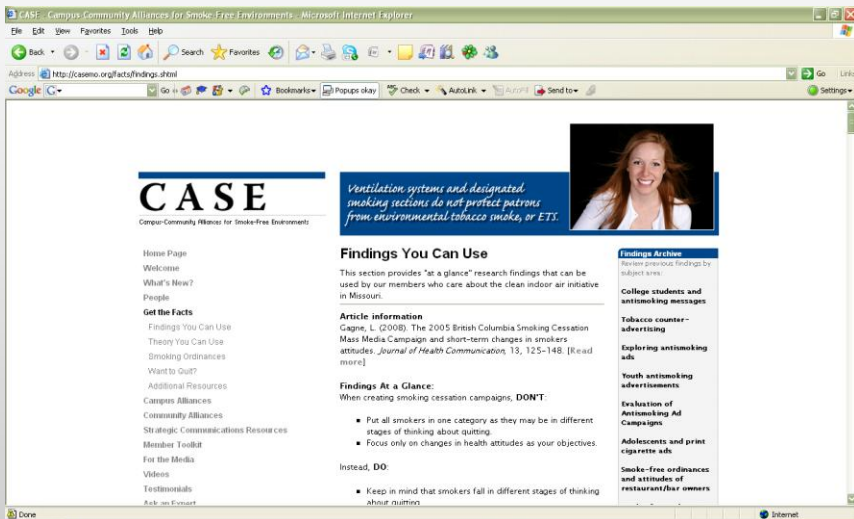
**Get the Facts**

Examine recent factoids about the health effects of secondhand smoke for insight into furthering the efforts of smoke-free environments in your community.

**Factoids About Secondhand Smoke**


- Smoke-free restaurant ordinances have been shown to keep more youth (12-17 years) from starting to smoke (21).
- Youth (12-17 years) in communities with smoke-free restaurant ordinances are half as likely to move from experimenting with smoking to becoming regular smokers (21).
- Bar and restaurant workers who are nonsmokers and exposed to workplace secondhand smoke were 6 times more likely to have a detectable level of a tobacco-specific lung carcinogen and higher total levels of the carcinogen than those working in smoke-free environments (20).
- Bar and restaurant workers who are nonsmokers and exposed to workplace secondhand smoke were 109 times more likely to have nicotine in their bodies than those working in smoke-free environments (20).

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**CASE**  
Campus-Community Alliances for Smoke-Free Environments

*Ventilation systems and designated smoking sections do not protect patrons from environmental tobacco smoke, or ETS.*



**Findings You Can Use**

This section provides "at a glance" research findings that can be used by our members who care about the clean indoor air initiative in Missouri.

**Article information**  
Cagle, L. (2008). The 2005 British Columbia Smoking Cessation Mass Media Campaign and short-term changes in smokers attitudes. *Journal of Health Communication*, 13, 125-148. [Read more]

**Findings at a Glance:**  
When creating smoking cessation campaigns, **DON'T**:

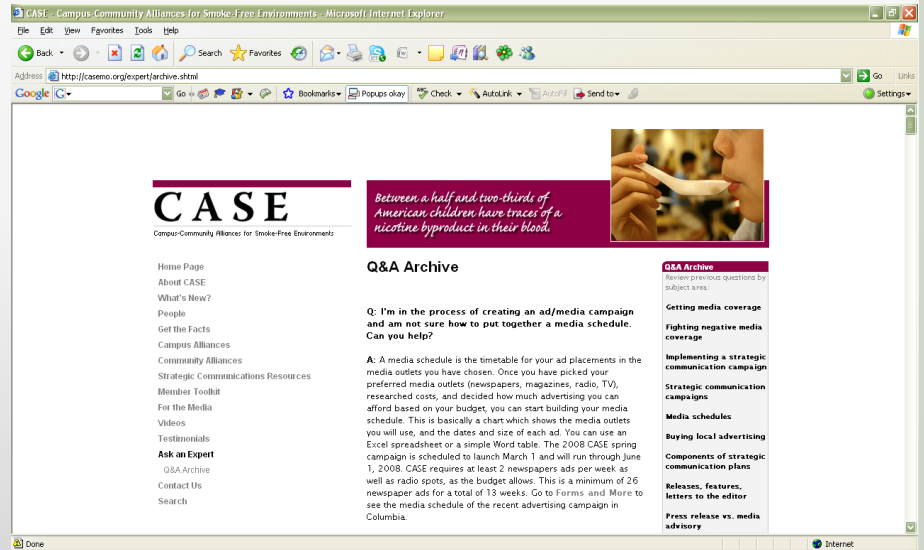
- Put all smokers in one category as they may be in different stages of thinking about quitting.
- Focus only on changes in health attitudes as your objectives.

Instead, **DO**:

- Keep in mind that smokers fall in different stages of thinking about quitting.


**Findings Archive**  
Review previous findings by subject area:  
College students and antismoking messages  
Tobacco counter-advertising ads  
Exploring antismoking ads  
Youth antismoking advertisements  
Evaluation of Antismoking Ad Campaigns  
Adolescents and print cigarette ads  
Smoke-free ordinances and attitudes of restaurant/bar owners

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**CASE**  
Campus-Community Alliances for Smoke-Free Environments

*Between a half and two-thirds of American children have traces of a nicotine byproduct in their blood.*



**Q&A Archive**

Review previous questions by subject area.

**Getting media coverage**  
Fighting negative media coverage  
Implementing a strategic communication campaign  
Strategic communication campaigns  
Media schedules  
Buying local advertising  
Components of strategic communication plans  
Release, features, letters to the editor  
Press release vs. media advisory

**Q:** I'm in the process of creating an ad/media campaign and am not sure how to put together a media schedule. Can you help?

**A:** A media schedule is the timetable for your ad placements in the media outlets you have chosen. Once you have picked your preferred media outlets (newspapers, magazines, radio, TV), researched costs, and decided how much advertising you can afford based on your budget, you can start building your media schedule. This is basically a chart which shows the media outlets you will use, and the dates and size of each ad. You can use an Excel spreadsheet or a simple Word table. The 2008 CASE spring campaign is scheduled to launch March 1 and will run through June 1, 2008. CASE requires at least 2 newspaper ads per week as well as radio spots, as the budget allows. This is a minimum of 26 newspaper ads for a total of 13 weeks. Go to Forms and More to see the media schedule of the recent advertising campaign in Columbia.

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# CASEMO.ORG

Adobe Web Photo Gallery

FILE:


TITLE: PASS-HU 2008 KISS Me Campaign

DESCRIPTION: PASS-HU students held the third annual KISS Me campaign at the University of Missouri campus. This year's theme was "KISS Me, Just for the Health of It." The event expanded into a free student wellness fair, focused on providing students with personalized health information. Over 1,000 students attended and many signed pledges to further smoke-free living and environments. This is the logo for the event.



CREDITS:


COMPAGNIT:



CASE - Campus Community Alliances for Smoke-Free Environments

## CASE

Campus-Community Alliances for Smoke-Free Environments



*For every 8 smokers that die from tobacco-related diseases, one nonsmoker also dies from secondhand smoke.*

### CASE in the News

The following are the most recent news stories about CASE.

**July 8, 2008**  
**SEMO News, Cape Girardeau**  
**Southeast Establishes New Smoking Policy**

CAPE GIRARDEAU, Mo. - The Southeast Missouri State University Board of Regents today approved a policy limiting the use of tobacco products on University property to designated areas. [read more]

**Other stories:**

**June 23, 2008**  
*Columbia Missouriian*  
Summer Welcome teaches wellness through signs

**June 7, 2008**  
*News Tribune, Jefferson City*  
Breaudeau recognized for being smoke-free

**CASE Home**


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- 2006 CASE Articles
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CASE - Campus Community Alliances for Smoke-Free Environments

## CASE

Campus-Community Alliances for Smoke-Free Environments



*For every 8 smokers that die from tobacco-related diseases, one nonsmoker also dies from secondhand smoke.*

### CASE Activities

July 2008

- 4 - Cole County Partners for Clean Air participated with a booth at the daylong Salute to America celebration in Jefferson City. They displayed information about the health effects of secondhand smoke and the ever popular pig's lungs, which served as a visual aid for the health effects of smoking. Close to 50 people signed up in support of a smoke-free Jefferson City and others learnt about the local and state-wide options for smoking cessation. The Cole County Partners for Clean Air gave out their Dining Guide for Jefferson City and surrounding areas, which lists smoke-free venues, cards with information about the Missouri Quit Line, and supporter forms with their mission statement and information about secondhand smoke.

June 2008

- 27 - Cole County Partners for Clean Air presented a Smoke-free Dining Recognition certificate to Audrey Johannes, owner

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CASE Activities Archive

- 2007 CASE Activities
- 2006 CASE Activities
- Tuesday Nites Dine-Out

CASE - Campus Community Alliances for Smoke-Free Environments

## CASE

Campus-Community Alliances for Smoke-Free Environments



*Writers and waitresses have almost twice the risk of lung cancer due to involuntary exposure to secondhand smoke.*

### Look What SMASH Created

- Presentation "SMASH: A Year in Review" [PowerPoint (8.42 MB)]
- SMASH Manual [Publisher (6.64 MB)]
- 2008 KISS ME press release [Word (75 KB)]
- 2008 KISS ME Flyer [Adobe Reader (230 KB)]
- 2008 KISS ME T-shirt design [Adobe Reader (86 KB)]
- Movie presentation [PowerPoint (6.25 MB)]
- Ad about secondhand smoke [JPEG (27 KB)]
- Ad about secondhand smoke [JPEG (25 KB)]
- Ad about secondhand smoke [JPEG (24 KB)]
- Declaration of CCOE Fair [JPEG (294 KB)]
- Press release about campaign launch [Word (76 KB)]
- Survey form [Word (106 KB)]
- Flier about "Thank You for Smoking" movie showing [Adobe Reader (1.36 MB)]
- Flier about Healthy Stress Relief Fair [Adobe Reader (361 KB)]
- Flier about Springfield's newest smoke-free bar [Adobe Reader (51 KB)]

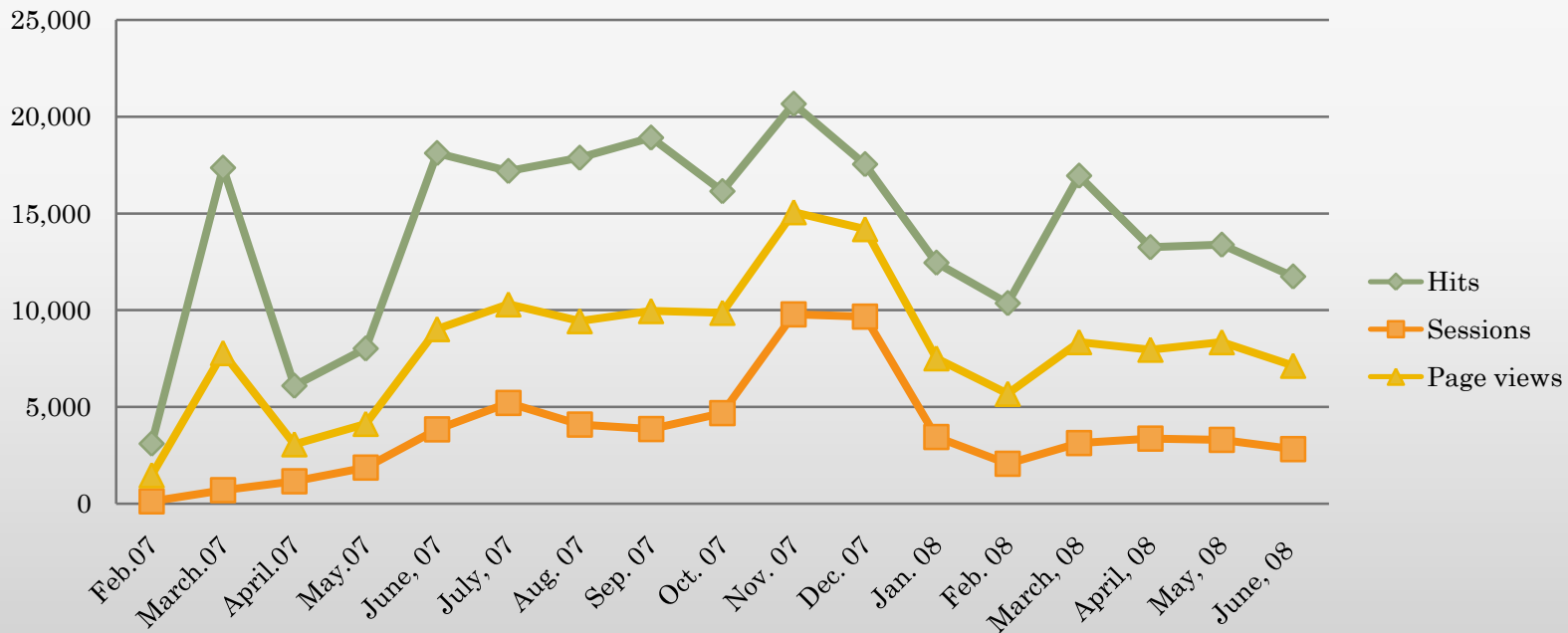
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Missouri State University  
Missouri State University home  
SMASH Activities  
Look What SMASH Created  
Health Promotion Specialists  
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In the news

# RESULTS

- **Hits:** Total = 239,236; Mean = 14,072.71; SD = 4,764.9
- **Sessions:** Total = 63,160; Mean = 3,715.29; SD = 2,562.75
- **Page views:** Total = 139,368; Mean = 8,198.12; SD = 3357.37

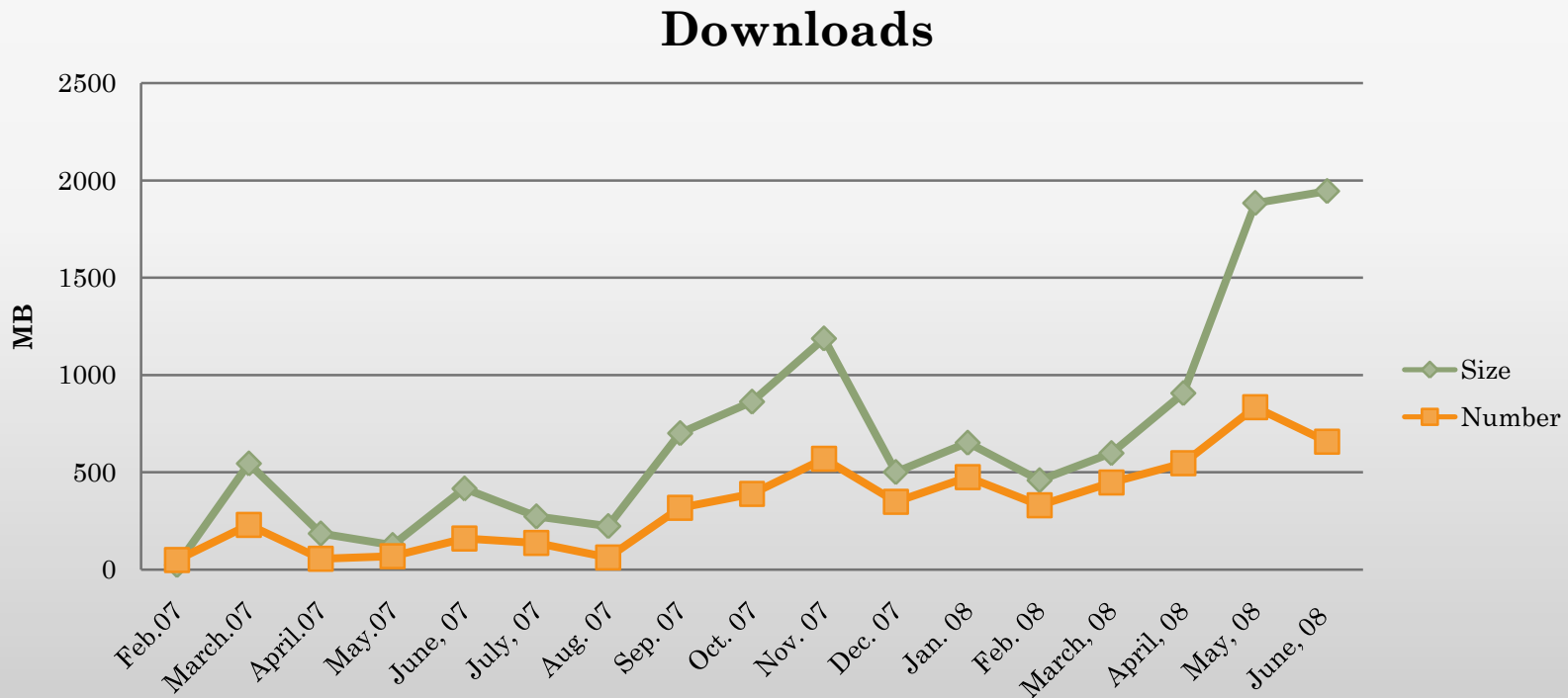
Metrics, Feb. '07 - June '08



# RESULTS

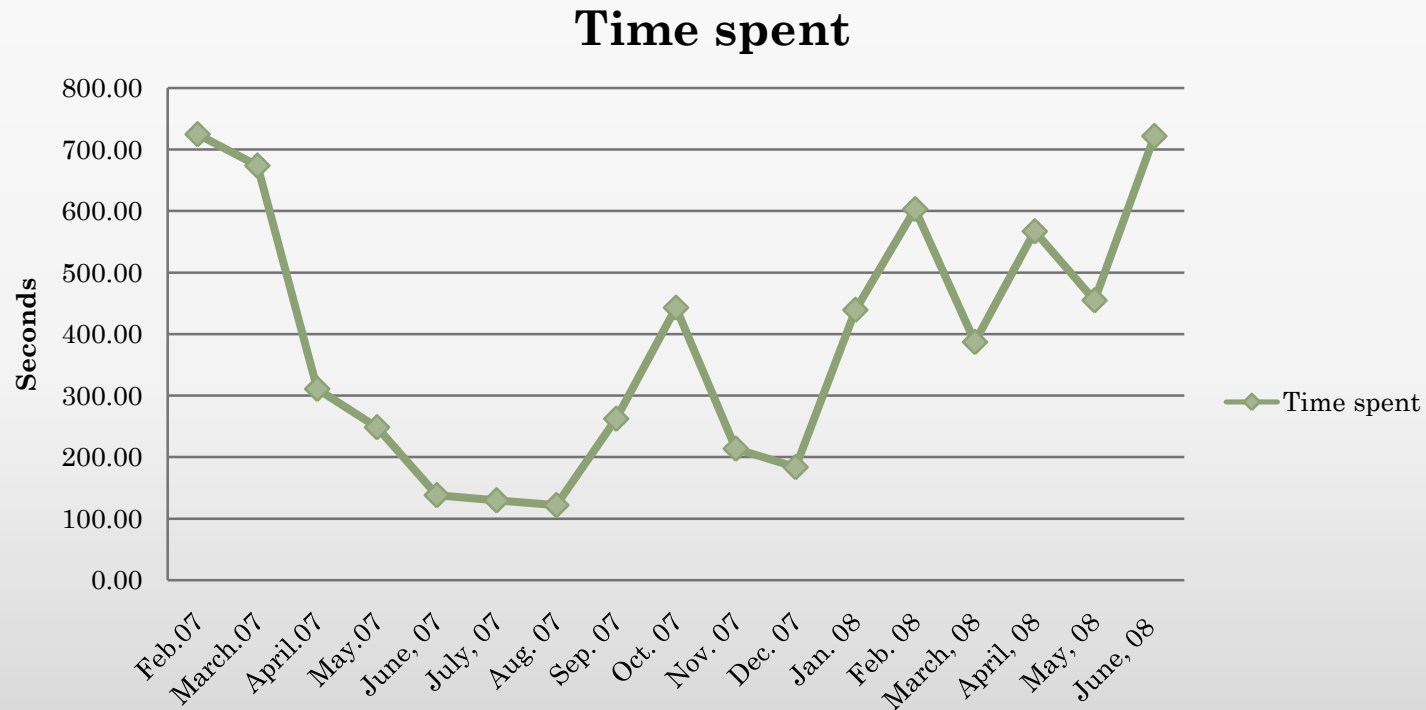
## ○ Downloads

- **Size:** Total = 11.2 GB; Mean = 676.13 MB; SD = 538.30 MB
- **Number:** Total = 5682; Mean = 334.24; SD = 227.04



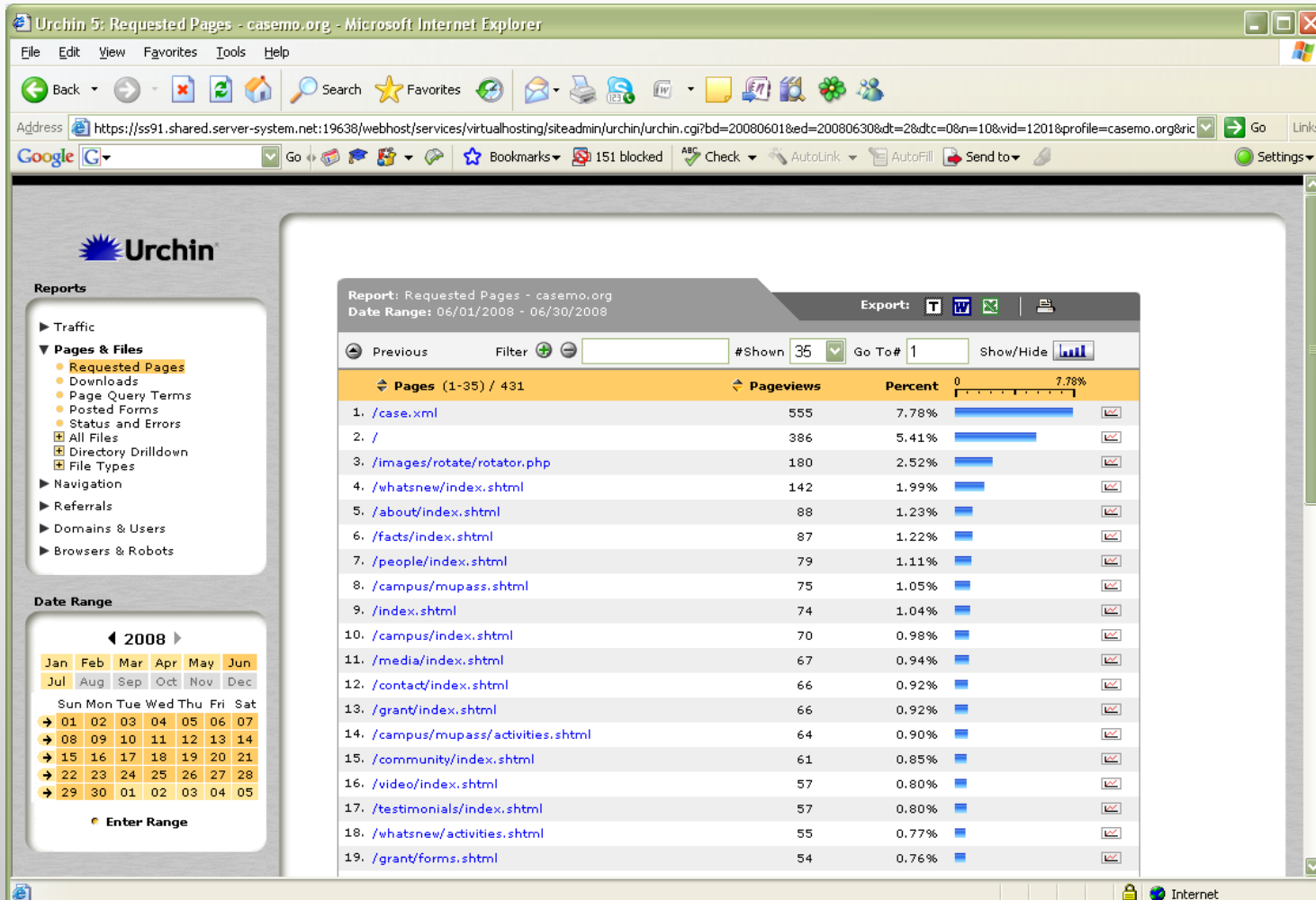
# RESULTS

- **Time spent:** Mean = 6.5 min.; SD = 3.4 min.; min. = 2.03 min., max = 12.08



# RESULTS

- **Pages requested:** Total = 5,907; Mean = 347.47; SD = 125.84



# RESULTS

## ○ Usernames: by hits/bytes/sessions

The image displays two screenshots of the CASE website in Microsoft Internet Explorer. The top screenshot shows the 'Creating a Strategic Communication Campaign' page, which includes a navigation menu on the left, a main heading 'CASE' with the tagline 'Campus-Community Alliances for Smoke-Free Environments', and a central article titled 'Creating a Strategic Communication Campaign'. The article lists five basic steps for creating a strategic communications plan/campaign and provides a list of helpful resources. The bottom screenshot shows the 'Forms and More' page, which features a navigation menu on the left, a main heading 'CASE' with the tagline 'Campus-Community Alliances for Smoke-Free Environments', and a central article titled 'Forms and More'. The article lists various forms and resources available for members, such as a request for funding form, progress report form, and travel/absence request form.

**Top Screenshot: Creating a Strategic Communication Campaign**

**Navigation Menu:**

- Home Page
- About CASE
- What's New?
- People
- Get the Facts
- Campus Alliances
- Community Alliances
- Strategic Communications Resources
- Starting & Maintaining Your Group
- Creating a Strat Comm Campaign
- Public Relations & Advertising
- Event Planning
- Handling the Media
- Creating & Maintaining Your Website
- Member Toolkit
- For the Media
- Videos
- Testimonials

**Main Content:**

### Creating a Strategic Communication Campaign

There are five basic steps in the creation of a strategic communications plan/campaign:

- Step 1: Conduct a situation analysis
- Step 2: Write/set communications objectives
- Step 3: Determine promotional efforts
- Step 4: Implement strategic communication plan/campaign
- Step 5: Evaluate strategic communication plan/campaign

Incorporated with these parts are elements such as designing brochures and flyers, advertising and public relations, creating objectives, and writing creative briefs.

Included in this section:

- Strategic Communication Overview
- How to Create a Strategic Communication Campaign
- How to Design a Brochure
- Member Design - Flyer

**Helpful Resources:**

**How to Create a Strat Comm Campaign**

- The Truth Campaign
- The Heart Truth Campaign

**How to Design a Brochure**

- Generic template
- Word (425 KB)
- PDF (91.5 KB)
- Health template
- Word (51 KB)
- PDF (49.1 KB)
- CASE brochure template
- Word (53.5 KB)
- Sample Antismoking Brochure
- PDF (201 KB)
- Sample clean indoor

**Bottom Screenshot: Forms and More**

**Navigation Menu:**

- Home Page
- About CASE
- What's New?
- People
- Get the Facts
- Campus Alliances
- Community Alliances
- Strategic Communications Resources
- Member Toolkit
- CASE Orientation
- Outlines for Strat Comm Methods
- A Guide to Creating Promotionals
- CASE Logo
- Grant Overview
- Strategic Communication Quiz
- Forms and More
- Helpful Resources
- CASE Media Campaign

**Main Content:**

### Forms and More

**New to this section:** Dear members, for your convenience the CASE team is providing below various examples and templates which have been compiled from different parts of the website and can help in your work for a healthier Missouri.

Request for Funding form

Progress Report form

Travel/absence request form

Travel voucher

Expense voucher for non-travel related items/expenses

CASE media schedule

Motivational health speech manual. For more on successful public speaking and speech writing, click here.

# CONCLUSIONS

- Most useful metrics: page views, downloads, pages requested, usernames
- Moderately useful: hits, sessions
- Not as useful: referrals, domains
- Time spent?



# THE LESSONS

- Use web metrics in combination
- Alert users of recent updates
- Constantly introduce new content
- Use web metrics to respond to and predict users needs for content



## REFERENCES

- Coffey, S. (2001). Internet Audience Measurement: A Practitioner's View. *Journal of Interactive Advertising, 1*(2).
- Cohn, D. (2008). Think You Know Your Web Traffic? *Columbia Journalism Review, 46*(6), 21-22.
- Murphy, J., & Forrest, E. (1997). Hits, views, clicks and visits. In R. Brady, E. Forrest & R. Mizerski (Eds.), *Cybermarketing. Chicago, Il: American Marketing Association.*

