



Mass media effect on Quitline promotion in Korea : PRO & CON

- Quitline
 - ✓ The effective approach for people who need **a help to quit**
- Mass media
 - ✓ The effective tool in **making tobacco user's aware** of cessation services and in **motivating attempt** to quit
- **The evidence** on the relation between quitline call and mass media campaign in Asia region is **rare**.

In Korea

- *Quitline has been operated from 2006.*
- *Quitline promotion activity using mass media was started from 2007.*



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■ Objectives

- ✓ To measure the mass media effect on increasing call volume regarding the type and contents of mass media
- ✓ To know how it can be managed appropriately

■ Method

- ✓ The public awareness on Quitline existence and quit number was monitored.
- ✓ Date exposed, contents, frequency of televising, and media type of these campaigns and promotions have been tracked for 4 years.
- ✓ The change of call volume was monitored at the same time based on the computerized telephony system in Quitline.
- ✓ The concordance of mass media promotion and changing of call volume was analyzed.
- ✓ Each call was classified as beyond reach, hang-up call, call back and live call to understand how increased call volume was managed.



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Results

	2007	2010
Public awareness of Quitline existence	12.9%	35.9%
Quit number	1.5%	20.7%

- Only from 7% to 34% of inbound call was reached to quit coaches as live call among increased call volume.

