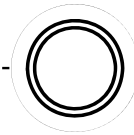


# Media Campaign Evaluation Louisiana Partnership for Youth Suicide Prevention

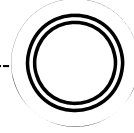


**March, 2010**  
**THE POLICY & RESEARCH GROUP**  
**Lynne W. Jenner**



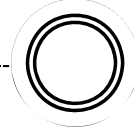
The  
Policy & Research  
Group

# Evaluation of Social Marketing Campaigns



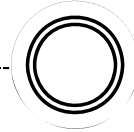
- **Formative Evaluation:** audience analysis, content testing and evaluate buy strategy
- **Process Evaluation:** who did the campaign reach?
- **Outcome Evaluation:** did the campaign impact awareness, knowledge, behavioral predictors (attitudes, beliefs, etc.)?

# LPYSP Media Campaign Evaluation



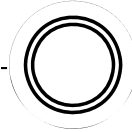
- Many possible approaches – surveys, experiments, observational studies, or “natural experiments” (based on available data)
- Available data (inexpensive)
- LPYSP Process Evaluation: exposure
- LPYSP Outcome Evaluation: awareness of *Lifeline* (operationalized as calls in to the 800 number)

# Process Measure – Exposure



- **Why it matters? Lack of exposure is a primary failure of social marketing campaigns**
- **The Gross Rating Point (GRP) measures potential exposure; can estimate based on media buy data**
- **Important to remember that these are rates of potential exposure ; measures “expected” exposure; does not guarantee individuals attend to the message**

# LPYSP Media Campaign



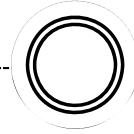
- Current analysis for media campaigns conducted in 2007 and 2008
- The campaigns are designed to increase awareness of youth suicide and suicide prevention
- Each media message includes the national suicide prevention *Lifeline* number (1-800-273-TALK).

# Outcomes – Methods



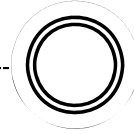
- Longitudinal analysis of *Lifeline* call center data in Louisiana (from 2005-2008); data include date of call, start time, and originating zip code
- Multi-level model to estimate whether calls increase in zip codes and months during which campaign advertisements are conducted
- Natural experiment that compares monthly call volumes in zip codes in which a campaign is being conducted with zip codes in which no campaign is being conducted.

# Outcome – Hypothesis



- Hypothesize that calls should increase in months when media campaigns are active and in the zip codes where the advertisements are broadcast, posted, or printed.
- Why it matters? Use of the *Lifeline* is dependent on awareness of the 1-800 number.

# Outcome Findings (1)

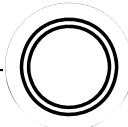


Estimates of Exposure Effects of Advertising Campaign on  
Monthly Call Volumes to *Lifeline*

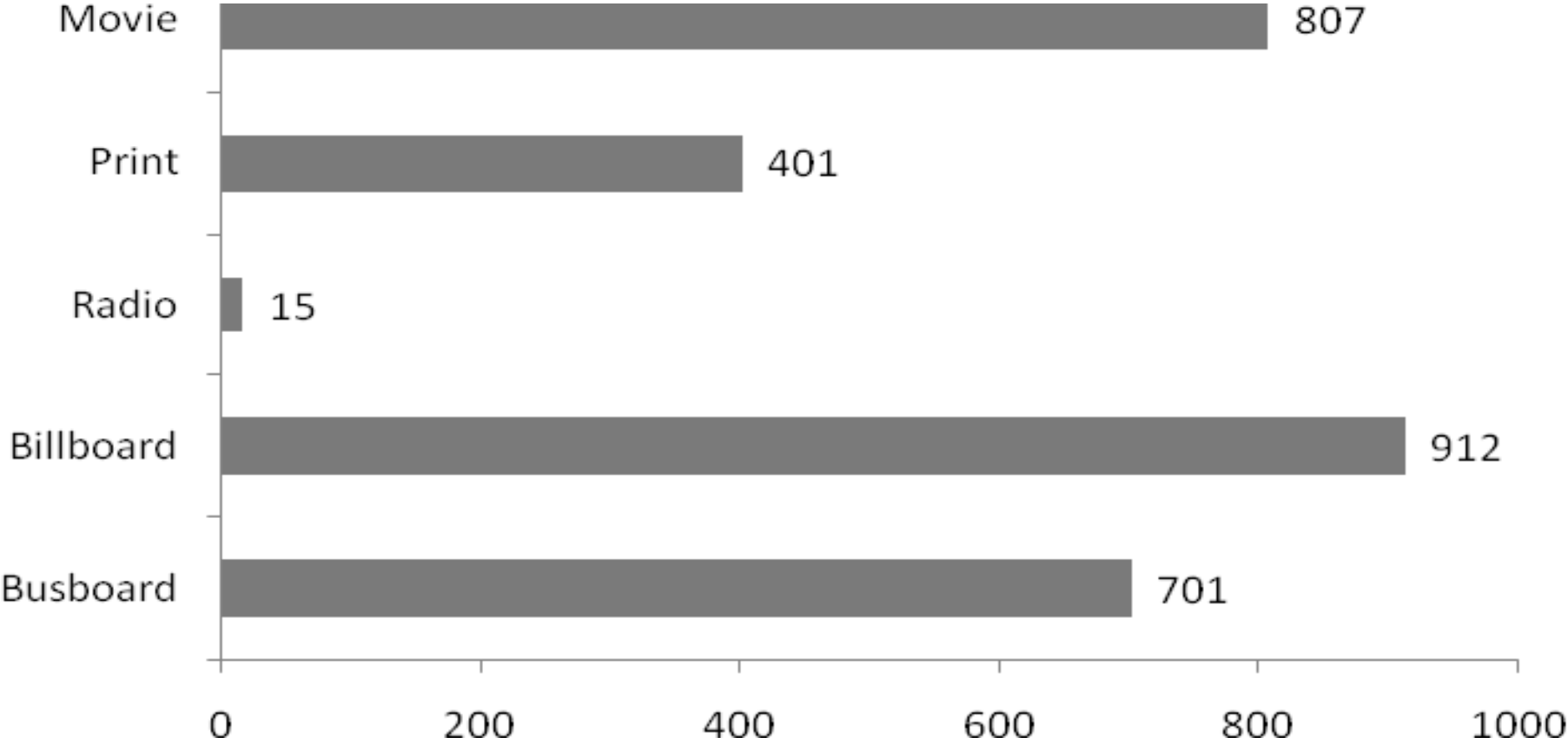
	<b>Impact</b>	<b>t-test</b>	<b>Significant</b>
Radio	0.063	0.15	No
<b>Print (Newspaper)</b>	5.570	3.25	<b>Yes</b>
<b>Billboard</b>	1.862	2.11	<b>Yes</b>
Busboard	6.259	1.73	Borderline
<b>Movie</b>	6.301	3.60	<b>Yes</b>



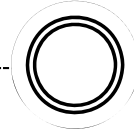
# Outcome Findings (2)



Estimated Statewide Call Volume Impacts by Advertisement Type



# Questions



Results from our analysis have been accepted for publication in

*Suicide and Life-Threatening Behavior*

Eric Jenner, Lynne Woodward Jenner, Maya Matthews-Sterling,  
Jessica Smith & Trina Evans-Williams (2009). "Awareness Effects of a  
Youth Suicide Prevention Media Campaign in Louisiana."

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