**Case Book: Trinity University Health Services**

**Smoking Awareness Campaign**

**Introduction to Public Relations**

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***Client Memo***

**The Cause**

A Single cigarette produces 11 known human carcinogens, carbon monoxide, acetone, and cyanide in the form of smoke (The Facts, 2014). These are only a few from a long list of negative repercussion of cigarettes and tobacco use that have been researched and studied over the years. The list is extensive and is growing rapidly each day, and still, one third of college students admit to smoking regularly (Schorr, 2014). Due to the smoke released from cigarettes, not only are the smokers damaging their own bodies, but those around them are equally affected. Secondhand smoke kills 33,951 United States citizens annually (The Facts, 2014). Each of these victims did not make the decision to inhale the deadly smoke, but were simply exposed to it.

If 16 million Americans are living with a tobacco-related illness, we have to stop and ask
ourselves, “why?” Smoking is a completely voluntary act that has nothing but negative consequences, so what makes a cigarette worth the price of death? For college students, a healthy lifestyle is not only recommended, but also ideal for success in their college carrier and in preparing themselves, and their bodies, for a healthy life thereafter.

**Client Overview**

Our client is Trinity University’s Health Services; our direct contact would be Jackie Bevilacqua from Health Services’ staff. Health Services is an on-campus, university-provided health care center that provides nursing and medical care to all Trinity students and works as a support system for the Trinity community. They seek to encourage students to take care of themselves and to be aware of the different health and care-related current news. They also acknowledge the diversity of their patients, which are, international students, students of color, LGBT students, and students from all socioeconomic backgrounds with differing religious or spiritual beliefs (Health Services, 2014).

Their staff is available to Trinity students during walk-in hours, including Sundays, but closed Saturdays. A pivotal value that Health Services possesses is that they provide most services to students without charge. Additionally, they have a physician that is available for students through appointments four days a week. Health Services provides weekly newsletters and information by email to the Trinity community, which helps keep everyone involved and aware of health news. Trinity University has made efforts to become a tobacco free campus and Health Services is a major supporter of this initiative. Although it is not well known, Health Services provides the necessary information to help students stop smoking. This is something that our campaign can bring to the attention of students.

**Target Audience**

Our on-campus client, Health Services, wishes to direct their public relations program toward a specific audience, that is, the Trinity University Student body. This primary audience includes 2,353 students; however, our client’s messages may be portrayed to a secondary audience as well. The secondary audience may include all campus frequenters, namely, professors, coaches, visitors, and other staff. Although Trinity does not provide exact statistics on how many of the campus population smoke, studies conducted (Schorr, 2014) revealed that 1/3 of college students (ages 18-22) were smokers. Trinity students are characterized as being bold, smart, clever, and creative, and have a passion for making a positive impact on the world around them. “Students come to Trinity University from all over the state, nation, and world to study, research, learn, grow, and discover” (“About…”). Trinity students are open and willing to accept change, giving them great potential to accept Health Services campaign. We are targeting Trinity University students in general; we want to provide help to current smokers and warn those who are occasional smokers of the dangers of smoking. Students who are against smoking to begin with will be willing to join in on our efforts and that will provide a peer base. To make Trinity University a tobacco free campus would satisfy those who are concerned about secondhand smoking. We are specifically targeting students, but in these efforts we hope to get the attention of professors who smoke, informing them of the dangers of smoking and inspiring them to quit.

In order to help the client cater their message specifically to Trinity University students, it is necessary to be aware of the characteristics and demographics of students on campus. Trinity students are primarily Caucasian (61%) with the second highest ethnicity being Hispanic (12.2%). The campus is almost equal gender-wise, with females slightly outnumbering males (53%-46% respectively). The dominant religious affiliation on campus is Christianity at 70%. Diversity is encouraged and valued among students as well as the University as a whole: “As a result of the diversity in our community, we seek to move beyond raising awareness to create sustainable campus change and inclusion across difference” (“Demographics”; “Diversity”). Further contributing to the campus diversity, the majority of students are involved in athletics, clubs, organizations, and sororities and fraternities. Finally, Trinity has earned itself a prestigious academic reputation and indeed, its students reflect this reputation. In the 2014-2015 academic year, 73% of freshmen were in the top 20% of their class, maintaining an average GPA of 3.52 throughout high school (“About…”). Health Services is pushing towards a tobacco free campus, making this campaign timely and attractive to our client.

**Summary**

Due to the advent of young-adult smokers present on campus, Heath Services has employed a public relations plan in order to raise smoking awareness among students, and in turn, better the campus as a whole. By specializing their plan for Trinity University students, Health Services will be better equipped to relay their message. This memo provided basic research on the need for change to occur regarding smoking on campus, and overview of the client, Health Services, as well as a basic overview of the campus demographics and general audience. These aspects will be pivotal in the creation of a public relations plan and the advancement of Health Services endeavors.

***Goals and Objectives***

**Our Client’s Mission:**

It is Trinity University Health Service’s Mission to enhance the health of the Trinity community and to support the educational process by promoting and empowering students to develop an optimal level of wellness so they can fully participate in academic and extracurricular activities. Raising awareness about the deadly effects of smoking to Trinity students would be beneficial to the wellbeing of our campus, and additionally reinforce the mission of Health Services. Decreasing the number of students who smoke on campus would immediately improve their individual health, but eventually better the health of those around them who were exposed to cigarette smoke via second hand smoking. In the mission statement, Health Services mentions the prominence of diversity in our community; the diversity of Trinity is something will be used to our advantage in exposing the danger of smoking to the campus (Health Services, 2014.) Together as a community, Trinity University can decrease the number of smokers on campus with a unique support system rooted in Health Services. Our goals and objectives for this campaign were created with our clients mission statement in mind.

**Goal: Raise Awareness**

**Objective: Message Exposure**

Our first goal we hope to accomplish through this campaign is to raise awareness about smoking and its prominence on campus. This goal can be achieved primarily through the objective of message exposure. This objective is informational in nature as message exposure is not something that is easily measurable or quantifiable. Through monitoring social media, media placements, as well as social media interaction, we can determine if the Trinity Community is being exposed to our message through surveys, one before the campaign begins and one after it is finished. Trinity University students will be exposed to our clients message through various online and on-campus outlets. These outlets will be discussed later when we address our tactics for this campaign.

**Goal: Reduce Smoking on Campus**

**Objective: Attitude Change; Change in Overt Behavior**

Another goal for the campaign is to reduce smoking on Trinity’s campus in order to comply with Health Services mission to develop optimal wellness amongst students in the Trinity community. By reducing smoking on campus the amount of toxins in the air will be reduced and students who opt out of smoking will be able to develop a healthier lifestyle.  The objective to achieve this goal is to cause an attitude change in which, the audience not only believes the message we set out, but also makes a verbal or mental commitment to make a change in behavior. This leads to our second objective for decreasing smokers on campus, a change in overt behavior by requiring the audience to consciously make a decision to change their current behavior. These are motivational objectives, thus we will be able to observe and provide clearly measurable results. We should be able to determine a percentage decrease in smokers on campus following the exposure of our message. Currently 25.8% of students at Trinity smoke occasionally, according to surveys conducted by Health Services (Jackie Bevilacqua). Our goal is to reduce this percentage at least to 20%. A survey would then need to be conducted at the end of the campaign for evaluation.

**Goal: Promote and increase Health Service’s engagement with students**

**Objective: Accurate Dissemination of the Message; Acceptance of Message**

For our last goal the campaign will, also focus in promoting the brand and services of our client, Health Services, by increasing student engagement in this anti-smoking campaign. Our main objective for this goal would be to achieve accurate dissemination of our message by creating and utilizing a social media presence for Health Services. As students in the Trinity community seem to be interested and attracted to different social media outlets. We would like to update the way that Health Services interacts with students through social media. If Health Services were to have a greater presence on social media, student would be more likely to accept their messages and act upon them. The social media outlet we will place most focus on is Instagram, as Health Services lacks an account in this outlet. However, we will also promote messages through Facebook and Twitter. These outlets will be used to promote and engage different tactics of the campaign as well as promote Health Services brand. This goal is an internal one and will be measurable through the amount of likes, followers, and shares, etc.

***Strategies and Tactics***

**Strategies**

There are certain strategies and key messages that we want to emphasize with our Smoke Free Trinity campaign. Firstly, we want to encourage our audience to post about our campaign using our hashtag. This primary strategy will help us to increase student awareness as well as student engagement. We hope we will be able to strategically make the students our primary outlet for spreading our campaign. As we increase student involvement in this campaign, there are several key messages which align with our strategies which we wish to convey to our audience.

*Key Messages*

1.     Our hashtag #smokefreetrinity will be used to develop more followers and get people’s attention on Instagram. Trinity has already taken several steps toward attempting to make the University a smoke free campus, and this hashtag will help make student aware of this fact.

2.     Currently only 25.8% of students at Trinity are occasional smokers.

3.     70% of smokers interviewed said they would like to quit. This will serve as motivation to quit.

4.     Offering an overall perspective: Currently, only 9% of teens smoke.

5.     One of our most powerful messages that we want to convey is that we can be the generation that ends smoking.

**Tactics**

Our primary social media outlet to be utilized in this campaign is Instagram. Indeed, it is one of our major tactics we intend to use to achieve our organizational and client goals and objectives. Specifically, we believe using Instagram as a tactic will help us to accomplish our goal of creating awareness and exposing our client’s message. Our Instagram account is called “@SmokeFreeTrinity.” On this account, we intend to post student driven content; that is, memes, videos, student interviews, and other campus-related content. We can additionally promote our client, Health Services, by posting about the services they provide for students. By using Instagram as a social media outlet, we are able to repost pictures and videos from other teen-focused antismoking campaigns such as “The Truth” and “The Real Cost.” By drawing content from other, larger scale campaigns, we are able to add credibility and relevance to our own campaign.

In today’s culture, we have access and the ability to share videos with people around the world with a simple click of a button. By inserting a video created to grab the attention of young adults with striking information and a creative plot, we could potentially send a video viral on social media sites like Facebook, Twitter, and YouTube. In many public relations campaigns, we see the video kick off the actual campaign, then serve as a face or recognition point for the client to go off of. With a hashtag unique to our campaign, people will turn to social media to learn more on the topic. Incorporating the hashtag #smokefreetrinity into the video gives the viewers an incentive to discuss it on social media after watching, increasing the buzz and viral aspect of the video. In today’s social media, videos take on a snowball kind of effect, increasing popularity the longer they are out, with spin offs and edits made.

By creating a video that would reach a large amount of people, we are raising awareness of the harmful effects of smoking. Focusing on a specific theme of facts, such as statistics of deaths of people who began smoking when they were young adults or the wide variety of chemicals and carcinogens in each cigarette, we could be direct and to the point. Using such striking factors will instill an awareness into potential or current smokers. After speaking with someone who went through the long process of quitting smoking, she said that if someone had told her what was actually in them, she would never have picked up a cigarette in the first place.

In order to promote engagement and action towards our main goal of reducing smoking on campus a special event hosted by Health Services would be effective. The event could be promoted a few weeks in advance through different outlet forms, such as social media (Facebook, Twitter, Instagram etc.), radio (KRTU), and print advertisements (flyers, banners, handouts). The event would require for smokers on campus to join on 24 hours of abstinence for smoking and support those who need help quitting smoking.

On this day, an information booth could be set up on campus near an area with a lot of student traffic to provide more information on the effects of smoking tobacco to as many peers as possible. Participants and visitors of the booth will receive special stickers or buttons to prove their support, while spreading news of the No Smoking Day.  Participants would be encouraged to share their experiences on social media with the tag #smokefreetrinity to promote further smoking awareness or write down their experiences and hand them to Health Services who can later add them to their own social media.

The No Smoking Day event will work towards our goals of reducing the number of smoker’s on campus and promoting overall wellness of Trinity’s campus community. By encouraging public engagement we can strengthen the community’s goals by providing confidence and support to those individuals who are trying to quit and thus acquire a change in behavior from our target audience. By encouraging students to participate using social media with our tag #smokefreetrinity, we have content that can be easily accessed and viewed by our client.

**Conclusion**

 Each of these tactics will get to the root of our goals and execute them to our audience. Trinity University is already making moves to become a tobacco free campus and our campaign will only reinforce this, while warning students of the harmful effects of smoking. Smoke Free Trinity could be a slogan that students will see carried out for many years to come. Because we began our Instagram account during the project, it has become a very easy way to measure how many followers we have gained throughout this. Having a measured statistic like follower count is very easy to measure, but we will have a harder time measuring how many students go seek help to quit smoking following our campaign.

 ***Evaluation***

Starting only three week ago, we created our Instagram account @smokefreetrinity. In this short period of time, we were able to gain 141 Instagram followers. In order to measure the success of this tactic, we would then look at the number of followers and the amount of follower engagement (photo likes and comments). Another way to evaluate the success of our campaign is the tag #smokefreetrinity. By having a specific tag for the campaign, we are able to measure the user generated content provoked by our campaign. Our promotional video could be shared throughout these different social media sites. The number of views is a measurable number that we could collect.

In order to measure the amount of the decrease in smokers on campus and the increase in desire to quit smoking, we would survey students after campaign. This survey would be identical to the survey implemented prior to the campaign with an additional section for feedback on the campaign. Our goal was to see a decrease of at least 5% in on campus smokers. To measure the amount of students reached at the No Smoking Day, we would encourage students to sign a pledge not to smoke. By simply counting signatures, this gives us a solid unit that would be measured. A high number of signatures would be very successful. To gain a better understanding of the exposure from our campaign, we will ask Health Services to record any students coming to them for help to quit smoking. This is a tactic that is harder to measure the actual number, just because of patient confidentiality. Most of our tactics work together and would all be seen as a success if we accomplished our goal of decreasing the amount of smokers on campus.

Works Cited

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Schorr, M. (2014, August 8). A Third of College Students Smoke. Retrieved October 22, 2014.

SWOT Analysis: Health Services

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| **⊗ STRENGTHS ⊗** | **⊗ WEAKNESSES ⊗** |
| * Customer Service
* Enthusiastic Staff
* In close proximity to its target audience
* Access to students health records
* Privacy notice helps develop trust from students
* High level of informational output (brochures, flyers, etc.)
 | * Walk-in hours are not available on Saturday’s
* Lack of social media presence (Trinity Student Health 101 only has 474 likes on Facebook and 30 followers on Twitter)
* Two-way communication

 Physician is only available 3 days a week |
| **⊗ OPPORTUNITIES ⊗** | **⊗ THREATS ⊗** |
| * Easy economical access for students with little to no charge.
* 63 hours a week of walk-in service for students
* Student Self Care Guide addresses some problems of Tobacco use
* Currently there is no large smoking awareness campaign on campus
* Trinity Health 101 issues help share information
 | * Funding levels and priorities. (STD’s, Sexual Assault, Birth Control, and Alcohol Poisoning vs. Smoking Awareness)
* Diversity in target audience can cause difficulties in developing message.
* Lack of information on Trinity student’s smoking preferences could lead to discrepancies in messages
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