



News Release

For Immediate Release:
Monday, April 11, 2005
Media contacts:
Jana Kettering
Public Information Officer
801-538-6339
Lena Dibble
Tobacco Prevention Program
801-538-6917

Utah Department of Health Introduces Extension of Successful “I Did It!” Campaign Message Underscores Support for Those Quitting

(Salt Lake City, UT) — Quitting smoking isn't easy. And it's particularly difficult without a support system to help you through those tough times, the little moments when a minor temptation may bring back a bad habit.

That's one of the themes of the Utah Department of Health's (UDOH) new anti-tobacco advertising campaign, built around the message, “I DID IT! You can, too.” The concept is a further extension of the very successful “I DID IT!” advertising campaign, which originally showcased ex-smokers from across Utah telling success stories about the way they quit.

The new commercials feature people who are contemplating quitting smoking but struggling with the decision. In the three new :30-second TV spots, which begin airing on April 11, these people are seen receiving encouragement from others who hand them written messages that read, “I did it. You can, too.” The voiceover announcer says, “Hundreds of thousands of people have quit smoking. They're all behind you. They did it. You can, too. Call 1-888-567-TRUTH for help, or visit utahquitnet.com.”

“A support system is an integral component of quitting,” said Lena Dibble, Media Coordinator, Tobacco Prevention and Control Program, UDOH. “We feel very strongly about this new campaign as it has such a positive message, focusing on social support and situations that people will identify with.”

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Three radio commercials, produced in conjunction with the television spots, follow a similar theme, this time explored through the anecdotes of those who have successfully quit smoking: “I quit smoking. There are a lot of people out there who would like to do the same, but they feel like they can’t,” says one woman in the :60-second commercial. “The people who have [quit smoking] before were behind me when I quit. They’re all behind you, too,” says another.

“We hope that this extension of the original successful “I DID IT!” advertising campaign will continue to inspire and inform those within the community who want to find out more about how to quit – and where to seek help,” said Dibble. “Knowing that others have been there and done that gives hope to the thousands of Utahns who are taking their first steps to quitting.”

Editor’s Note:

Broadcast: TV spot dubs are available; however, most local and some cable TV stations are airing the spot and should have a dub for use in the story. Beta copies are available from Kelli Fratto Bland, at 801-519-8880.

Print: Still shots of the scenes in the ads are available from Kelli Fratto Bland, at 801-519-8880.

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The mission of the Utah Department of Health is to protect the public’s health through preventing avoidable illness, injury, disability and premature death; assuring access to affordable, quality health care; and promoting healthy lifestyles.