

# WFF January Results:

Recap of Campaign: **WFF** stands for Worth Fighting For.

**WFF** is about Empowerment, not being a victim.

**WFF** is about tobacco prevention but it's also a message that can apply to other prevention messages and risky behaviors. If you know why you're worth fighting for and don't use tobacco, it's an easy step to be worth fighting for and not drink or text-and-drive.

The **WFF** message was a collaboration between youth in I-STEP and the Division. It was designed to be a message that would work with youth. (We think it will work for adults too but don't tell that to anyone younger than 19)

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Goal of January was to see what worked best as far as the goal of getting youth to "Like" us on Facebook ([www.facebook.com/turnyourbackontobacco](http://www.facebook.com/turnyourbackontobacco))

**FB "Likes"** on January 3: **7** / **FB "Likes"** on January 31: **110** / **FB "Likes"** February 15: **169** (huge spike on February 6 from IKM-Manning)

**Cost per like:** Compare Prevent Iowa Youth Addiction and Turn Your Back on Tobacco

PIYA \$32.68 per Like / TYBOT: \$17.75 per Like

PIYA has been a page since December 2011, TYBOT for a month and a half

## **Videos:**

282 total visits to our webpage (where videos are)

Most coming way of going to page was from posters and Facebook, fewest from t-shirts

I phones and computers used most often to access this webpage

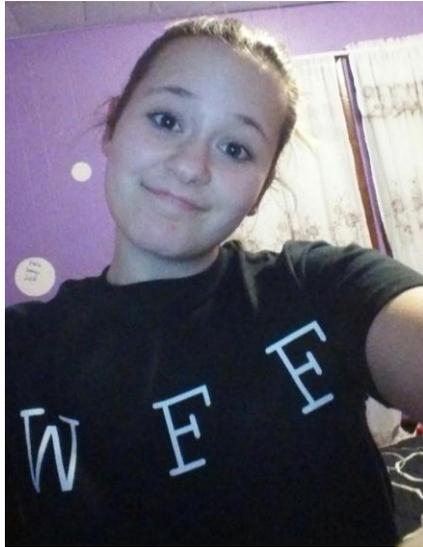
## **Bit.ly**

123 hits came from our Facebook bit.ly / 27 from Twitter / 38 from Generic bit.ly

**Paid** \$5 to promote a post: reached 1,226 people

8 post likes, 1 page like

**Conclusion:** Growing in popularity. T-shirts are unifying and raise awareness. QR code use is not common, more likely to connect with us through Facebook or computer link (bit.ly), Paying for ads not as effective as a picture from a school. 3+ schools are signed up to do videos in March.



Van Buren



Coon Rapids



Exira



IKM-Manning



Mt Ayr



Clinton



Denver