Using Social Media to Drive Behavior Change

WITH
DC QUIT NOW



CASE STUDY: DIGITAL STRATEGY & SOCIAL MEDIA MANAGEMENT

DC QUIT NOW

DC Quit Now (DCQN), a CDC-funded campaign for the DC Department of Health, provides a free resources and encouragement to help DC-based smokers take the first step toward a smoke-free life.

We were brought on before launch to build the creative strategy and plan for the campaign, then managed DCQN's social media calendar and digital portfolio for the first two years after its 2024 launch.

We built the brand voice for DC Quit Now: friendly, compassionate, and reliable while also authoritative and reputable. From memes to quit-smoking tips and reels, our monthly content calendars strategically built trust while guiding users to quit-smoking resources. We paired organic content with paid ads for maximum reach, and collaborated with local content creators to drive meaningful engagement.

In its first four months, DCQN achieved 800K+ impressions and 25K video views, many thanks to our Former Smokers video series with videos from people like Will and Keisha. Within eight months, DCQN reached 1.3K total followers.

But the most important metric? Behavior change. From 2023–2024, DC Health saw an 11% increase in calls to the quit-smoking helpline, even as most states experienced declines in quit-line engagement. In 2025, there were 1,564 total calls to the DCQN helpline:

- 80% of users received coaching calls and 78% of members received nicotine replacement therapy (NRT) treatment
- The demographics of callers matched our social audience: 81% African American, 51% Medicaid users, with the most prevalent age groups being 65+ (34%) and 55–64 (29%). 27% of participants reported having a chronic condition, highlighting key engagement with high-need populations.

Our work not only expanded social media reach, but also drove meaningful real-world action, helping thousands of DC residents take steps toward a smoke-free life.