

Success Story Worksheet



Provide as many concrete and memorable details as possible – as soon after learning about the success/story as possible – and concentrate on how the success/story relates to the bigger picture.

* Required Field

Date Submitted:

12/13/2021

County/Area/Tribe:

Buffalo

Goal Area:

- ☒ Cessation
- ☐ Disparate Populations
- ☒ Secondhand Smoke Exposure
- ☒ Youth Prevention

Individuals/Target Audience:
(who this happened to)

General Public

Individual(s) Contact Info:
(if applicable)

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Setting:
(Where and when this took place)

Golden Ticket Cinema, Kearney Nebraska, November 2021

Conflict:
(obstacle, barrier or problem)

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Action:
(what happened)

When looking for new advertising options, the coalition thought about reaching out to the Golden Ticket Cinema in Kearney to have a Quitline ad placed before the movie trailers started. When meeting with the General Manager, they were excited about the collaboration as they remembered the ads played at the other theater in Kearney and would like to have them run at this cinema. As it sets a good example and lets others know that there are resources out there.

Outcome(s):
(measurable or concrete evidence of change)

The ads played at Kearney Cinema 8 have not been ran in several years so it was exhilarating to hear that the ads were memorable to the community.

Relevance:
(how this story helps us demonstrate need or measure success)

Due to the rapport with the community, community members remember that our service and resources are available and there is help out there.

Submitted by:
(name & agency)

Shyanne Adams on the behalf of Buffalo County Tobacco Free Coalition