Global Dialogue for Effective Stop Smoking Campaigns

• **Goal:** Increase the impact of public education/mass media campaigns in reducing tobacco use and exposure to secondhand smoke.

• **Structure:** International collaboration among 17 partner organizations from public, private and non-profit sectors whom contribute funding, staff time or other support.

• **Overall Strategies:** Training, individual consultation and resources to assist campaign managers, agency staff and researchers as they plan, implement and evaluate tobacco control campaigns.
Global Dialogue Partners

- American Cancer Society
- American Legacy Foundation
- Campaign for Tobacco-Free Kids
- Clarity Coverdale Fury Advertising
- Department of Health England
- Edelman Public Relations
- European Network of Quitlines
- Health Canada
- Health Sponsorship Council (New Zealand)
- InterAmerican Heart Foundation
- International Non-Governmental Coalition Against Tobacco
- Institute for Global Tobacco Control
- Johnson & Johnson
- North American Quitline Consortium
- Pfizer
- VicHealth Centre for Tobacco Control (Australia)
- World Lung Foundation
Available Products and Services

- **One-on-one consultation** with NGOs and ministries of health in all countries
- **Interactive campaign development workshops** conducted proactively on a regional basis and by request in any country
- **Lessons learned documents** from syntheses of international published and unpublished campaign data.
- **Website** with Global Dialogue updates, news and events, and campaign documents and materials submitted from around the world (www.stopsmokingcampaigns.org)
- **Campaign development tool kit** with 375 pages of guidance on the process of creating a campaign and examples and case studies from over 25 countries
- **Advertising exhibit and DVDs of ads** to heighten awareness of campaign advertising and to stimulate ideas
• Provide direction on planning, implementing and evaluating tobacco control marketing campaigns (pulled from and updated existing materials)

• Summarize and disseminate diverse international campaign experiences

• Share some overall lessons learned regarding campaigns

• Connect international campaign managers and researchers
12 Chapters:

- Overview/Introduction
- Campaign Planning
- Target Audience Research
- Specific Populations
- Campaign Evaluation
- Campaign Management
- Advertising
- Public Relations
- Media Advocacy
- Community-Based Marketing
- Promoting Stop Smoking Services
- Campaign Funding
Tool kit formats

- English: Available in printed, CD and online formats
- Spanish: Available in CD format now and online by November
- Chinese: Available online by November
- French: available by end of 2008
- Arabic: available by end of 2008
- Russian & Portuguese: still seeking funding
Campaign Reviews Conducted

CDC/WHO cessation campaign review 2001
   (10 countries)
CDC youth prevention campaign review 2006
   (9 countries)
Global Dialogue stop smoking campaign review 2006
   (20+ countries)
No comprehensive review done of secondhand smoke campaigns
Above reviews combined published literature, unpublished documents, and even personal experiences to glean timely insights
How do mass media campaigns achieve results?

- build **awareness** of the ads, the campaign, the brand, and/or the program
- build relevant **knowledge**
- change key **attitudes and beliefs**
- motivate individuals to change their **behaviors**
- Contribute to changing **social norms** and creating **positive environment for policy change**
Overall Campaign Lessons Learned
Comprehensive Programs

• Campaigns should be part of comprehensive tobacco control programs to significantly reduce tobacco use and exposure to SHS
  – Tobacco control program elements and mass media campaign elements work synergistically
    • **Stop Smoking Support** (quitlines, counseling centers, groups, NRT)
    • **Mass Media/Marketing** (advertising, earned media, collateral support)
    • **Community-Based Efforts**—community mobilization to change tobacco control environment and change social norms
    • **Policies** (taxes, smoke-free public places, pack warnings)
Effective campaigns use combination of many media vehicles and marketing interventions to be as pervasive and persuasive as possible.

Not all people respond to the same stimuli.
While imperfect, research & evaluation can be used to increase likelihood of successful campaign

- Research helps ensure materials communicate clearly, persuasively, credibly
- Evaluation identifies what worked, what didn’t work and why
- Programs with best results use R&E continually throughout campaign development, implementation and refinement
Media Placement

- High enough and long enough to not just build awareness but also build knowledge, change attitudes and beliefs, and finally change behaviors.

- General Guidelines (based on input from Australia, New Zealand, England, US):
  - 400-600 average 4-week GRPs/TARPs when on air
  - 75-85% Reach of target audience
  - Then increase Frequency to budget max
  - Use flighting to manage media placement budget (i.e., 1 month on, 3 weeks off)
“Earned” Media or News Media Coverage

- Use to magnify impact of paid mass media campaign
  - Local use can bring country-wide campaign messages to community level
- Can contribute to how issue is perceived and to changes in community norms
- Accessible campaign intervention for all budgets
Lessons Learned from Stop Smoking Campaigns
• Effective campaigns use combination of “why to quit” and “how to quit” messages

  – “why to quit” messages jar smokers, motivating them to “put quitting on today’s agenda”
  – “how to quit” messages give them the hope and promise of resources to think they can successfully quit
“Why to Quit” messages

• Often graphic (visualizing negative impact) or emotional (testimonials)
• Realistically show how bad the consequences of smoking can be for smoker or loved ones
• Elicit negative emotions that prompt smokers to want to take action toward quitting now
• Include some secondhand smoke ads
England “Fatty Cigarette”
Australia “Emphysema”
Australia/Victoria
“Parents—Visit”
Argentina “Free Yourself”

En Argentina, las enfermedades relacionadas con el tabaco causan la muerte de 40,000 personas al año.

El tabaquismo es la principal causa de muerte evitable. Liberate

Programa Nacional de Control del Tabaco 0800-222-1002
England “Hook”

The average smoker needs over five thousand cigarettes a year.

Get unhooked. Call 0800 169 0 169 or visit getunhooked.co.uk
Brazil, Canada & Australia
Cigarette Pack Warnings

FUMAR CAUSA ABORTO ESPONTÂNEO.

SMOKING CAUSES LUNG CANCER
Health Authority Warning

9 out of 10 lung cancers are caused by smoking. Every cigarette you smoke increases your risk of lung cancer. Most people who get lung cancer, die from it.

You CAN quit smoking. Call Quitline 131 848, talk to your doctor or pharmacist, or visit www.quitnow.info.au

DON'T LET CHILDREN BREATHE YOUR SMOKE
Health Authority Warning

Children exposed to passive smoking experience more serious illnesses such as pneumonia, middle ear infections and asthma attacks. Babies exposed to passive smoking are at a greater risk of SIDS (Sudden Infant Death Syndrome).

You CAN quit smoking. Call Quitline 131 848, talk to your doctor or pharmacist, or visit www.quitnow.info.au
“How to Quit” Messages

• Hopeful and supportive
• Provide information about available quitting resources
• Can build comfort with quitlines, make a compelling “offer” or share personal success stories
Canada
“I did it, you can too”

“I did it, you can too.

“First I convinced myself by saying over and over ‘I can quit.’ Then I quit for 1 day, then another, then another... You know what? — it worked!”

Call 667-8393 smokersline.ca
New Zealand Maori “Six Kids Later”

“When I first got pregnant I chain-smoked. I had no idea what it was going to do to my unborn child. Then I met Michael and we decided to start a family together.

For six long years we tried to conceive. We had heaps of tests. I knew that any minute now I was going to get pregnant and I would have to quit, and I did.”

Six kids later I’m still smokefree

Tina and Michael Poa
Te Ao Heiure a Papatuanuku
He Uri o te Awe

IT’S ABOUT WHĀNAU
Call the Quitline
0800 778 778
US/Minnesota “Remote”
Well-designed ads can influence both youth and adults
- Health effects to smokers
- Effects to nonsmokers (physical, emotional)
- Industry deceptive practices
Australia “Tumour”
Norway “Industry—World”
Campaign Strategies Used to Reduce Exposure to Secondhand Smoke
Key goals of secondhand smoke campaigns:
– Change individual behaviors
– Change community norms
– Change policy
– Prepare for policy
– Enforce policy
England “Smoking Kids”
EEUU/Minnesota “Ashtray” & “Sponge”

85% of cigarette smoke goes into the air. Where do you think it goes from there?

Secondhand smoke increases a child's risk of asthma and causes severe respiratory problems.
SECONDHAND SMOKE. NO ONE SHOULD HAVE TO BREATHE IT.

85% of cigarette smoke goes into the air. Where do you think it goes from there?
SECONDHAND SMOKE. STILL WANT TO BREATHE IT?
Ici, un non-fumeur a fumé 52 858 cigarettes.

Quand vous fumez à côté d’un non-fumeur, il fume aussi.
Ireland
“Pre-Implementation--Bar”
Mexico “Restaurant”

DISFRUTEMOS
DEL AIRE FRESCO
EN LUGARES CERRADOS
SIN HUMO
DE TABACO

El humo de tabaco genera más de 250 sustancias tóxicas, algunas permanecen suspendidas en el aire hasta por 15 días en espacios cerrados.

PORQUE TODOs RESPIRAMOS LO MISMO
• Colombia’s Ciclovia
• Every Sunday and holiday
• Streets closed off for several hours
• People run, walk, skate, play, do aerobics, dance
• Police ensure it’s safe
• Provides physical activity but also community
• Google “ciclovia, bogota” to see video
Obesity Prevention/Fitness

- US/Blue Cross Blue Shield of Minnesota
- “Do” campaign
“Do” campaign

Cavemen. They had no cars.
They had no escalators.
They had no love handles.

Groove your body for 10 minutes 3 times a day.
Communication with your teen can be a form of prevention. In fact, teens whose parents lay set rules and expectations for them are far less likely to try pot and other drugs. Be clear. Be firm. Be a parent.

For information, call 1-800-788-2800 or visit www.theantiidrug.com.

when it comes to pot, peer pressure is STRONG

but parent pressure is STRONGER
Mom
Dad,
talk with us about love, sex, values.
We need you now.
Heart Disease Awareness Among Women
Karen Gutierrez
Karen.gutierrez@comcast.net
651-330-5293 (US office)

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