



GLOBAL
FOR EFFECTIVE
STOP SMOKING
CAMPAIGNS
DIALOGUE

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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- **Lessons learned documents** from syntheses of international published and unpublished campaign data.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

Goals of Campaign Development Tool Kit



- 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



- 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)



Variety of Interventions & Vehicles



- Effective campaigns use combination of many media vehicles and marketing interventions to be as pervasive and persuasive as possible
- Not all people respond to same stimuli



Research & Evaluation



- 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



“Why to Quit” & “How to Quit”



- 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

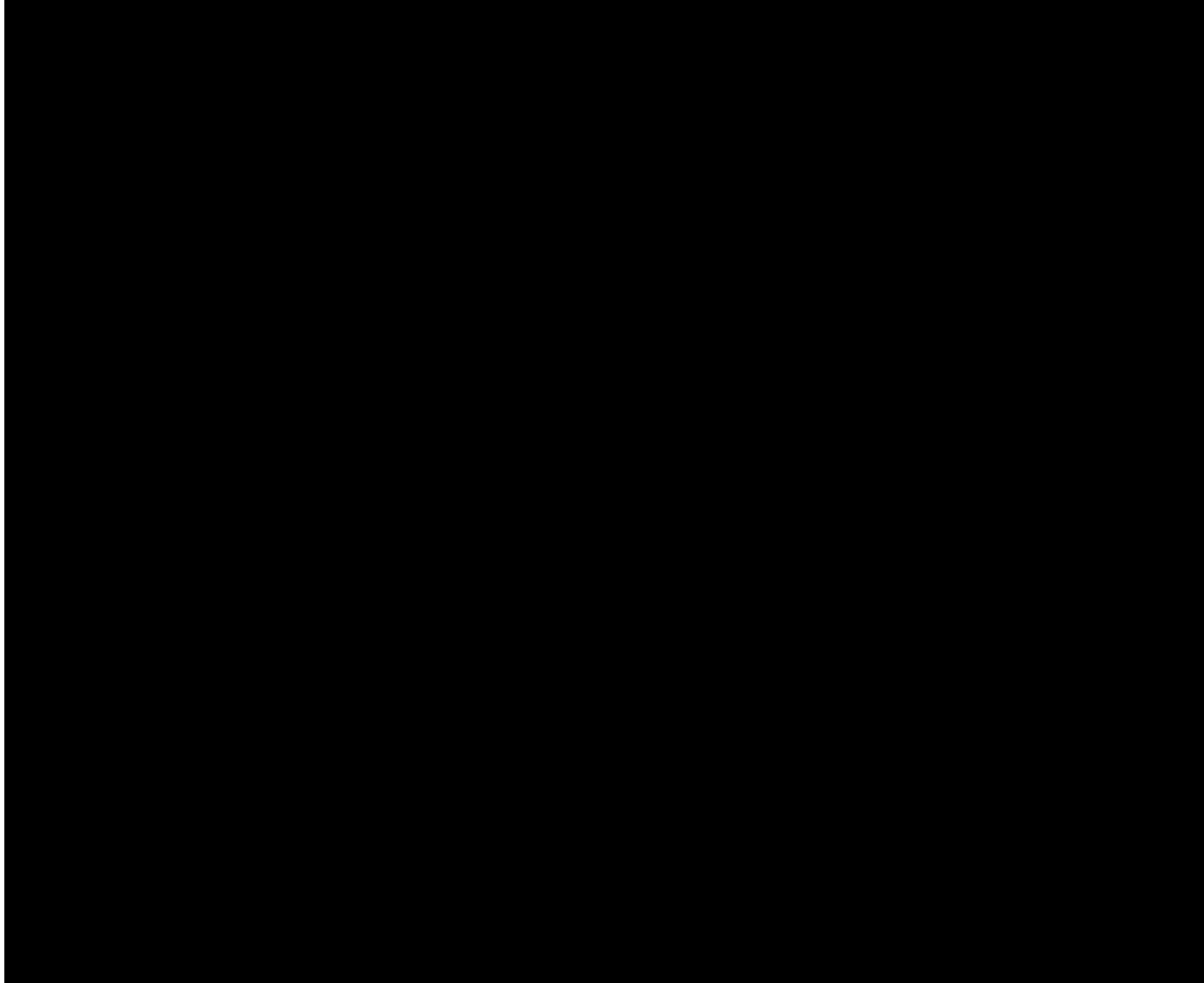


“Why to Quit” messages



- 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”



England “Hook”



NHS

The average smoker needs over five thousand cigarettes a year.

Get unhooked. Call 0800 169 0 169 or visit getunhooked.co.uk


SMOKEFREE

Brazil, Canada & Australia

Cigarette Pack Warnings





“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

US/ California “Smokers’ Helpline”



Canada

"I did it, you can too"



***I did it,
you can too.***

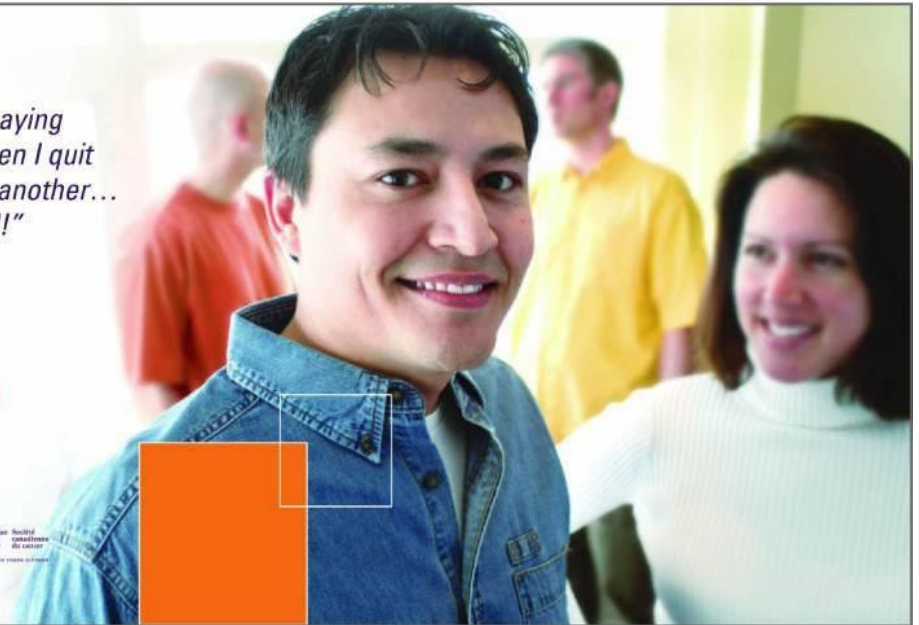
*"First I convinced myself by saying
over and over 'I can quit.' Then I quit
for 1 day, then another, then another...
You know what?— it worked!"*

Call 667-8393 smokersline.ca

Canada Yukon
Health and Social Services

Canadian Society
Canadian Society
du cancer
du cancer

Financed in part by the Tobacco Control Program, Health Canada



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."

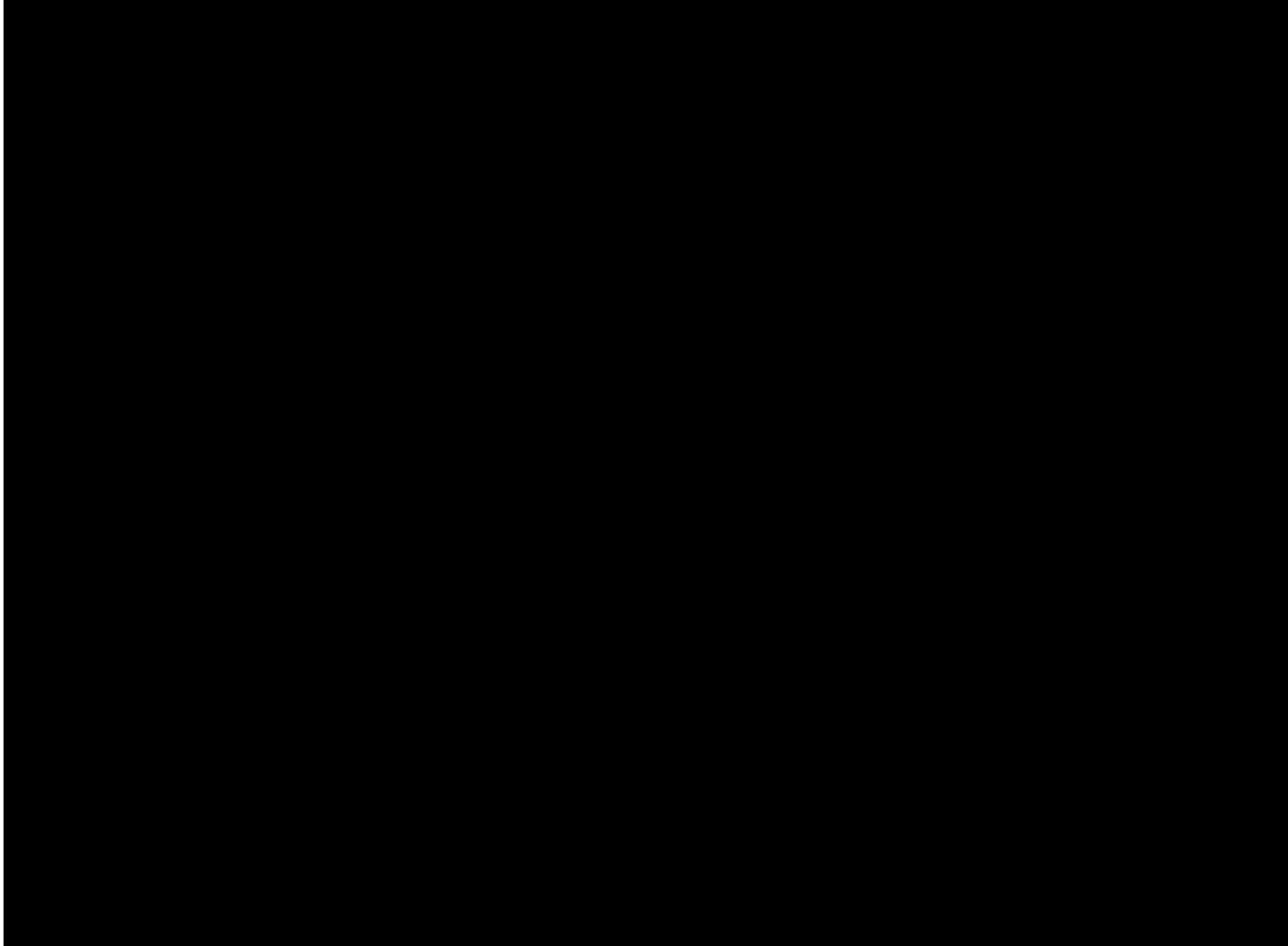
**Six kids later
I'm still smokefree**

Tina and Michael Poa
Te Ahi Hānau a Pēpērangī
He Uri o te Awa

IT'S ABOUT WHĀNAU
Call the Quitline
He Mātu 0800 778 778 **Quit**

© 2011 NZH

US/Minnesota “Remote”

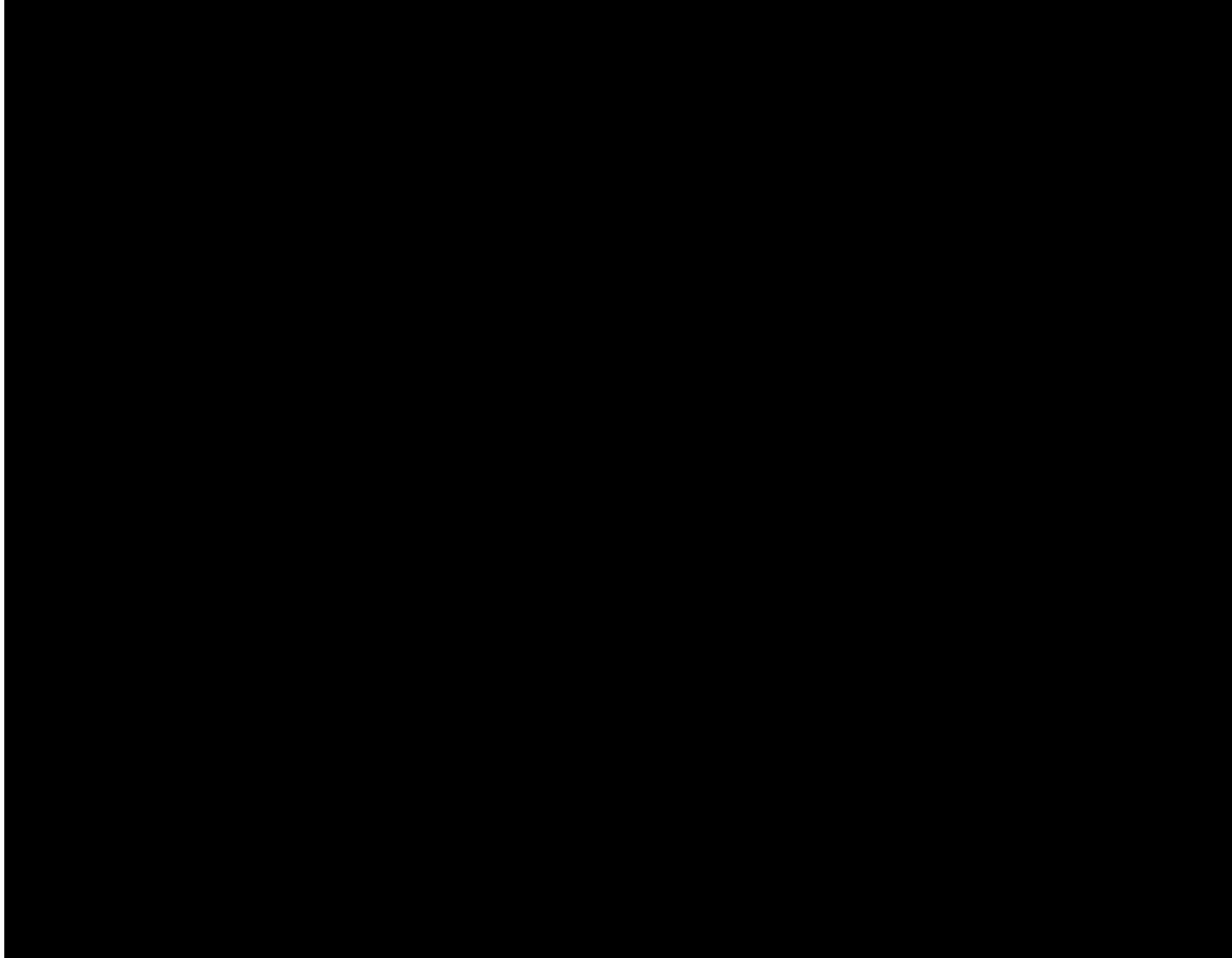


Lessons Learned regarding Youth Tobacco Use Prevention

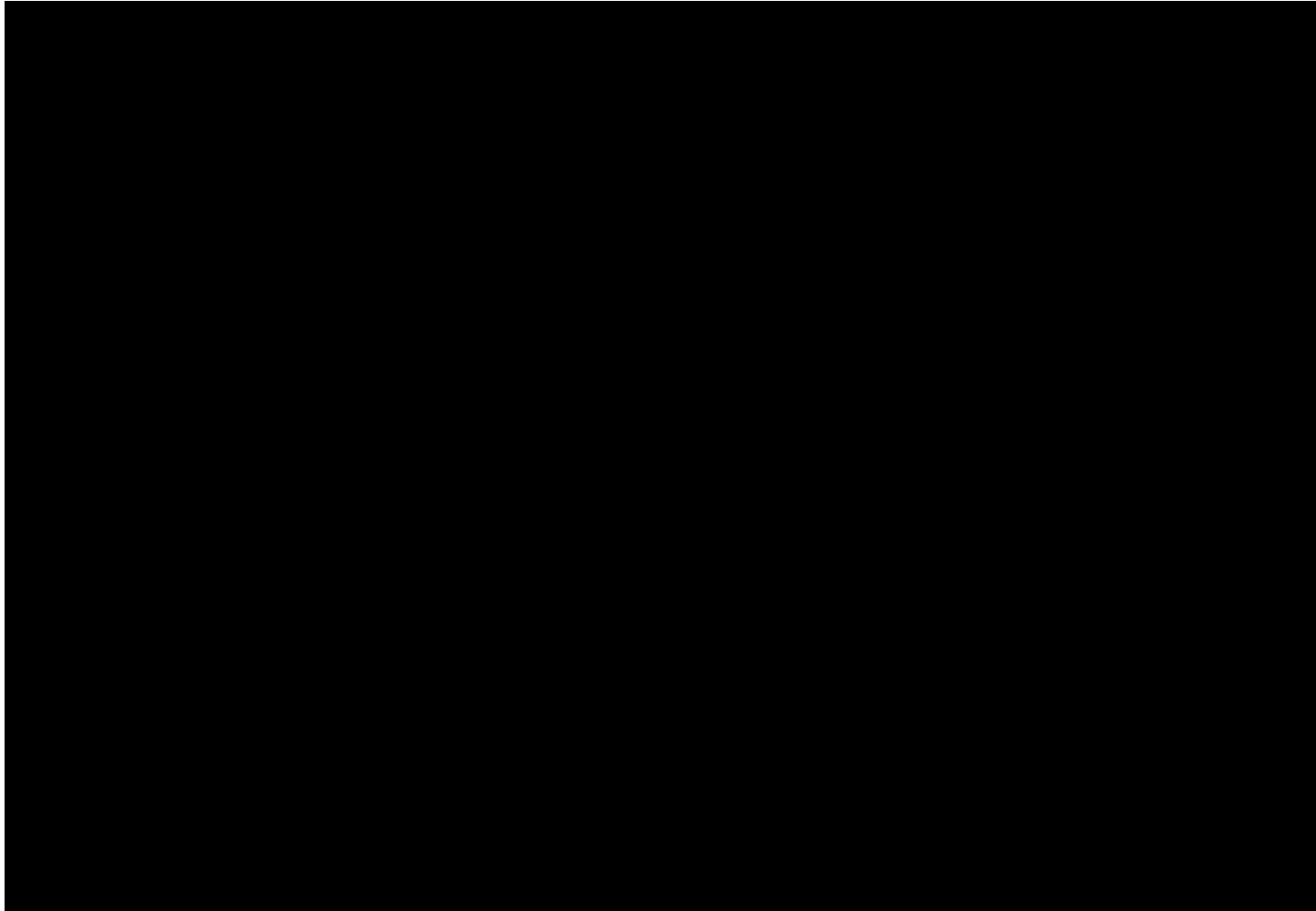


- Well-designed ads can influence both youth and adults
 - Health effects to smokers
 - Effects to nonsmokers (physical, emotional)
 - Industry deceptive practices

Australia “Tumour”



US/Massachusetts “Last Good Bye”



Norway “Industry—World”





Campaign Strategies Used to Reduce Exposure to Secondhand Smoke



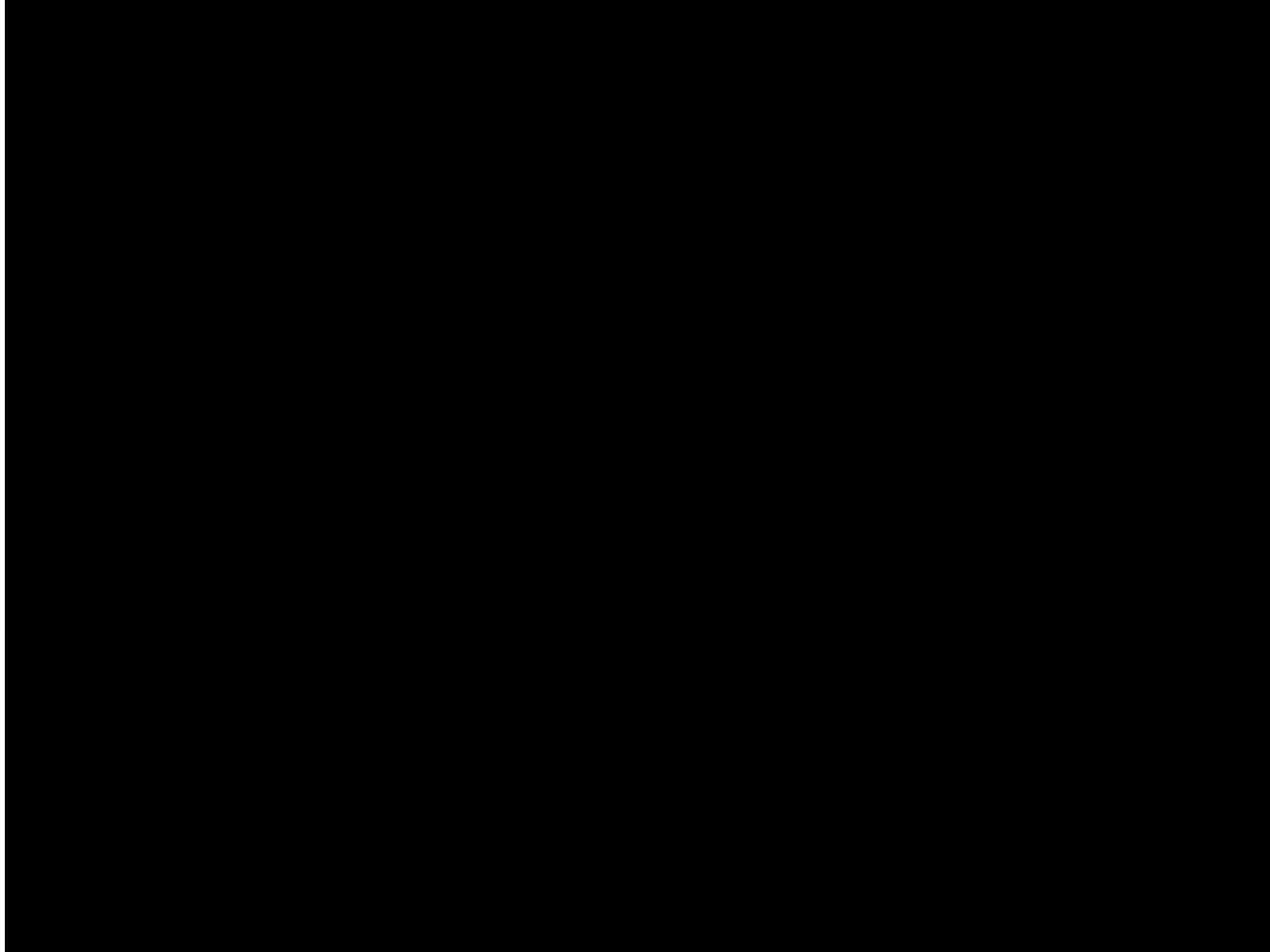
Messages must match goal(s)



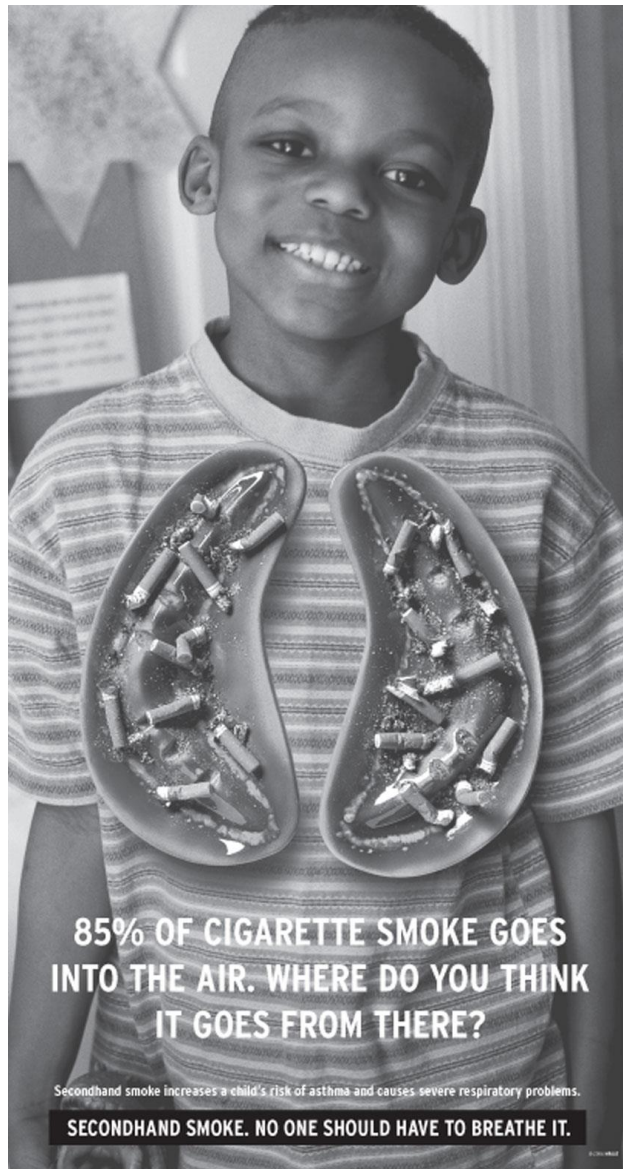
Key goals of secondhand smoke campaigns:

- Change individual behaviors
- Change community norms
- Change policy
- Prepare for policy
- Enforce policy

England “Smoking Kids”



EEUU/Minnesota “Ashtray” & “Sponge”



France

“Tabagisme Passif Salle Reunion”



Ici, un non-fumeur
a fumé 52 858 cigarettes.

Quand vous fumez
à côté d'un non-fumeur,
il fume aussi.

plan
cancer

Ministère de la Santé
et de la Prévention

Assurance
Maladie

inpes

MISSION
de prévention
des maladies
chroniques

TABAC INFO SERVICE : 0825 309 310 (0,15€/MIN)

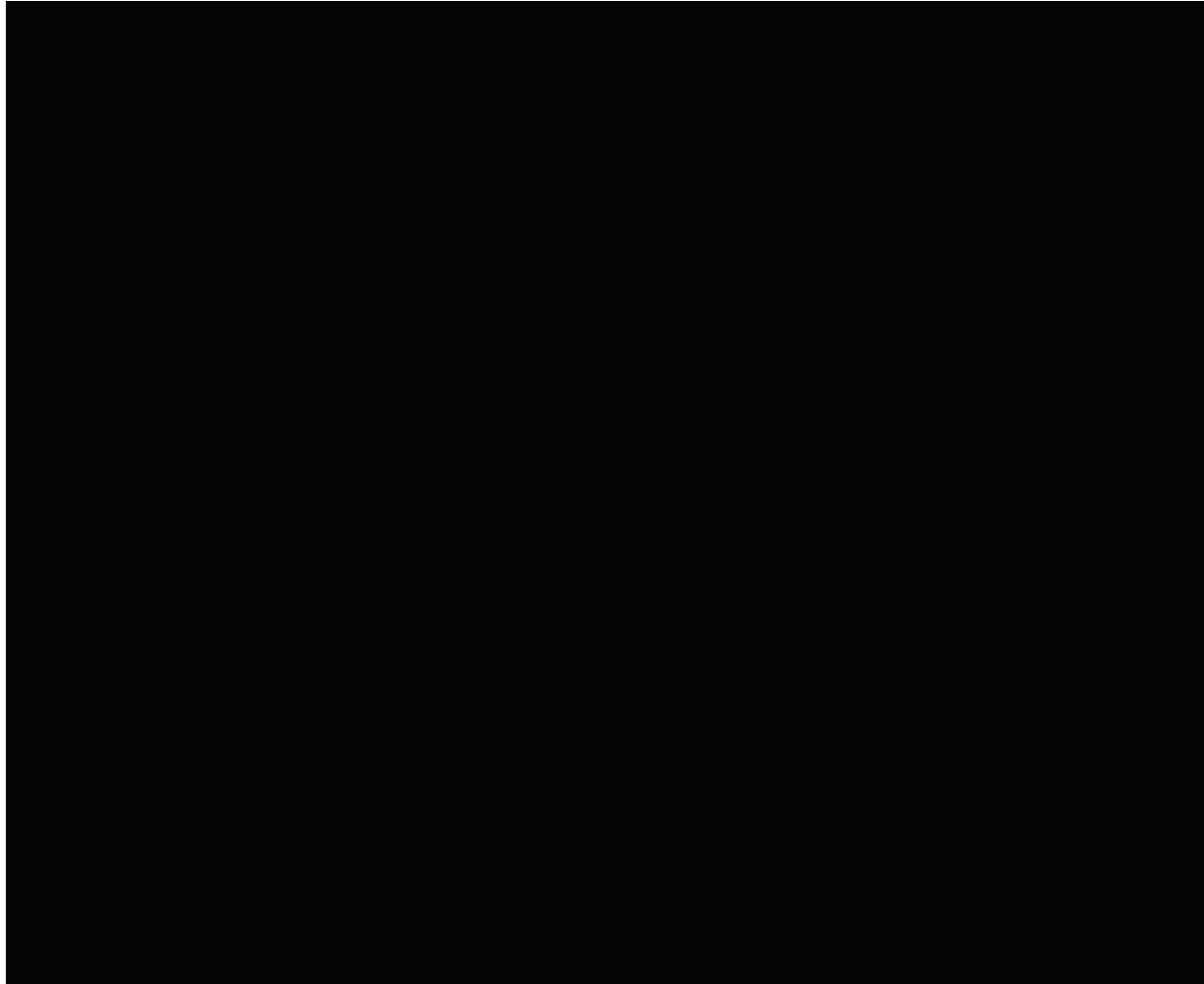
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Ireland

“Pre-Implementation--Bar”



Norway “Restaurant”



Mexico “Restaurant”



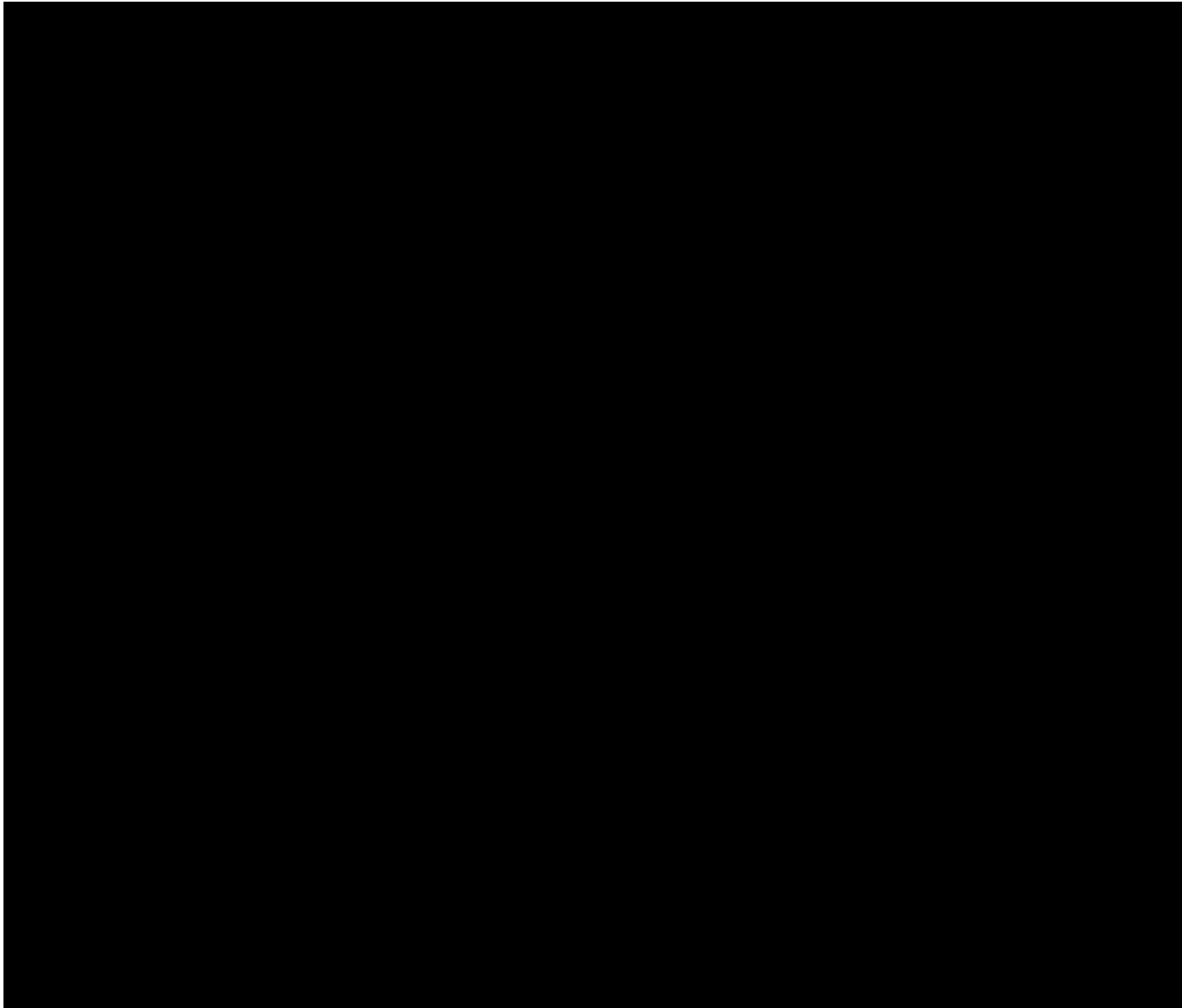
**DISFRUTEMOS
DEL AIRE FRESCO
EN LUGARES CERRADOS
SIN HUMO
DE TABACO**

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**

US/California “Taken Outside”





- Colombia's Ciclovía
- 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 "ciclovía, bogota" to see video

Obesity Prevention/Fitness



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



“Do” campaign



CLEARCHANNEL

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

Groove your body for 10 minutes 3 times a day.

do.

012190

Youth Drug Use Prevention



Communication with your teens can be a form of prevention. In fact, teens whose parents lay out 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.theantidrug.com.

when it comes to pot,
peer pressure is **STRONG**

but parent pressure is **STRONGER**

PARENTS.
THE ANTI-DRUG.

Office of National Drug Control Policy | Partnership for a Drug-Free America®

Teen Pregnancy Prevention



Heart Disease Awareness Among Women



Contact Information



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Global Dialogue for Effective Stop Smoking
Campaigns

(www.stopsmokingcampaigns.org)