



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 that contribute funding, staff time or other support:
  - 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



- **Website** with Global Dialogue updates, news and events, and campaign documents and materials submitted from around the world ([www.stopsmokingcampaigns.org](http://www.stopsmokingcampaigns.org))
- **One-on-one consultation** on campaign development
- **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- **Lessons learned documents** from syntheses of international published and unpublished campaign data.
- **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

# Six Proven Policies to Reverse the Global Tobacco Epidemic

**Monitor** tobacco use and prevention policies

**Protect** people from tobacco smoke

**Offer** help to quit tobacco use

**Warn** about the dangers of tobacco

**Enforce** bans on tobacco advertising, promotion and sponsorship

**Raise** taxes on tobacco

**mpower**

# Mass Media Campaigns and MPOWER



- Mass media required for public education campaigns because of broad exposure
- Mass media campaigns can be their own tobacco control intervention
  - i.e., hard-hitting ads can motivate smokers to quit and youth to avoid tobacco
- Mass media campaigns can also support MPOWER
  - Directly: **Warn** people of dangers of tobacco
  - Indirectly:
    - **Protect** people from tobacco smoke
    - **Offer** help to quit
- Campaigns work synergistically with other tobacco control program elements (e.g., policies, quitting support, community-based efforts)

# Well-designed and implemented mass media campaigns can:

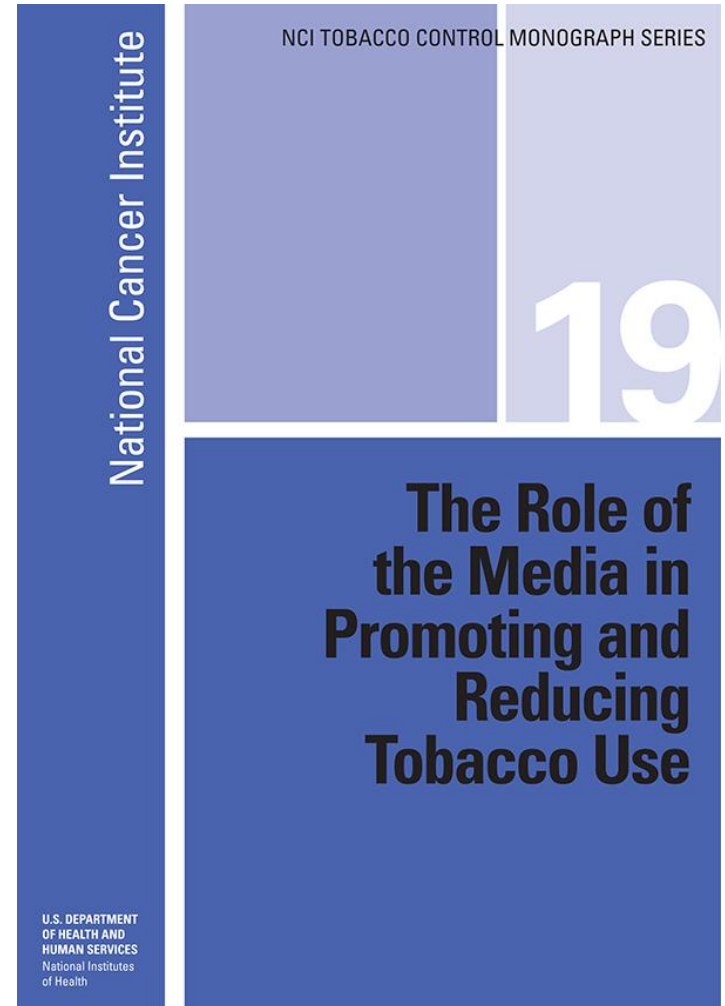


- Build **awareness** of the brand and/or the program
- Build relevant **knowledge**
- Influence key **attitudes and beliefs**
- Motivate individuals to change their **behaviors**
  
- Contribute to changing **social norms** and creating a **positive environment for policy change**
- Fulfill **FCTC (Article 12 and others)**

# Evidence that media campaigns work: NCI review



- Comprehensive review of published literature
- Two types of studies: (over 100 studies overall)
  - controlled field experiments (often demonstration projects funded by research grants)
  - population-based evaluations of state or national mass media campaigns



<http://cancercontrol.cancer.gov/tcrb/monographs/19/index.html>

# What elements contribute to campaign success?



2000 Smoking Cessation campaign review sponsored by WHO and CDC (10 countries)

2003 Youth Tobacco Use Prevention campaign review sponsored by CDC (9 countries)

2005 Smoking Cessation campaign review sponsored by Global Dialogue (22 countries)

**2009 Secondhand Smoke campaign review sponsored by Global Dialogue (16 countries)**

# Key Lessons Learned about Process



1. Target audience research and pre-campaign evaluation of materials improve likelihood of campaign success.
2. Measuring campaign outcomes requires data collection before (i.e., baseline) and after the campaign.
3. Television appears to be the strongest single medium for reaching and influencing enough people to make a population-level impact.
4. Multiple outreach strategies broaden a campaign's penetration of one or multiple audiences.
5. Advertisements developed in one country can be adapted effectively to other geographies.
6. Sizeable and consistent advertising placements can contribute significantly to campaign success.

# Key Lessons Learned about Content



1. Testimonials, or personal stories, can persuasively and credibly communicate dangers of SHS.
2. Focusing on health impacts of SHS is an effective strategy.
3. Ads that elicit negative emotions or discomfort from the audience are typically very persuasive, even when ads not perceived as enjoyable.
4. Portraying innocent victims exposed to SHS can motivate smokers to avoid smoking around others, particularly in personal settings (i.e., homes, cars).
5. Showing the impact of SHS on kids mutes smokers' arguments about individual rights to smoke.
6. Focusing on protecting one segment of the population from SHS (i.e., wait staff, children) provides strategic clarity, but also requires trade-offs.
7. Advertisements that do not attack or demean smokers are typically better accepted by smokers (and in some cases even by non-smokers).
8. Successfully communicating with specific populations requires understanding how members of that population view themselves in relation to the mainstream culture and how they prefer to be portrayed.
9. SHS campaigns may motivate some smokers to quit, so campaigns should plan accordingly.
10. The tone of secondhand smoke ads (i.e., serious, humorous, emotional, authoritative) may differ significantly based on the primary goal of the campaign.



# To have impact, campaigns must be sustained



- Enough reach, frequency and duration to build awareness and knowledge, change attitudes and behaviors, and influence social norms
- 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)
- US CDC recommends minimum of \$1-\$3 per capita on mass media public education campaigns



## Adapting existing ads saves time & money



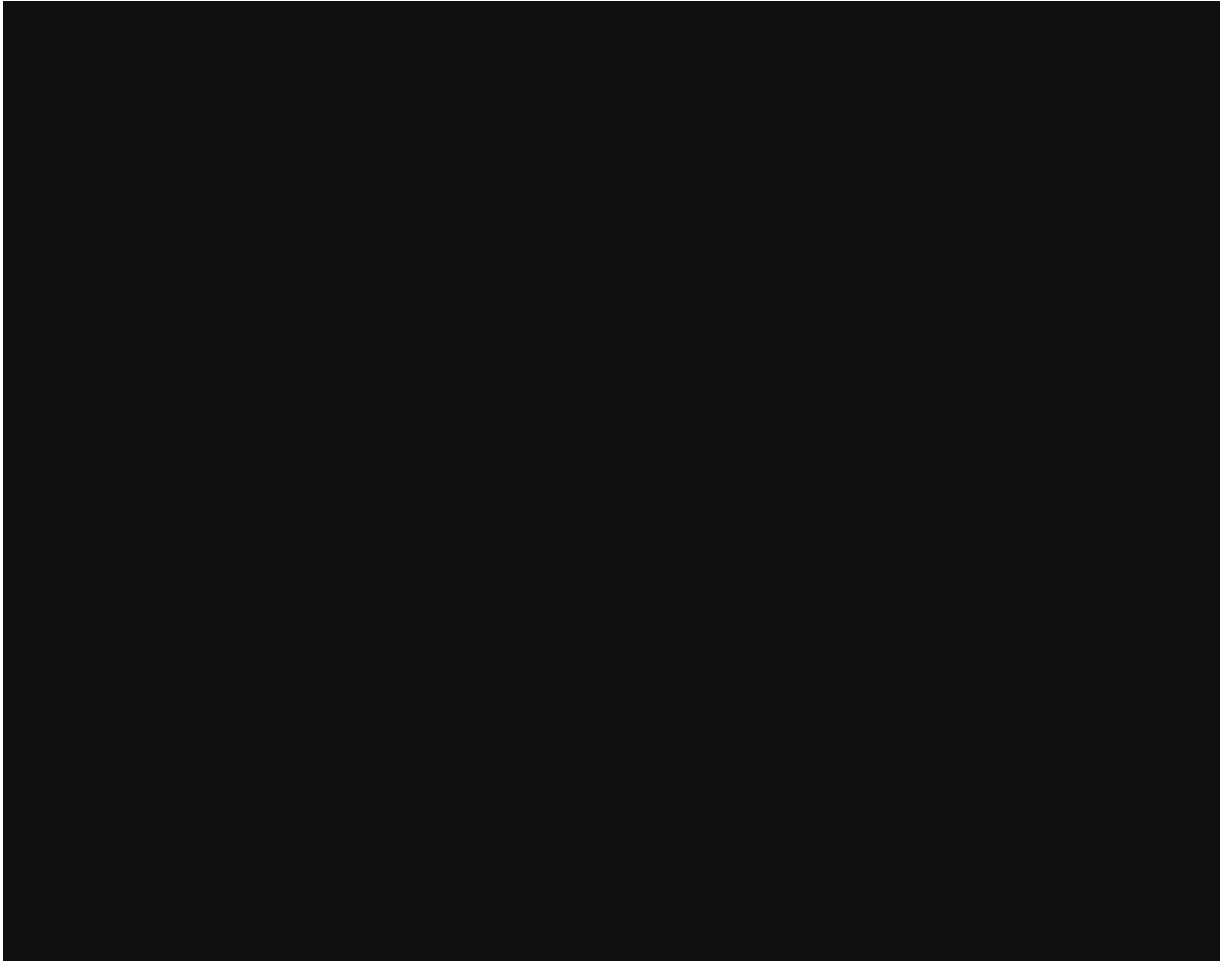
- Many countries, states and provinces have developed effective ads
  - Several ads/campaigns have been proven effective in multiple countries
  - Core motivations, obstacles to change, etc. are similar across the globe
  - Creating new ads is time-consuming, costly and risky
- For U.S. ads, see [www.cdc.gov/tobacco/mcrc](http://www.cdc.gov/tobacco/mcrc)
- For non-U.S. ads, contact Karen Gutierrez (global@stopsmokingcampaigns.org)



Testimonials or “Real Stories”  
elicit emotions and lend credibility



## Canada “Heather Crowe”



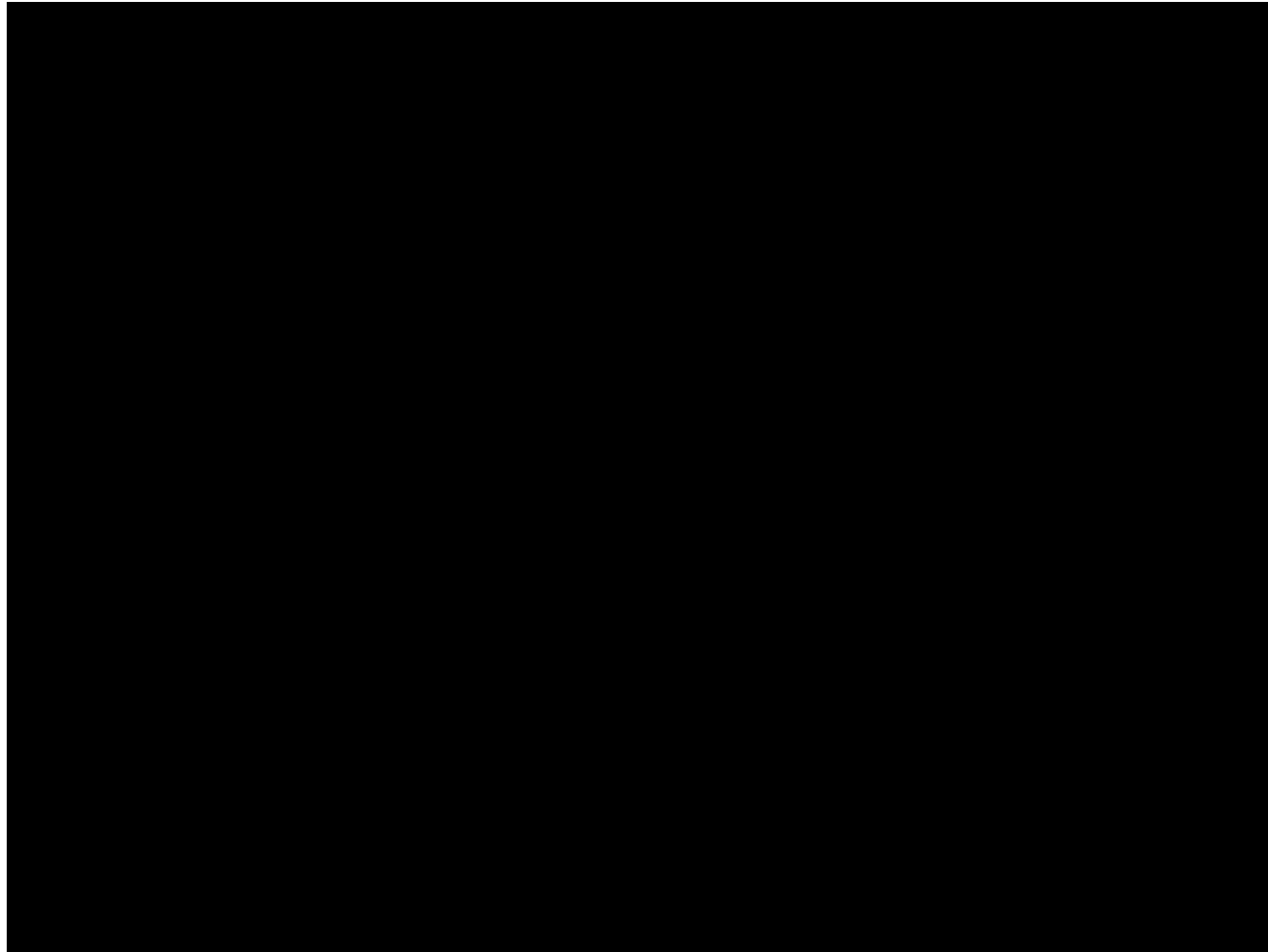


## Serious tone works well to educate about dangers of SHS



- The tone is similar to that of “why to quit” messages in cessation campaigns
    - In this case, the message is “why not to smoke around others”
  - Graphic
  - Emotional
  - Show vulnerable individuals
- \*Note that “serious” does not mean attacking, denigrating, nor ridiculing smokers

# Minnesota “Infant”



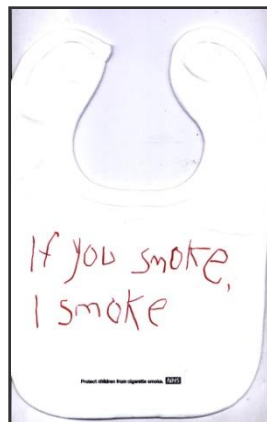
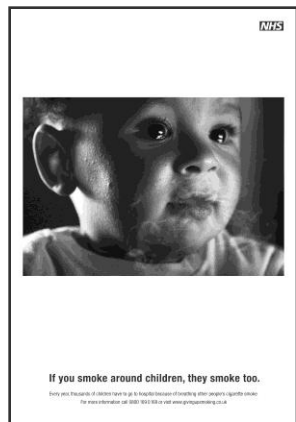
# England “Smoking Kids” Campaign



- TV
- Newspaper
- Radio
- Hospital bibs
- Posters



# Impact of multiple media channels



Talked about giving up with friends and family

TV only

TV/press/poster

Index

27%

37%

(137)

Advertising made me more likely to quit

41%

50%

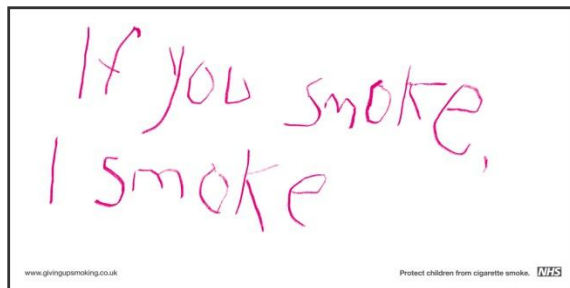
(122)

Took action towards giving up as result of seeing advertising

57%

70%

(123)



Source: England BMRB Tracking Feb 2004

# New Mexico “Hold Your Breath”



In 2006, the Surgeon General concluded that the longer you are around secondhand smoke, the more likely it is to hurt you.

So, how long can you hold your breath?

TUP-6977-HoldBreath-Abqj.indd 2

25/07 2:1

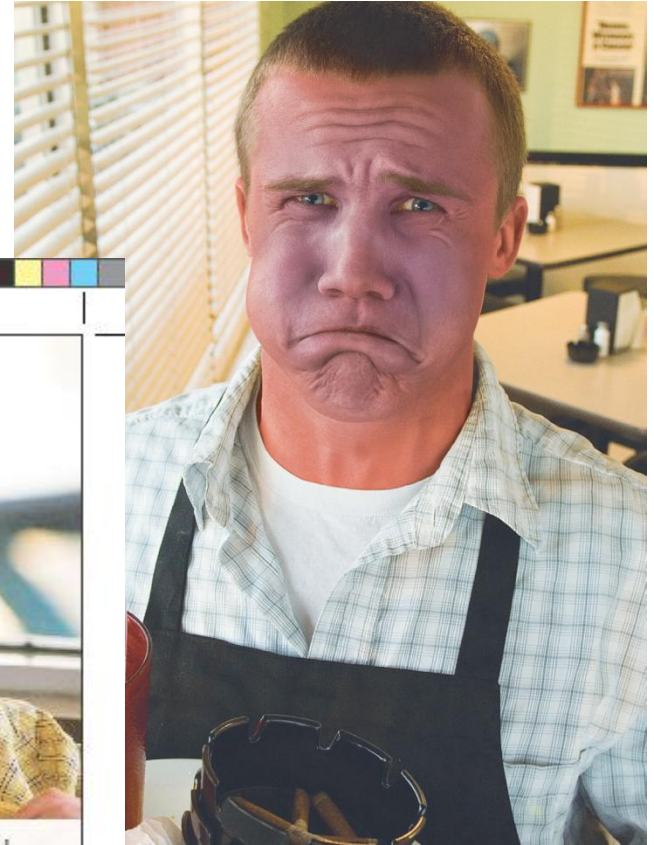


The Surgeon General recently concluded that secondhand smoke makes children more likely to have lung problems, ear infections, and severe asthma.

So, how long can you hold your breath?

TUP-6977-HoldBreath-Abqj.indd 6

25/07 2:21:07 PM





A serious tone can also help increase understanding of the need for smoke-free public places

# England “Wedding”



# France “Secondhand Smoke— Meeting Room”



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

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

**plan  
cancer**

**Assurance  
Maladie**  
Cotisation mensuelle

**inpes**

**MISSION**  
Prévention  
de l'exposition  
au tabac  
et à l'alcool

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

P.A.N. 2008 - Bureau d'Édition: 100% - Imprimé: 100% recyclé.

# Uruguay “Humanicide”



*humanicida*

## humanicida

tu aire es también el mío

No es suficiente con abrir una ventana para ventilar una habitación llena de humo de tabaco. Se necesitaría la fuerza de un huracán para barrer con todas las partículas contaminantes y purificar el ambiente.

 **Ministerio de Salud Pública**

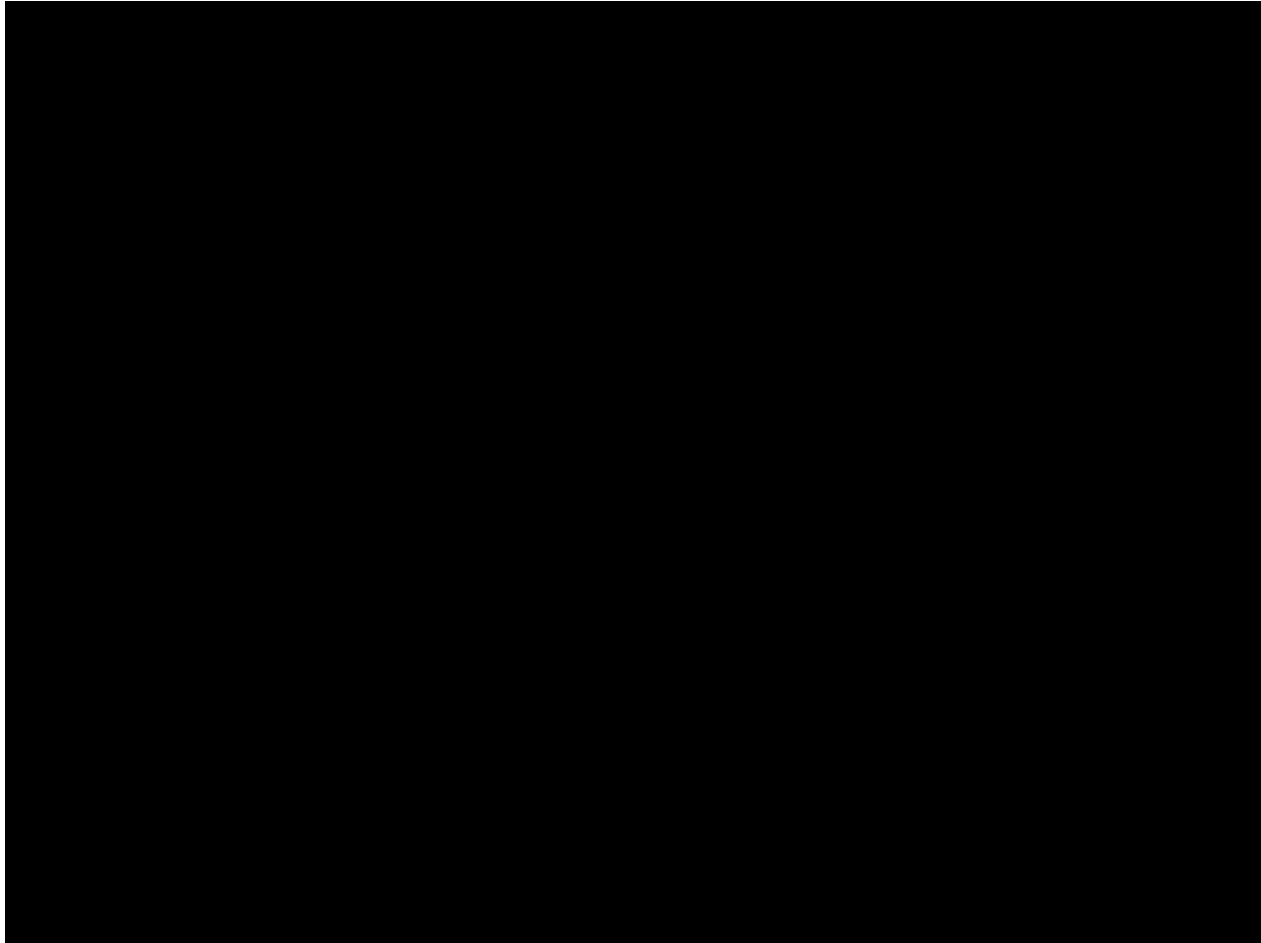
 **FONDO NACIONAL DE RECURSOS**  
Medicina Altamente Especializada

 **Organización Panamericana de la Salud**  
Otra Agencia de la Organización Mundial de la Salud

 **COMISION HONORARIA PARA LA SALUD CARDIOVASCULAR**

 **INSTITUTO NACIONAL DE SALUD**

# Minnesota “In the Event”





# A neutral to positive tone can help people embrace smoke-free laws

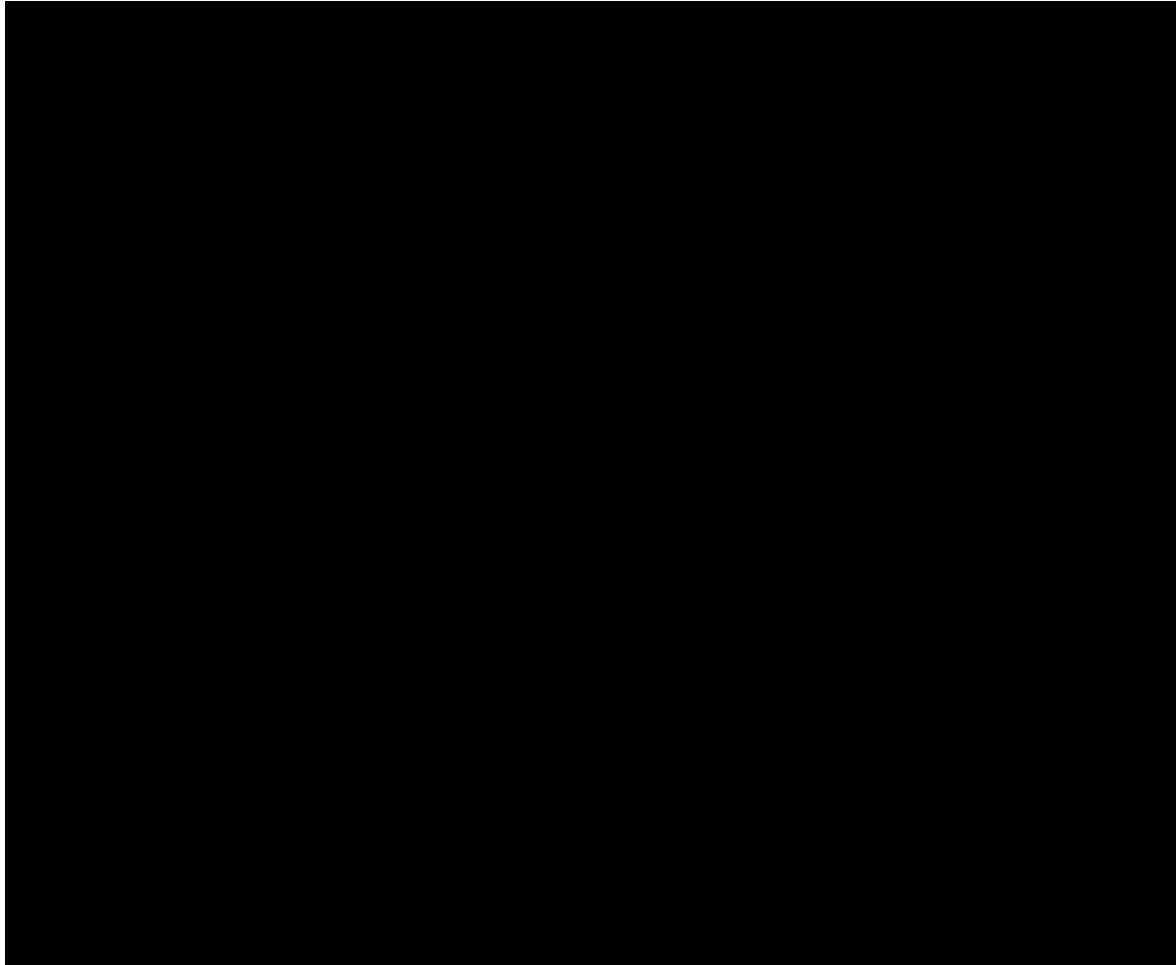


- Use a mainly neutral tone to:
  - clarify conditions of the law
  - remind people of the health-related reasons for the law
- Use a positive, even celebratory, tone to:
  - prepare people for implementation
    - Emphasize that there will be benefits for everyone
    - Bring people together; don't pit smokers against non-smokers
  - motivate people to comply with the law
    - Appreciate smokers' efforts

# Ireland “Pre-Implementation--Bar”



# Turkey “Locations”



# England “Smokefree--Sliding”



# Ireland “Post-Implementation--Office”



# México “Restaurant”



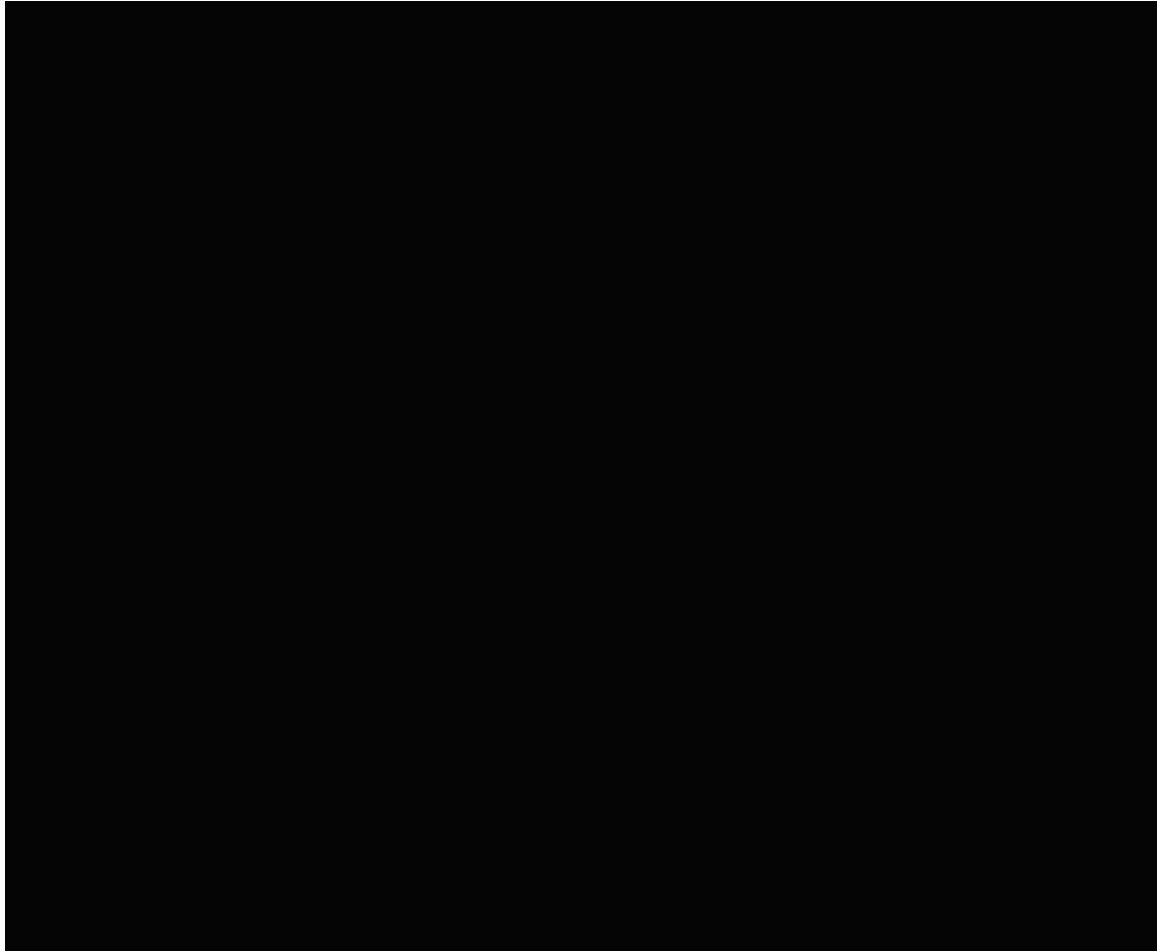
**DISFRUTEMOS  
DEL AIRE FRESCO  
EN LUGARES CERRADOS  
SIN HUMO  
DE TABACO**

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

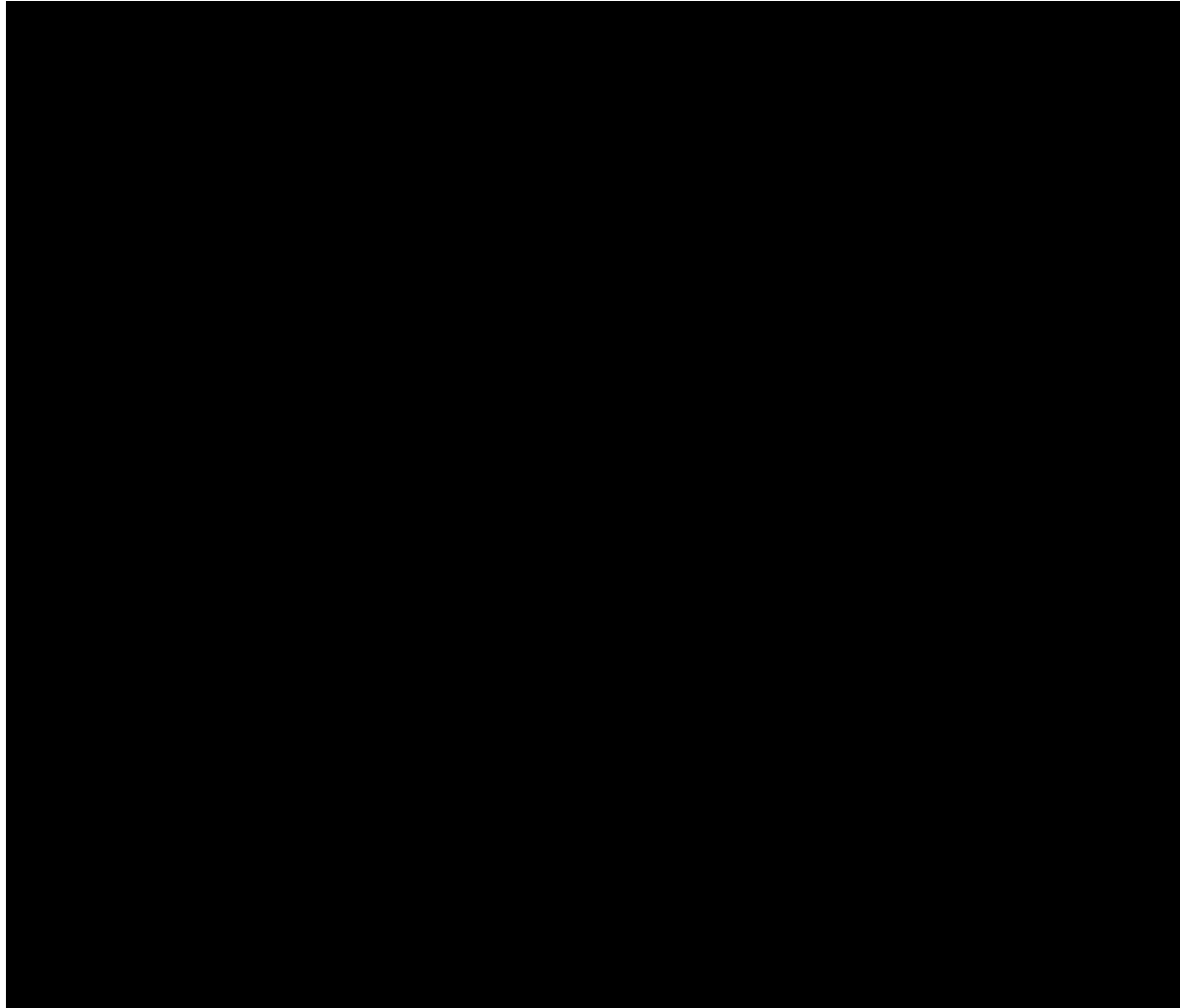


**PORQUE TODOS  
RESPIRAMOS LO MISMO**

# Norway “Hospitality Staff”



# California “Taken Outside”



# Uruguay “A Million Thanks”



# Spectrum of tone for SHS messages



## Tone

Disturbing/Hard-Hitting

Sad

Serious

Neutral

Celebratory

Comforting

Entertaining/Humorous

## Campaign Goal

Increase awareness of  
SHS Health Risks

Change smokers' behaviors  
in homes and cars

Change community norms about  
acceptability of secondhand smoke

Build support for  
future S-F policies

Educate about  
S-F law

Announce  
new S-F law

Promote compliance  
with legislation

Make people feel good  
about results of S-F  
law implementation

# Mass Media Timeline for Smoke-Free Jurisdictions



(Source: World Lung Foundation)

Inform public about coming law and how to comply

Continue to educate public on other health effects of smoking/SHS; offer resources to quit

1 - 3 months before

3 - 6 months after



3 - 6 months before

1 - 3 months after

Hard-hitting ads to educate public on dangers of smoking/SHS

Thank the public; Build support for compliance

# Contact Information



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