

GUT FEELINGS

AN EPIC TALE ABOUT YOUR GUTS AND HOW YOU SHOULD LISTEN TO THEM.
ESPECIALLY WHEN THEY SAY STUFF LIKE: "IF YOU'VE TRIED SMOKING,
QUIT WHILE YOU'RE AHEAD! TRUST US ON THIS.
WE'RE YOUR GUTS FOR CRYIN' OUT LOUD!"



A BODILY FUNCTION FEATURING

YOUR STOMACH • YOUR LUNGS • YOUR BRAIN

"I laughed. I cried. I puked."
- Some guy

"Three words: A-ma-zing."
- Some other guy

"Do brains count as guts?"
- Some girl

"Those organs aren't real."
- Some girl's friend

OVX VISIT OVX.ORG 
SOME MATERIAL MAY BE AWESOME

2011 Youth Common Theme Campaign

February – March 2011



This guide was developed by
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Gut Feelings Campaign Brief

This packet contains an overview of the fiscal year 2011 (FY11) common theme campaign to reach teens – *Gut Feelings*. This “campaign brief” was created to provide key information to help you execute the upcoming campaign.

You will find the following information:

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Campaign Background

Since 2002 our teen-targeted campaigns have focused on smoking and tobacco product placement in the movies. This long-running media-literacy effort has raised awareness about smoking in the movies and driven thousands of youth to OVX.org. After reviewing the data and speaking to our partners, we determined that it was time for something new.

This year's change in strategy was driven by a number of factors:

- The rate of youth smoking has been flat at 16% since 2005.
- The smoking rate among older teens is significantly higher than the overall youth rate.
- More than one-third of high school seniors have tried smoking.
- National organizations like Smoke Free Movies are actively working to change opinion and policy around smoking in the movies.
- Media literacy is part of school curriculum in most schools, and our partners have media literacy tools for local activities.
- Our campaign partners told us that they were looking for a new campaign message that would resonate more with teens.

After reviewing the Vermont-specific data and the factors noted above, friendship-pair interviews were conducted with teens across the state. These interviews, along with video logs from some of the participants, were used to help shape the campaign strategy and message.

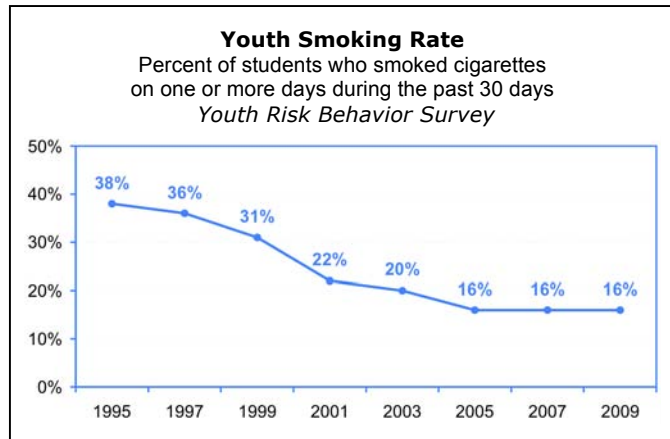
The new campaign – called *Gut Feelings* – taps into many insights gleaned from the interviews, including the fact that most teens are very aware of the dangers of tobacco, yet a large proportion of them will ultimately try smoking for themselves. Through this new research with teens we also discovered that once they took that first puff, traditional prevention messages telling them not to smoke weren't relevant to them any more. Taking these insights into account, along with numerous other environmental factors, we have created a new campaign that seeks to meet these teens where they are now – somewhere between trying their first cigarette and becoming committed smokers.

Key Data

Vermont has made great progress in reducing the rate of smoking among youth. We've nearly reached our 2010 goal of 15% and have seen significant declines in the last ten years. The next Youth Risk Behavior Survey (YRBS) will be in the field as this new campaign launches, and for the first time will ask teens about their awareness of prevention media.

YOUTH SMOKING RATE

- The youth smoking rate has stalled at 16% for the last three survey periods.
- As youth get older, the prevalence of risky behaviors tends to increase. This is seen in the smoking rate, with only 7% of 8th graders smoking compared to 21% of 12th graders.



EVER TRIED

- The youth (16%) smoking rate is based on the proportion of students that have smoked one or more days in the last 30 days. Another measure to look at is how many have “ever smoked a whole cigarette.”
- Overall, 28% of youth (grades 8 to 12 combined) report having smoked a whole cigarette, compared to 38% of 12th graders. Like the smoking rate, this behavior increases with age.

PERCEPTION OF HARM

- The last YRBS (2009) revealed a decline in the perception of risk of smoking for the first time in a decade. Declines in perception of harm need to be monitored, as this can be a predictor of an increase in that rate in the future.
In Vermont 67% of students reported that they believe there is “great risk in people harming themselves” from smoking one or more packs of cigarettes per day, down from 72% in 2007.
- Unlike smoking behavior, which increases with age, older students (11th and 12th graders) are more likely to perceive great risk than younger students.

DISAPPROVAL

- Youth are highly likely to report parental disapproval of smoking: 91% think their parents think it is wrong or very wrong for them to smoke. Younger students and females are more likely to report this than older students.
- Most students (73%) think it is wrong or very wrong for kids their age to smoke, but this declines significantly as they get older, with only 57% among seniors.

For an overview of Vermont’s tobacco-related key data, download the Tobacco Control Program Key Facts sheet at <http://healthvermont.gov/prevent/tobacco/>. County or supervisory union-specific YRBS data is also available from the Health Department.

Creative Workplan

The creative workplan is the guiding document for the advertising creative team and contact planning group. It helps to ensure that key elements have been considered and are clear.

Marketing Objective

Decrease the youth smoking rate by half from 2000 levels.

Advertising Objective

Convince the teens who are somewhere between trying their first cigarette and addiction, to stop smoking now.

Target Demographics

Primary target: 14 - 17 year-olds throughout Vermont.

Who We Are Talking To

Ambivalent Adopters: Jessica is a 15 year-old high school freshman. Once considered an “average” student, she has been struggling academically since transitioning to high school. Her mother works long hours to make ends meet, and is currently involved with a live-in boyfriend who often drinks too much. State aid helps to support Jessica and her brother. Both adults in the household are smokers.

Jessica doesn't play sports after school. She's not into drama. She doesn't play an instrument. She spends her time hanging out with friends – listening to music, talking, looking for fun, and like many teens is typically bored. They gather at her house after school, because her mom doesn't get home until late.

She and her friends used to be staunch anti-smokers, pestering parents and grandparents to stop smoking. But one day Jessica was offered a smoke by her older cousin. She briefly debated the risks, but decided to try it anyway. Afterward, she felt guilty, but also empowered. Her fear of disappointing her mother and harming her health were tempered by a sense of independence and maturity.

Jessica is not yet addicted to cigarettes, but she'll smoke if there's an opportunity. She still understands the risks of smoking, but since she's tried it without serious consequences, they feel distant and less worrisome. Smoking makes her feel cool and “older,” and besides, everyone around her is doing it, too. Still, she feels a sense of regret and shame for doing something she knows is bad for her.

Creative Workplan, continued

Strategic Opportunity

We are left with the challenge of convincing the most at-risk teens. Many have already tried smoking or smoke regularly. They don't have "good reasons" not to smoke (sports, etc.), but there are many reasons to smoke. In their lives most older teens and adults smoke; it's the norm they see. And as we know, smoking feeds into teen desires for control and independence.

In the past we have focused on getting teens to say "no." But our final frontier is kids who have already said "yes." We need to shift our focus so we are no longer thinking of prevention as a battle that is lost at the first smoke, but a journey. We need to convince these teens to stop smoking while they can – to choose again to be a non-smoker - while they are not yet addicted.

The 15 year-old who has just started thinks addiction is an adult issue. The 17 or 18 year-old who has been smoking for 3, or even 10+ years, knows the pain and disappointment of being addicted. They have lost control, lost their autonomy, and in this way even lost their identity to one of "smoker." With few exceptions they are pissed about it.

Given the skeptical, rebellious attitude of teens, our best bet is to:

- Use the voice and POV of "someone like me" – from the most at-risk group.
- Leverage the loss of control and disappointment that comes from addiction – warn them now before it's too late.
- Tap into their desire to *not* be a smoker. It's there – why else would they talk about smokers as "dirt bags."

NOTE: A copy of the highlights from the teen research is available on the Extranet (Statewide Partners Meetings/2010 Killington Conference folder).

Main Message

Regain your identity

Tag Line

"If you've ever tried smoking, listen to your gut and quit while you're ahead. Check out OVX.org."

Tone

Honest, empowering, but not goody-two-shoed

Call to Action

Drive to OVX.org

Other Considerations

All efforts will be represented in a new campaign section on the OVX website.

Common Theme Campaign Elements

Statewide Mass Media – Television

This year's campaign includes the two newly created thirty-second television spots. Television was chosen, because it is still an effective way to reach youth, and allows for engaging and memorable visuals to support the campaign message.

- Television will run on cable and network channels/shows for approximately seven weeks, beginning in February.
- The spots are also posted on OVX.org and the Extranet – they are called Pickles and Taco.

The new spots feature four characters: the “twins” Lung and Lung, and their friends Brain and Stomach. These characters are a group of friends hanging out, something that is very important in teen life, and they also represent some of the organs (or “guts”) that are affected by smoking. The spots are funny and a bit weird, but will certainly catch the attention of a teen, right down to the music and laugh track.

TELEVISION TESTING

Like all of our mass media, these spots were tested with the target audience. After editing they were tested with two groups. And guess what? We thought we could make the message stronger, so we revised the voice-over and tested them again. During the second round of testing we again went out to two groups, including a vocational tech school group where many of the teens were current smokers. The message was clearer to the target audience.

Overall, respondents understood that the spots were telling smokers to *quit before they become addicted*. Some typical responses we heard include:

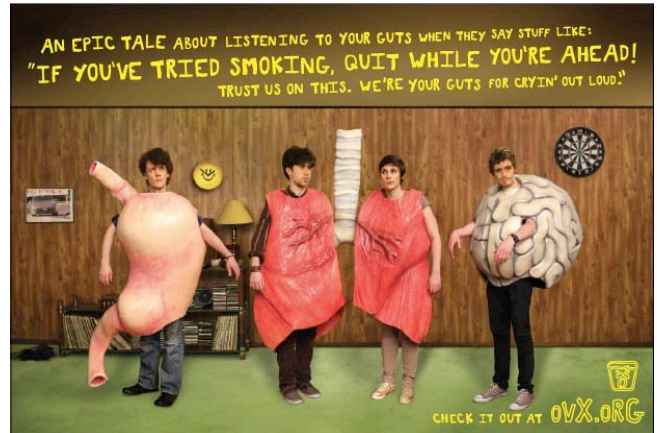
- “Quit while you still can”
- “Stop smoking now”
- “If you smoke, you should stop”
- “Take a moment to think about it, and stop”



Movie Theater Advertising

As with past teen campaigns we will be connecting with them at their local movie theater. The majority of movies released are PG-13, and not only do they include smoking, they attract teens. Participating theaters around the state will be showing the Taco spot as a trailer and posting our movie-style poster (see cover for movie poster picture). Some theaters will also be running static slides that feature the characters, shown below.

Each Community Coalition and OVX group will receive one 25-1/2" x 38" movie poster. Digital versions of the movie poster and the slides will be available to download from the Extranet.



OVX.org Updates

A new section will be added to the OVX.org web site to house all the campaign information, including links to youth-appropriate cessation resources.

The new Listen To Your Gut section will also have the TV spots, along with fun bios on the characters. In the Free Stuff section teens can order campaign materials, and download digital wallpaper to customize their computer screen.

Facebook

OVX has had a Facebook group page since 2009 and over 300 people have joined us there. We post regular updates to our Wall at least once a week, and up to three times if there is news to share.

During the campaign period we will be placing targeted ads on Facebook driving teens to OVX.org, and encouraging them to join our group (by clicking Like us). Advertising on Facebook can be targeted by location and by age, allowing us to reach our target audience.



Common Theme Campaign Educational Giveaway Items

KEY CHAINS

Meet your brain. Yes, this key chain looks like a big funky blue-grey brain, and it's got something to say. Youth tell us they use key chains for more than just keys, they put them on their backpack zippers and gym bags too. In addition to testing the TV spots, we tested this item and the youth gave it a thumbs-up. Or maybe their brains did.



The following quantities will be distributed to each site:

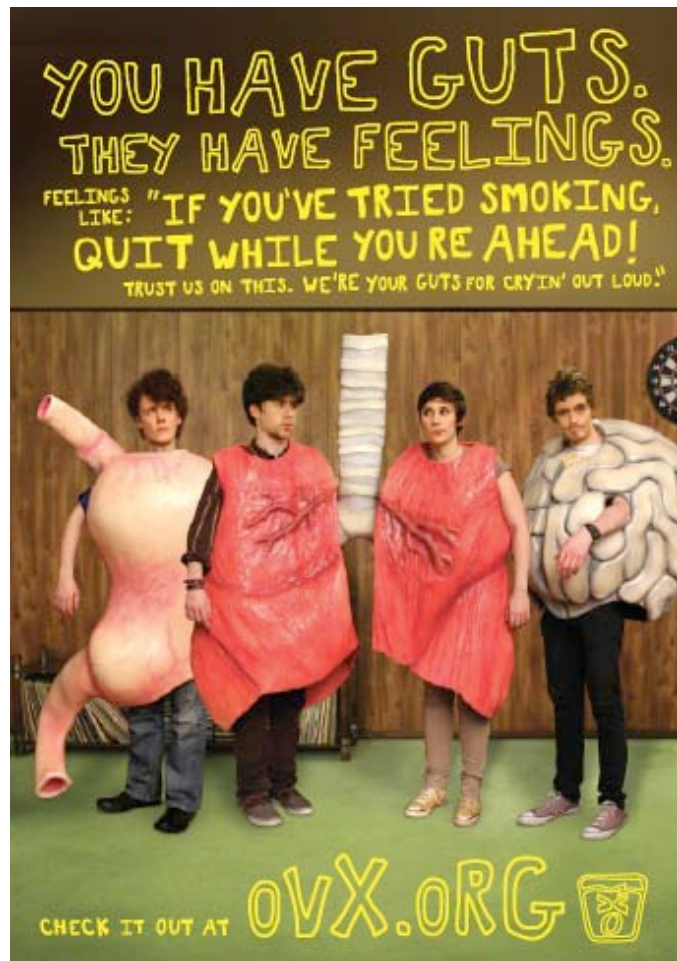
- Coalitions – 300
- OVX groups – 250
- DOE Designees – upon request

STICKERS

Youth can take the characters from the TV spots wherever they go. This large (3-1/2" x 5") sticker makes a statement and reminds youth to follow their guts...they have feelings after all.

The following quantities will be distributed to each site:

- Coalitions – 700
- OVX groups – 700
- DOE Designees – upon request



Public Relations

As in past years, a set of materials to support local efforts and activities will be provided.

Partners will receive:

- A template (fill-in-the blank) press release to promote your local events and/or activities.
- Talking points about the campaign, along with key data.
- An article for school newspapers and newsletters.

Activities

For activities, go to the Idea List section on pages 9-10.

Other Resources

See the Resource section on page 11 of this document.

Success Measurements

- Measured media (based on media plan)
- Total number of community events, including duration of events (sustained campaigns)
- Materials distributed
- Web analytics for OVX.org
 - Visits to site – unique and returns
 - Time spent on site
 - Bounce rate
 - Requests for free stuff
 - Downloads (wallpaper, etc.)
 - TV spots viewed
- Facebook
 - Teens joining Facebook group
 - Click-throughs from Facebook advertising to OVX.org and group page
- Youth Risk Behavior Survey (YRBS)/Youth Health Survey (2011)
 - Advertising awareness
 - Youth smoking prevalence
 - Attitudes

Campaign Idea List

The following ideas were developed to help provide quick and easy ways to fulfill your goal of developing sustained activities. Use them as-is or as a starting point to brainstorm more. For communities that have a coalition and an OVX and/or VKAT group – join forces! Coalitions and youth groups are all required to work on the campaign, so get together and share ideas and resources.

- School Advertising – OVX groups can place an ad in the school newspaper, using the Gut Feelings sticker creative for the ad (files available on the Extranet).
 - The goal is to make the campaign message as visible as possible in order to generate buzz and conversation.
 - Each group will also get a theater-sized campaign poster, which can be hung in a prominent place in the school (with permission), reinforcing the message for the whole campaign period.
- Big Tobacco Facts – You can create custom flyers about the impact that tobacco has on not only one's health, but the environment too. Use OVX.org and TheTruth.com as resources for facts and use campaign wording, like “listen to your gut.”
 - Post the flyers around school and in popular teen hang-outs, and swap them out during the campaign to keep the facts fresh.
 - Remember to include OVX.org on the flyer, it's a great resource and has information for teens looking to quit smoking.
- Artwork – Work with teens to create a “graffiti wall” (with permission from the school or community center). This can be permanent artwork or done on big sheets of paper, depending on what you're allowed to do in the space.
 - The “graffiti wall” is in a sense a pledge wall, and a way to reflect the community norm that most teens don't smoke (16% smoke, so that means that 84% don't smoke). This wall can be used to encourage teens to be tobacco-free, and might include their reasons for not smoking and things they can do instead of smoking.
 - Even if some of the youth are smokers, they can take part by including their reasons for wanting to be tobacco-free. The messages would be inspiring for teens and could also serve as a friendly reminder that support is there for them.
- OVX Nights – Host a series of OVX nights during the campaign period. Teens say they are bored and looking for things to do where they can be with their friends and have fun. Create a safe environment where they aren't tempted to smoke, and if possible play the new Gut Feelings TV spots. Promote these events on Facebook, with flyers and through your local media (newspaper). Consider the following or make up your own special nights:
 - Movie or TV Nights – Show the latest DVD releases or watch popular TV shows, making sure to note if there is smoking happening. If there is time, discuss smoking or product placement that happened, along with any substance abuse (if appropriate).
 - Idol Nights – Plan a regular get-together to watch American Idol. Youth are tuned into music and Idol is still a popular show with youth and adults. This season has three new judges, so who knows what will happen!
 - [Town Name's] Got Talent – Insert your town or school name into the title and you've got the start of a new competition. Teens have lots of talent and they might even want to show it off – sing, dance, recite poetry, juggle, debate, make ice sculptures, solve for X, or whatever is fun and maybe even entertaining. Host one or more competitions, offering prizes, and maybe even a picture in the paper or a video on You Tube.

Idea List, continued

- Taco Day – Does your school have Taco's on the menu? If so, on whatever day (or days) tacos are served in the cafeteria, get permission to host a Gut Feelings table in the cafeteria. If you don't have tacos on your menu, then pick at least one day per month during the campaign to setup the table.
 - Hand out stickers to anybody that comes by the table.
 - Create a questionnaire using facts about tobacco ingredients, new products and slimy sales methods. If someone gets a question right...bam, they get a brain key chain.
 - Show the Taco TV spot – either download from the Extranet or view on You Tube.
 - If you have an OVX group, use your OVX banner on the table.
 - Around Town – Work with local businesses that teens frequent to distribute Gut Feelings stickers and post flyers.
 - The movie-theater poster will be available in digital format if you want to print smaller copies for businesses to post during the campaign.
 - Consider adding your own event information to the bottom of the posters.
 - Operation Storefront – Tobacco products are available in most local stores, and in some cases there is a lot of advertising happening in those stores. How much? Find out what is happening in your community by doing an Operation Storefront survey.
 - Instructions and the survey document are available on the Extranet and at GoVKAT.org. You can also e-mail tobaccovt@ahs.state.vt.us to get a PDF copy.
 - Join us on Facebook – If you're on Facebook please Like us! Sure we want you to like us, but we also want to hear what you have to say.
 - Search for OVX on Facebook and Like us to get started.
 - You'll see regular Wall updates, but consider starting a discussion with your OVX group or for your school. You can share information, and ask OVX if you need facts.
 - Kick Butts Day, March 23, 2011 – Help empower youth to stand out, speak up and seize control against Big Tobacco with fun, educational activities and events. The Kick Butts guide, which can be found at <http://www.kickbuttsday.org/>, has lots of ideas for events and also includes facts on big tobacco.
 - Cessation Resources – Work with local guidance/SAP counselors and school nurses to discuss cessation resources that are available and appropriate for teens.
 - The **Vermont Quit Network** Quit by Phone service has a specific protocol just for teens, and can be used without parental permission. The call is free and the service is free. Call 1-800-QUIT-NOW (784-8669) or log onto VTQuitNetwork.org for more information.*
 - The **Vermont Quit Network** Quit Online support is free for all Vermonters, and teens can use this online resource when they need it and in an environment they are already comfortable using – the internet. Get started at VTQuitNetwork.org.*
 - Make the counselors aware of any American Lung Association (ALA) Not-On-Tobacco groups in their communities. To find a class in your area, or to start a new location, call the ALA at 1-800-LUNG-USA or e-mail tobacco@vtlung.org.
- *A referral card with this information is available in PDF format on the Extranet or by e-mailing tobaccovt@ahs.state.vt.us.

Resources

Extranet

The Extranet can be accessed at <https://ksv.sharefile.com>. For detailed instructions, go to the next page.

Materials & Guides

- *Media Revealed: Understanding our Media Diet* Guide – A comprehensive listing of various media literacy tool and activities. Download from the Extranet, or request a printed copy.
- *Media Revealed: Some Things Just Aren't What They Seem* Lesson Plan – This quick and fun activity is consistent with the campaign theme, while providing a media literacy lesson. Download from the Extranet, or request a printed copy.
- Kick Butts Day (Wednesday, March 23, 2011) – This annual activity is sponsored by the Campaign for Tobacco Free Kids. Check out their site to register your event, download (or order a copy of) their activity guide and more. Go to <http://kickbuttsday.org/>.

Web Sites

- www.OVX.org – For teens, includes information on smoking in the movies, quit smoking resources, links, free items, and great information about the tobacco industry.
- www.goVKAT.org – Vermont Kids Against Tobacco's official web site. Includes a wide range of tools, activities and training materials.
- www.tobaccofreekids.org – The official site for Campaign for Tobacco-Free Kids. Find helpful information and links to research and state and national data.
- www.TheTruth.com – The web site for the Truth campaign is full of fun downloads and games, plus a ton of facts about tobacco.
- <http://healthvermont.gov> – The Vermont Department of Health web site. The Tobacco Control Program web section has resources, including links to data.



Need More Materials?

To order additional materials e-mail tobaccovt@ahs.state.vt.us or call Dianne at 863-7514, please note quantity requested and how you plan to use the materials.

Appendix A: VKAT Activity Ideas

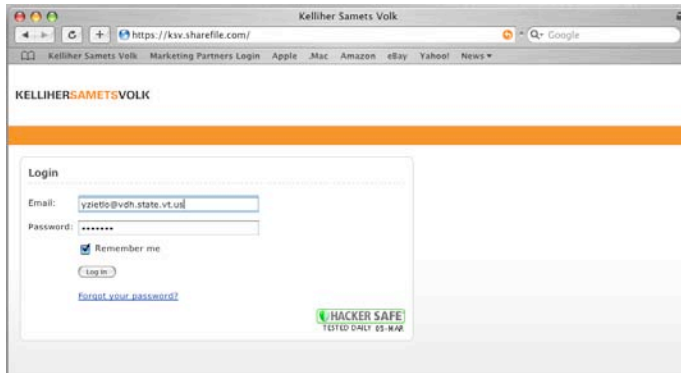
The following ideas were developed to help provide quick and easy ways to fulfill your goal of developing sustained activities. Use them as-is or as a starting point to brainstorm more. For communities that have a coalition and a VKAT group – join forces! Coalitions and youth groups are all required to work on the campaign, so get together and share ideas and resources.

- Big Tobacco Facts – You can create custom flyers about the impact that tobacco has on not only one's health, but the environment too. Use OVX.org and TheTruth.com as resources for facts.
 - Post the flyers around school and in popular hang-outs in the community, and swap them out during the campaign to keep the facts fresh.
 - Remember to include goVKAT.org on the flyer, it's a great resource and has information and activities.
 - A goVKAT flyer template will be sent to all advisors and posted on the Extranet. The goVKAT.org logo is also available in digital format.
- Artwork – Make a smoke-free “graffiti wall” (with permission from the school or community center). This can be permanent artwork or done on big sheets of paper, depending on what you're allowed to do in the space.
 - The “graffiti wall” is a way to reflect the community norm that most teens don't smoke – 16% smoke, so that means that 84% don't smoke.
 - This wall can be used to encourage everyone to be tobacco-free by including youths' reasons for not smoking
 - Take pictures of the wall to put in your school newsletter or send to your local paper.
- Gut Feelings TV Spot Screening – Work with your health or science class to air the new campaign television spots.
 - Show both the spots to the class and a starting point to a discussion on how smoking and exposure to tobacco smoke harm your body – lungs, brain and stomach (and other organs too).
- Cessation Resources – If your school is near a high school (or includes higher grades), connect with your school nurse and guidance/SAP counselors. Let them know that there are resources for teens who do smoke.
 - The **Vermont Quit Network** Quit by Phone service has a specific protocol just for teens, and can be used without parental permission. The call is free and the service is free. Call 1-800-QUIT-NOW (784-8669) or log onto VTQuitNetwork.org for more information.*
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*A referral card with this information is available in PDF format on the Extranet or by e-mailing tobaccovt@ahs.state.vt.us.

Appendix B: Accessing the Kelliher Samets Volk (KSV) Extranet

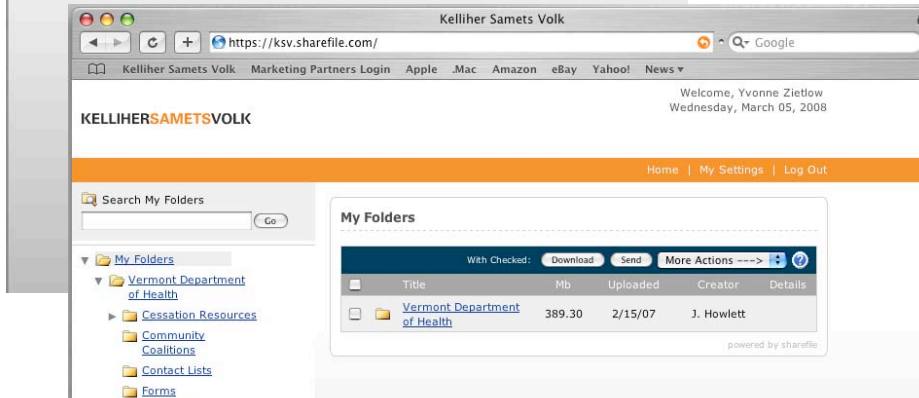
The Extranet can be accessed at <https://ksv.sharefile.com>. For partners *who haven't signed up for the Extranet already* (or have lost their login information), please e-mail rachel@ksvc.com to get setup.



You will be assigned a password, which will be sent by KSV via e-mail.

When you log in for the first time you will be prompted to choose your own password.

Please bookmark this page.



Click on a folder link to access files, including the materials for each common theme campaign.

