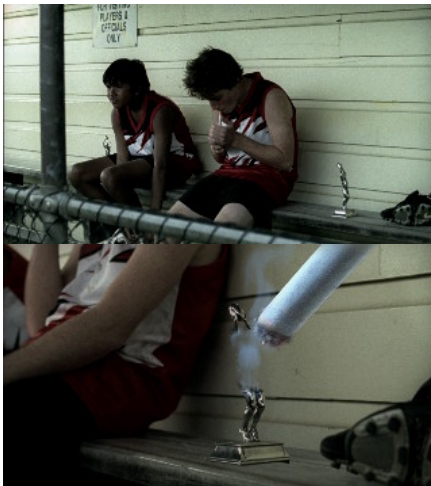




**Summary of the
Smarter than Smoking Media Campaign**

March 2010





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CAMPAIGN MATERIAL AND MESSAGES

A three week state-wide Smarter than Smoking media campaign will go to air on television, radio, cinema and online from 14 March to 4 April 2010.

The campaign targets 12 to 15-year-olds and aims to reinforce the short-term effects of smoking, challenge the point of smoking and reinforce that smoking is not the norm.

The [campaign material](#) includes three 15 second advertisements, called 'Burnt (Shopping)', 'Burnt (Footy)' and 'Miss out'. Each advertisement uses scenarios and settings relevant to young people.

'What's the point in smoking when all it does is cost you?' is the tagline of the all advertisements, with 'cost you' referring to smoking costing your fitness, your looks, your social life and your money – so what's the point?



Burnt (Footy)

Depicts a cigarette burning away a football trophy from a young boy who is smoking after a game a football.



Burnt (Shopping)

Depicts a cigarette burning away shopping bags from a young girl who is smoking with her friend outside a shopping centre.



Miss out

Depicts young people at a concert using a video call to speak to a friend who is unable to be there because of his smoking.

Radio advertising material will be used to reinforce the messages in the television advertisements.

TARGET GROUP

Within the project's broad 10 to 15-year-old target group, the media materials aim to communicate to;

- young people who have yet to experiment with smoking and those who have already experimented.
- 12 to 15 year olds, as smoking experimentation increases dramatically as they make the transition from primary school to secondary school.
- both males and females equally.

The project's media materials aim to be inclusive and representative of the project's priority target groups (defined as those most at risk of taking up smoking). Priority target groups include 12 to 15-year-olds in Western Australia:

- living in low socio-economic areas
- living in regional areas
- of Aboriginal and Torres Strait Islander (ATSI) descent
- with parents who smoke.

MEDIA ACTIVITY SCHEDULE

**14 March – 4 April
(3 weeks)**

Television advertising - metropolitan and regional

Channels include GO, NEW10 and One HD in metropolitan areas and GWN and WIN in regional areas.

The advertisements used on television will be [Burnt \(Footy\) and Miss Out](#).

The television advertising will be spread across afternoon (after school) and early evening programs. The final program selection will vary depending on the latest research on what is popular among the target group.

**14 March – 4 April
(3 weeks)**

Radio advertising - metropolitan and regional

Stations include 92.9 in the metropolitan area and Hot FM (Southwest, Albany, Esperance, Wheatbelt, Kalgoorlie), WAFM (Karratha, Broome, Geraldton, Port Hedland), Coast FM Mandurah and Hot Hits Carnarvon.

The radio ads will go to air during drive and evening programming throughout the week on 92.9 i.e. Hamish and Andy and the Hot 30. For regional stations the advertising will be during the Hit Music programs in the evening.

**14 March – 11 April
(4 weeks)**

Cinema advertising – metropolitan and regional

Metropolitan locations include Midland, Armadale, Currambine, Joondalup, Warwick, Whitfords, Innaloo, Morley, Fremantle, Rockingham, Southlands, Belmont, Cannington and Mandurah.

Regional locations include Busselton, Kalgoorlie, Albany, Bunbury, Geraldton, Carnarvon and Esperance.

The advertisement used in cinemas will be [Burnt \(Shopping\) and Burnt \(Footy\)](#).

The advertisements will screen during the release of Harry Potter and the Half Blood Prince for the first 3 weeks, and during other movies suitable for 12 to 15-year-old audiences such as My Life in Ruins and Public Enemies for the final week of cinema activity.

**14 March – 4 April
(3 weeks)**

Online activity

Student Edge

Student Edge is the largest student organisation in WA. Just over 60% of members are aged 12 – 17 years. As part of the media campaign a range of Student Edge activities are taking place including;

- a moderated blog on the [Student Edge website](#).
"If all cigarette packs were plain with no branding (eg. with no logos or colours on packs) do you think fewer young people would start smoking?"
- an onsite banner and link to the OxyGen website
- banner advertisement on the Student Edge e newsletter (links to the OxyGen website)
- SMS Activity to coincide with Youth Tobacco Free Day (YTFD) on Friday 19 March encouraging young people to visit www.OxyGen.org.au to play the YTFD online game to win great prizes
- Five \$50 iPod vouchers will be offered as an incentive to contribute to the blog

Windows Live Messenger

Research tells us that 61.8% of young people aged 14-17 in WA use Windows Live Messenger and they are over 200 times more likely to use Messenger than the general population.

Activity includes a text link on chat windows in Windows Live Messenger This text link will be served to 13–17 year-olds in WA only, between 4 – 10pm each day of the campaign. Text links include;

- *How much is smoking costing you? Click here to find out & WIN!* (links to 'Scary Maths' game on OxyGen)
- *Smoking costs you. Click here to find out how much \$ you waste* (links to 'Scary Maths' game on OxyGen)

- *Will plain packs stop young people smoking? Tell us & WIN!*
(links to Student Edge blog)

Youth Website Activity

Smarter than Smoking banners with links to the OxyGen website will be placed on the MySpace, Hotmail and Dolly websites. Banners will target activity of 13-17 year-old WA females and males only between the hours of 4pm to 10pm.

19 March

Youth Tobacco Free Day

Youth Tobacco Free Day coincides with the media campaign.

Youth Tobacco Free Day is an annual event coordinated by the Australian Network on Young People and Tobacco (ANYPAT), targeting young people aged 10 to 25 years in Australia.

In 2010, Youth Tobacco Free Day aims to highlight the cost of smoking and encourages young people to think about other things they could spend their money on.

See www.OxyGen.org.au for the following;

- 'Scary Maths' game linked to online competition for young people aged 10–25 years. Prizes include signed Hilltop Hoods merchandise, iPod vouchers and gift vouchers to clothing stores.
- A YTFD newsletter article and ideas about what young people can do to celebrate YTFD can also be found on Oxygen.
- YTFD Background Information
- What young people have to say about an increase in the price of cigarettes

In WA, YTFD coincides with Smarter than Smoking's media campaign. Other activities planned in WA for YTFD include:

- Distribution of YTFD Kits (includes YTFD posters, OxyGen stickers and StS resources) to schools, community groups and youth networks.
- Promotion of the day in the School Drug Education and Road Aware Newsletter
- Various school and community based activities are being implemented throughout WA
- Support for a national press release which calls for young people to think about 'how much smoking is really costing them'.

FURTHER INFORMATION

For further information please see the background information attached.

This includes information in regard to:

- Mass media as a key strategy of the Smarter than Smoking project
- Research behind the development of the campaign materials

Should you require any further information in relation to the activities outlined in this document please contact:

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Summary of Smarter than Smoking Media Campaign *March 2010*

BACKGROUND INFORMATION

The Smarter than Smoking project is a multi-strategy intervention with the overall aim of reducing smoking prevalence among 10 to 15-year-olds in WA.

The project is funded by Healthway and implemented by the Heart Foundation in collaboration with The Cancer Council WA, the Asthma Foundation, the Australian Council on Smoking and Health, Tobacco Control Branch (Department of Health), School Drug Education and Road Aware, the Child Health Promotion Research Centre (based at ECU), the Health Promotion Evaluation Unit (based at ECU) and the Aboriginal Health Council of WA (AHCWA).

The Smarter than Smoking project has incorporated a range of strategies to ensure a comprehensive youth smoking prevention program. Mass media forms the umbrella under which a range of ongoing strategies are implemented. Other key areas of the comprehensive strategy mix include sponsorship of sports, arts and racing events/programs, school based programs and resources, production of youth oriented publications (including the OxyGen website) and merchandise, advocacy to reduce tobacco promotion, affordability and availability to young people.

Since the project's inception in 1995, there have been at least two waves of mass media per year and over this time the project has developed a suite of seven TV commercials.

Target Group

The target group for the Smarter than Smoking project is young people aged 10 to 15-years in Western Australia (n=174,000).

Although national and Western Australian teenage smoking prevalence data both indicate some encouraging decreases over time, the high prevalence of youth smoking remains an issue of major concern.

Within the project's broad 10 to 15-year-old target group, the media materials aim to communicate to;

- young people who have yet to experiment with smoking and those who have already experimented.
- 12 to 15 year olds, as smoking experimentation increases dramatically as they make the transition from primary school to secondary school
- both males and females equally.

The project's media materials aim to be inclusive and representative of the project's priority target groups (defined as those most at risk of taking up smoking). Priority target groups include 12 to 15-year-olds in Western Australia:

- living in low socio-economic areas
- living in regional areas
- of Aboriginal and Torres Strait Islander (ATSI) descent
- with parents who smoke.

Young people within priority target groups are more at risk of taking up smoking for several reasons. Smoking is more likely to be perceived as the 'norm' as they are more likely to have friends, parents and/or older siblings who smoke. In addition broader social norms regarding smoking among family and friends lag behind those of the general population.

Young people aged 12 to 15 years, are also considered a priority group as smoking experimentation increases dramatically as they make the transition from primary school to secondary school.

Research behind the development of the new campaign materials

Research conducted with young people by Smarter than Smoking, and others working in youth smoking prevention informed the brief to its advertising agency. This included key findings of qualitative research conducted by Smarter than Smoking in 2004, ongoing quantitative research conducted from 2005 to 2007, a 'think-tank' workshop with the advertising agency and Smarter than Smoking in 2008 and literature in regard to smoking prevention campaigns targeting young people.

As a result, the advertising agency responded to the brief and presented several concepts. Six concepts were selected to be tested via focus groups with young people from the project's target group. The testing included 10 focus groups (n=55) with young people aged between 12-15 years, predominantly from a low socio-economic background, of which there was a combination of smokers and non-smokers and young Aboriginal and non-Aboriginal people.

The concept testing gathered information from the target group in regard to immediate reaction, message take out and appropriateness of the concepts (e.g. appeal/impact, personal relevance, acceptability, credibility), as well as appropriateness of various executional elements (e.g. scenarios, characters used, images). Young people were also consulted in regard to ways to increase the relevance of concepts.

Of the six concepts, two concepts performed strongly, that is 'Burnt' and 'Miss Out'. When tested with young people 'Burnt' and 'Miss Out' performed best overall in terms of message take out, believability and impact upon attitudes and behaviour in relation to smoking.

Young people involved in the testing also confirmed the project's belief that producing more than one advertisement would have greater appeal to the target audience over time. Therefore, using the most relevant scenarios from 'Burnt' and 'Miss Out', 3 x 15 seconds advertisements have been produced, which will be rotated throughout the media campaigns conducted by Smarter than Smoking from August 2008 to August 2010.

2009 Post Campaign Evaluation Results – Summary

Evaluation was conducted immediately following the Project's statewide mass media Term 3 2009 campaign.

The campaign was evaluated via 308 face-to-face, street interviews in a number of locations in the Perth metropolitan area, including Perth (city centre), Fremantle, Scarborough, Joondalup, Midland, Rockingham, Morley, Innaloo, Cannington, Armadale, Booragoon, Cottesloe, Karrinyup and Whitfords.

The sample (n=308) included an even split of males and females and 14 and 15 year olds and a third of the sample were smokers, a third were trialists and a third were non-smokers.

Overall, the campaign continued to perform very strongly.

- Overall top-of-mind awareness increased from 32% in 2008 to 45% in 2009
- Prompted Awareness remained high at 82% though dropping slightly from 85% in 2008
- There was high takeout of intended messages, with only a small decrease from 2008 (88% from 93% in 2008)
- Intended messages were still clear and believable although significantly less believable than 2008 (87% in 2009 from 94% in 2008)

The campaign remained well liked and overall, for its second season, the 2009 'Burnt/Miss-out' campaign had one of the highest awareness levels and ad effectiveness indices ever recorded.

A two page summary of key results can be obtained by contacting vanessa.beal@heartfoundation.org.au.