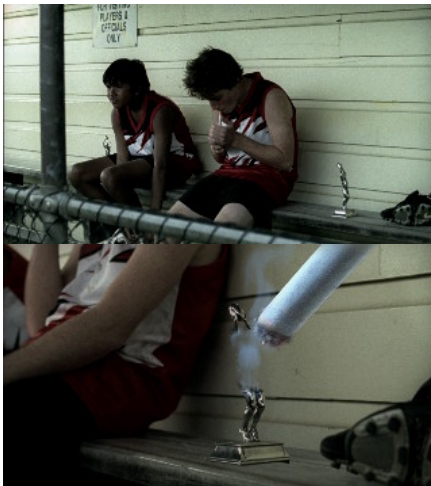




Smarter than Smoking Media Campaign

SUMMARY *July/August 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 and online from 1-22 August 2010. Cinema advertising commenced on 1 July 2010 to take advantage of the school holiday period.

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 television 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?

Immediately following the campaign, school-based evaluation will take place in 22 schools across the metropolitan and regional area to gauge the success of the campaign.

In 2011 new media materials will be developed for a new Smarter than Smoking media campaign to commence in Term 3, 2011. The development of new materials will be guided by qualitative research currently being undertaken with young West Australians in the target group, including young indigenous people.



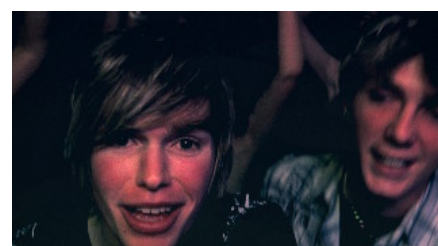
Burnt (Footy)

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. Radio material has been re-recorded using indigenous talent and will be aired on regional radio throughout the campaign.

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

**1 – 22 Aug
(3 weeks)**

Television advertising - metropolitan and regional

Channels include GO, NEW10, STW9 and ONEHD 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.

**1 – 22 Aug
(3 weeks)**

Radio advertising - metropolitan and regional

Metropolitan radio advertising will include 15 second adverts on;

- 92.9 (drive and evening)
- 92.9 bonus run of station placements
- 100.9FM Nyoongar Radio targeting the RnB and Hip Hop Show
- RTRFM

Radio material has been re-recorded using indigenous talent to make it more relevant to a young indigenous audience. Regional radio will include advertising on all regional FM stations during drive and evening. Regional radio sponsorship using the credit line "*Smoking is pointless. All it does is cost you*" will occur on;

- Hot FM (Southwest, Albany, Esperance, Wheatbelt, Kalgoorlie)
- WAFM (Karratha, Broome, Geraldton, Port Hedland)
- Coast FM (Mandurah)
- 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. There will also be an online Click n Win Competition on the 92.9 website offering young people the chance to win double passes to the Smoke Free Perth Royal Show. For regional stations the advertising will be during the Hit Music programs in the evening.

**1 July – 29 July
(4 weeks)**

Cinema advertising (school holidays) – metropolitan and regional

Cinema advertising was scheduled earlier than the main campaign to take advantage of the school holiday period when more young people would be attending the cinema.

The advertisements followed two films both released on 1 July; *The Twilight Saga: Eclipse* and *The Karate Kid* that would be popular among the target group.

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

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

The Smarter than Smoking advertisements used in cinemas were [Burnt \(Shopping\) and Burnt \(Footy\) and Miss Out.](#)

**1 – 22 Aug
(3 weeks)**

Online activity

92.9 'Click n Win' Competition

An on line competition on the 92.9 website will offer young people the opportunity to win double passes to the *Smoke Free Perth Royal Show* – the states largest smoke free event. The competition will also enable the Smarter than Smoking Project to collect the email addresses of young people to have contact with them in the future regarding issues around smoking and young people.

Student Edge Activity

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.

Student Edge 'Your Say' Moderated Blog

The theme for the 'Your Say' question is smoking in movies as this remains an influence on young people to start smoking. Young people can have their say on the following question;

Movie stars lighting up on the big screen is one of the most powerful & sneaky tactics used by the tobacco industry to influence you to smoke. Would you smoke just because you saw your favourite movie star light up? Tell us what you would say to the tobacco industry about their sneaky use of smoking in movies and WIN!

Prizes include tickets for them and a friend to a screening of a new release smoke free movie at the Hoyts Deluxe Bean Bag Cinema. Fun!

Student Edge School Visits

Student Edge will visit 10 schools in areas that are likely to have a high indigenous, low socioeconomic student population.

Student Edge staff will conduct Smarter than Smoking promotional activities within the school grounds and also within at least three health classes implementing activities from the resource, '*Keeping Ahead of the Pack*'.

Schools confirmed to date include Corridors College, Warnbro Community High School, Hamilton SHS, Safety Bay SHS and Rockingham SHS during August.

STS signage will be erected, teachers will receive STS resources and students will be given STS merchandise including caps and shirts signed by indigenous sports stars David Wirrpanda and Josie Janz.

STS Mrec Banner on Student Edge website

An online advertising banner will promote the STS message and will click through to a competition to win tickets to the *Smoke Free Perth Royal Show*. Young people will also be asked to enter an email address so the Project can contact them in the future regarding young people and smoking prevention issues.

Windows Live Messenger Text Links

Research tells us that 62% 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;

- *Smoking in movies can suck you in for life. Read why and WIN!*
- *Don't be fooled by smoking on the big screen. Click and WIN!*

- *It's no secret. Smoking in movies targets YOU! Click here and WIN!*
Young people can click through to the Student Edge competition to have their say on smoking in movies and go into the draw to win a double pass to the Hoyts Deluxe Bean Bag Cinema.

Online banner activity

Smarter than Smoking banners with links to the competitions will be placed on the Hotmail website and on the 92.9 Hot 30 Countdown and 92.9 Hamish & Andy Show websites.

RTR 'Off Your Dial' e-news

A 200 word article was written for the RTR 'Off Your Dial' e news. The article focused on smoking in movies and the sneaky tactics used by the tobacco industry to continue to target young people to encourage them to take up smoking. The article provided a link to more information on this topic on the OxyGen website www.OxyGen.org.au

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:

Vanessa Beal

Coordinator, Smarter than Smoking

Heart Foundation

PO Box 1133, SUBIACO 6904

Telephone: 9382 5917

Email: vanessa.beal@heartfoundation.org.au



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. In 2010, school-based post campaign evaluation will take place in 22 schools immediately following the campaign. Results will be available in November 2010.

