

An evaluation of alternative smoke free message themes



Janet Hoek, Philip Gendall, Damien Mather, Ninya Maubach, Heather Gifford, Stephanie Erick, El-Shadan Tautolo, Richard Edwards, Rhiannon Newcombe

Overview

- The overall research project aimed to:
 - Explore how smokers understand and interpret smoking and quitting
 - Identify and evaluate new cessation messages
- Three phases of data collection
 - P1: Interviews, generate message ideas
 - P2: Focus groups + interviews, explore reactions
 - P3: Online survey, measure effectiveness

Phase 1

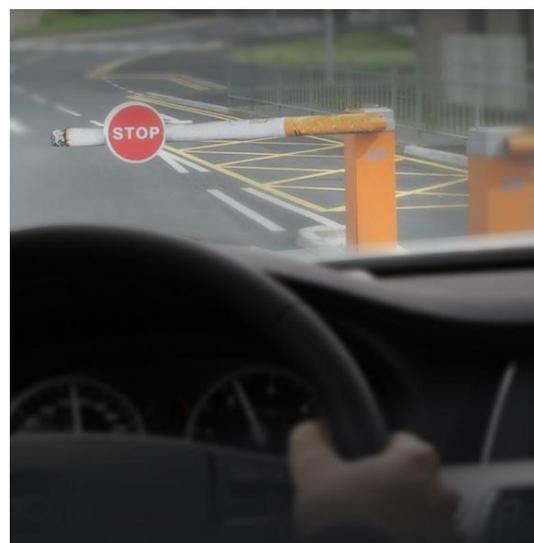
Phase one identified key message attributes:

- Need for **realistic, truthful** and **hard-hitting** messages
- **Non-hypocritical** and **non-judgmental** messages

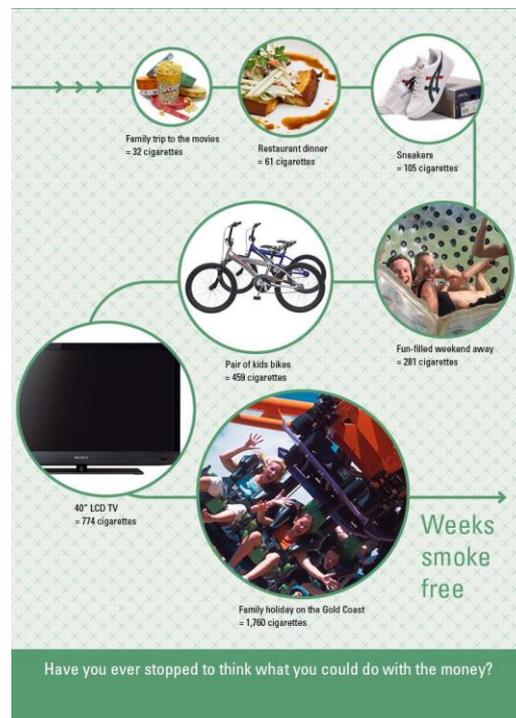
“Control” underpinned many comments

- My choice, my decision, not for others to impose
- Struggle of ‘choosing’ when addicted
- Lack of choice imposed on children

Development of Messages



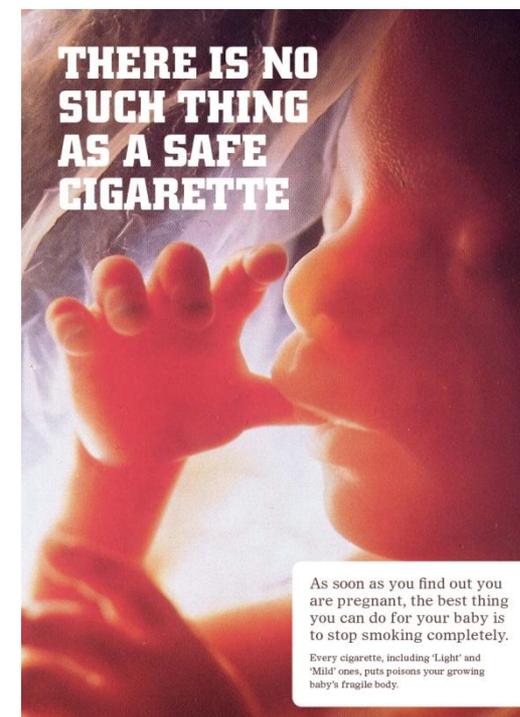
**Will smoking
get in the way of
your future?** If smoking is stopping you achieving your goals, you can get help to quit.



Item	Equivalent Cigarettes
Family trip to the movies	22 cigarettes
Restaurant dinner	61 cigarettes
Snakers	105 cigarettes
Fun-filled weekend away	281 cigarettes
Pair of kids bikes	49 cigarettes
40" LCD TV	74 cigarettes
Family holiday on the Gold Coast	1,700 cigarettes

Weeks smoke free

Have you ever stopped to think what you could do with the money?



THERE IS NO SUCH THING AS A SAFE CIGARETTE

As soon as you find out you are pregnant, the best thing you can do for your baby is to stop smoking completely.

Every cigarette, including 'Light' and 'Mild' ones, puts poisons your growing baby's fragile body.

Phase 2 Findings

Māori

- Financial message resonated strongly

Pacific

- Responded to messages that featured children, and need for them to have smokefree environments

Young Adults

- Most effective messages focussed on future, finances and social acceptability

Pregnant Women

- Harm to children, thoughts of child's loss

Phase Three: Aims and Method

Explored how smokers respond to alternative messages?

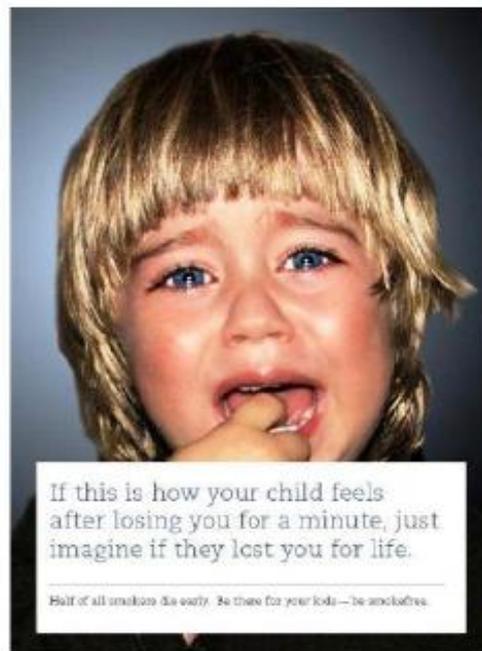
We used an online study of 546 smokers

- Tested responses to 20 messages using a Best-Worst study
- Estimated likely responses and effects using a probability measure

Choice Task

Now, we'd like you to look at two individual advertisements and tell us what effect you think these would have on people who saw them.

Please take your time to study each advertisement before you answer the questions about them.



Option 1



Option 2

Which of these advertisements would be most likely to make you think about quitting smoking?

And which one would be most likely to make other smokers think about quitting smoking?

	Option 1	Option 2
<u>Most likely</u> to make <u>you</u> think about quitting smoking	<input type="radio"/>	<input type="radio"/>
<u>Most likely</u> to make <u>other smokers</u> think about quitting smoking	<input type="radio"/>	<input type="radio"/>

Key results

Mock-Up Advertisement	Estimate (95% CI)	Share Of Choice (%)
What's worse? Telling your family you have cancer	1.77 (1.46 – 2.07)	16
How your child feels losing you for a minute	1.28 (1.01 – 1.55)	10
What you could do with the money	1.00 (0.72 – 1.28)	7
Smoking cuts off baby's oxygen supply	0.90 (0.62 – 1.19)	7
More addictive and deadly cigarettes	0.79 (0.52 – 1.04)	6

Advertisements see as most effective

More addictive and more deadly

A tobacco company's tests show New Zealand cigarettes have high levels of tar and addictive nicotine compared to cigarettes from other countries.*

All tobacco contains addictive nicotine and poisonous chemicals, even if it's home grown.

*Mouth level smoke exposure using analysis of filters from smoked cigarettes: A study of eight countries, published by British American Tobacco researchers in *Regulatory Toxicology and Pharmacology*, 2010.

LONG AFTER YOU PUT IT OUT, THE SMELL IS STILL CLINGING TO YOU.

Cigarettes make your breath, clothes and hair smell, and others can still smell it long after you stubbed the cigarette out.

Probability Measure: Own Thoughts of Quitting

Mock-Up Advertisement	N	BWS Rank	Proportion Likely to Respond
What's worse? Telling your family you have cancer	52	1	64.0 (56.0 – 71.9)
How your child feels losing you for a minute	51	2	63.4 (54.5 – 72.3)
What you could do with the money	64	3	55.0 (49.1 – 60.9)
Smoking cuts off baby's oxygen supply	57	4	53.7 (45.3 – 62.2)
The smell is still clinging	50	9	51.2 (42.2 – 60.4)

Phase Three: Implications

Measures very consistent

- Most effective measures feature children
- But finances and industry denormalisation also important
 - Opportunity to explore and develop latter idea further



Key Conclusions

Message Content

- Ideas of choice and control need recognition
- Clear, real and impactful messages vital
- Emotional messages featuring children consistently most effective

Recognising Smokers' Diversity

- Important to identify messages with mass appeal
- Balance against need to reach specific sub-groups
 - Entrenched behaviours may require targeted appeals

Key Conclusions

2025 goal requires stimuli promoting mass cessation

- Triggers that reach and motivate all smokers

BUT

- 2025 also requires:
 - Robust policies that reduce opportunities to obtain and use tobacco
 - Greater recognition that communities (not just individuals need to quit)
 - Messages will complement, but cannot replace, these measures

For further information, please contact:

Janet Hoek

Department of Marketing

University of Otago, Dunedin

Phone (03) 479 7692

Email: janet.hoek@otago.ac.nz