

Highlights in Tobacco Control

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Practical Ideas Online

THE DUCK TOBACCO PREVENTION CAMPAIGN: MARCH 24 - 28



For one week in March every year, **DUCK DAYS** becomes the centerpiece of a public relations and media campaign to promote DUCK and his tobacco prevention message, “**Tobacco is Foul.**” DUCK DAYS combines advertising with the **community outreach efforts of contractors** working in East Texas schools and neighborhoods. This year, DUCK DAYS will be held from March 24th - March 28th.

The week of DUCK DAYS is host to dozens of **local events**, rallies, meetings and celebrations that recognize the **importance of a tobacco-free lifestyle.** Past events have included a DUCK DAYS kick-off where the “Soundin’ Off” television spot was debuted in the pilot area, **various campaign appearances** for the DUCK mascot, **hip hop dances**, press conferences, DUCK-TV school visits, **school rallies**, and even a mock funeral for the Marlboro Man. Several links on the web-page contain **event ideas**, campaign history and strategy, and **ready-to-use materials** including artwork, sample press releases and **fact sheets.**

One of the best ways you can **show your support** for DUCK DAYS is to **organize an event.** **Suggestions and guidelines** for putting on a successful event can be found **on the web-site below.**

The Five Campaign Messages are:

- 1) **Smoking isn’t relaxing.**
- 2) **Smoking isn’t cool.**
- 3) **It’s a stupid idea to smoke.**
- 4) **Tobacco is addictive.**
- 5) **Tobacco tastes and smells bad.**

Facts to Keep in Mind if the DUCK Comes to Your Event

- ◆ The DUCK brand and “Tobacco is Foul” Campaign are aimed at reaching “**twens**” or youth **ages 9-13.**
- ◆ The DUCK mascot **doesn’t talk.**
- ◆ The DUCK mascot needs a **convenient, isolated location** to dress, undress and rest.
- ◆ For the safety and integrity of the mascot, **the DUCK always travels with a “DUCK Wrangler”** (someone to stay at the DUCK’s side the entire event).

Click Here to See **Tobacco Facts**

<http://www.ducktexas.com/tobaccofacts/index.asp>

The collection of tobacco facts have been split up and organized by subject matter.

Currently, our tobacco fact subjects consist of What’s In It, Teens and Tobacco, Secondhand Smoke, and Smoke vs. Chew.

Click here



<http://www.ducktexas.com/>

Ask Dr. Phil

*Dear Dr. Phil (Huang),
How do we know the DUCK campaign is working?*

Public health **media campaigns “work”** by increasing awareness of information and by **influencing voluntary behavior** - in this case staying tobacco free. The DUCK is a character – a messenger – designed by **Texas teens** to counter key reasons that youth, ages 9 – 13, frequently give for starting to smoke. The overall message is **“Tobacco is Foul”**. DUCK is one part of a larger **community campaign** that helps create a tobacco free environment where being smoke free is the norm.

How do we know DUCK works? Every year we administer the **Youth Tobacco Survey** to kids who see, as well as those who do not see, **the DUCK campaign**. The survey includes questions on **student smoking behaviors** along with questions on **exposure to DUCK messages**.

We know from this survey, for example, that about **six times more students in the pilot** compared to the non-pilot area, **reported seeing or hearing the DUCK at least once per day in the past 30 days**.¹ In addition, previous surveys have shown that the 6th - 12th graders in the pilot area had a **36% reduction in tobacco use -- twice the rate of reduction as in the rest of the state**.

Reference

1. Meshack, A, Hu, S., Pallonen, U, Margolis, J, Hart K, McAlister, A, Pounds, K (2002) *Texas tobacco prevention pilot project: effects of prevalence on tobacco use among middle school students*, Center for Health Promotion and Prevention Research, University of Texas School of Public Health, p 1- 10.



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TDH Chronic Disease & Tobacco Prevention

Please promote the DUCK PLEDGE CONTEST at your event!

Tell Tweens...

“Tobacco isn’t cool... Win something that is!

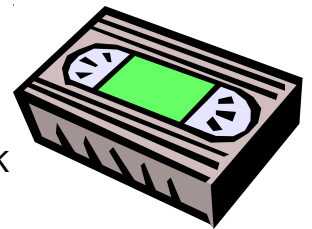
Make a pledge to stay tobacco-free, and you could win a prize pack worth up to \$250 or four season passes to Six Flags AstroWorld. Sign up and tell your friends too!”

Visit this website to sign up on-line or **print pledge forms** to hand out at your event.

<https://www.ducktexas.com/quackback/pledge.asp>

TDH Resources for the DUCK:

“Be Yourself” Video: A short video hosted by Casey Smith who introduces three of the latest TDH DUCK television ads.



DUCK Flyers: Flyers used to publicize events related to the appearance of the DUCK and/or TV Unit. The flyer comes in a PDF file on which event information can be listed.

DUCK Costume: Costume that is housed at TDH & offices in Houston and Beaumont. Contractors can check out the suit for DUCK events.

DUCK TV Unit: Mobile video studio that can be driven to DUCK events and allows kids to record sound bites about tobacco. Use of this resource is limited to special scheduling.

DUCK Source Boards: Large poster size ads set up on walls inside schools near the main bulletin board

For Resources / More Information Contact:
Marcus Cooper, Information Specialist at **512.458.7111 x3305** or **1.800.345.8647**
Texas Department of Health, Bureau of Chronic Disease & Tobacco Prevention,
Click here: <http://www.tdh.state.tx.us/otpc/>