

# Highlights in Tobacco Control

A Newsletter for Texas Communities

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## ***In This Issue...***

### **Get Involved with a Media Campaign to:**

- ◆ Educate youth and adults who influence youth about tobacco prevention & control issues
- ◆ Develop a common recognizable identity for statewide tobacco prevention & control initiatives

## **Mass Media Campaigns & Comprehensive Tobacco Control**

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The **Guide to Community Preventive Services**<sup>1</sup> summarizes evidence from 14 different studies and presents **recommendations for communities on how best to use limited resources to reduce tobacco use.** The Guide identifies 3 basic strategies:

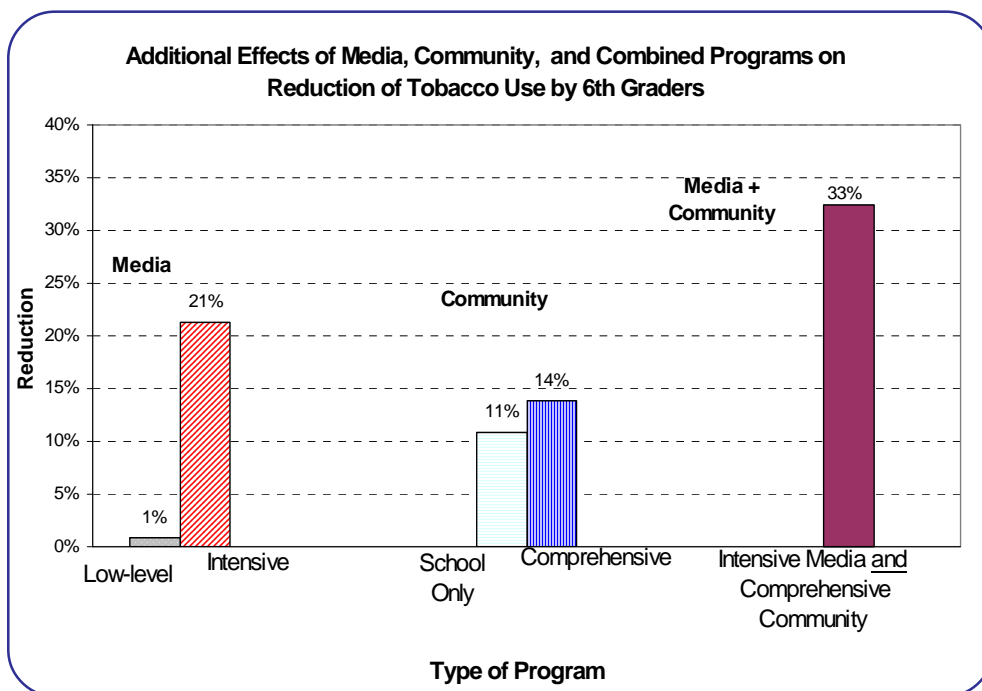
- Reduce exposure to secondhand smoke (SHS).
- Accelerate tobacco use cessation, and
- Prevent adolescents and young adults from starting to smoke.

The evidence points to **policies, laws and regulations that limit smoking**, as the most effective method to reduce SHS. **Increasing the price of tobacco** is also crucial as part of **comprehensive programs that include mass media campaigns conducted over long periods of time.** Mass media campaigns are most effective when they use brief, recurring messages to inform and motivate people to quit or remain tobacco-free.

### **Texas Study Mass Media Campaigns & Community Programs**

The media and community study<sup>2</sup> on reduction of teens' tobacco use was conducted by the University of Texas Center for Health Promotion and Prevention Research in fall 2000. The study included sixth graders in 12 middle schools.

*See Mass Media Page 5*



## In the Local News.....Mural Project Targets Anti-Smoking Campaign

*The message against smoking has literally hit the streets. A reformed northside graffiti artist used to defy the very system he assists today. Instead of leaving behind a cryptic message or signature like he has done so many times before, the 23 year old has completed a mural in Northline Park that gives a strong warning against smoking and second-hand smoke. The mural is part of an effort to teach youth about the dangers of smoking. The project was organized by the Life Center and the Harris County Health Department.*

Carol E. Vaughn, An Excerpt from The Houston Chronicle, October 17, 2002

## Media Campaigns Reach Teens and Adults

Three distinct **campaigns** using mass media and public relations are **helping to stem the tide of tobacco use** in Texas: “Tobacco is Foul”, “Worth It” and “Yes You Can!” All are important to local tobacco control.



The “**Tobacco is Foul**” campaign shows 10-14 year old youth how disgusting and foul tobacco is. Launched in fall 2000, it features a cool, hip-talking animated

duck. Because research revealed **6<sup>th</sup> graders were most vulnerable to tobacco messages, 11 and 12-year-olds became the campaign’s primary target audience.**

Taking a lesson from big tobacco, the hip, animated animal icon known as DUCK serves as the campaign spokesperson. The **DUCK appears in TV, radio and billboard ads and is available for local community events.** A 7’1” tall DUCK mascot and a **mobile television studio** known as the **DUCK-TV Unit** allow kids to record on video their thoughts about tobacco use. The collected sound-bytes are then used to create 30-second television spots. The “Tobacco is Foul” campaign is focused on the Houston and Beaumont/Port Arthur media markets.

The campaign also has a very interactive, action packed website at [www.ducktexas.com](http://www.ducktexas.com).> There’s an arcade where visitors can mix music, answer trivia questions and tell stories. The media center shows campaign ads as well as DUCK-TV programs done by local youth. You’ll also find contests, polls and other fun.

If you’d like to organize a **community event** around the DUCK don’t forget to check out the **DUCK Special Events Guide** at [www.ducktexas.com/events/](http://www.ducktexas.com/events/).>

*Goal: Prevent Youth Tobacco Use*

*Editor's Note: Highlights in Tobacco Control is designed to be used. Readers are urged to reprint articles in newsletters and other local media.*

The “**Worth it?**” campaign aims to give older teens the facts about tobacco while asking them a simple question, “Is tobacco *Worth it?*”

“Worth it?” **educates teens about the Texas Tobacco Law and its consequences.** The law, based on Senate Bill 55, states that anyone under 18 caught purchasing, possessing or using tobacco products may have to pay up to a \$250 fine, attend a tobacco awareness class, be required to do community service, or even lose their driver’s license for a period of time.

“Worth it?” **campaign materials include billboards, posters, and radio commercials** highlighting the one element of the law that caught the most attention: losing your driver’s license.

The main strategy is to be up-front and honest. “Worth it?” asks teens to weigh the potential consequences and decide - **is it worth it to get caught buying or using tobacco products?**



Like the “Tobacco is Foul” campaign, Worth it?” also has a dynamic website [www.worthit.org](http://www.worthit.org) with lots of cool ideas and information see [www.worthit.org](http://www.worthit.org).> And, for anyone who wants to conduct quit smoking events aimed at teens, make sure you check out the events planning guides at [www.worthit.org/news/eventideas.asp](http://www.worthit.org/news/eventideas.asp)> *Goal: Increase Compliance With State Youth Possession Laws*

See *Media Campaigns*  
Page 4

*“It seems like the Quitline data tells us that more money is needed to raise public awareness through media campaigns. Yet this is coming at a time when we are looking at a loss of funding.”*  
**Joel Dunnington, M.D., March 2003**

## Background for Texas Media Campaigns

Texas media campaigns are part of a larger media environment that includes tobacco industry advertising. All regularly compete for the attention and ability to influence the buying and health habits of Texans. **What is the nature and level of current tobacco company advertising?**

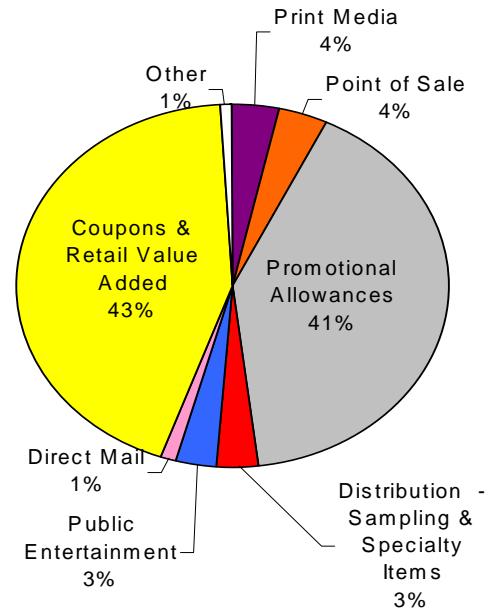
### Tobacco Industry Spending

An estimated **\$725.6 million a year** was spent by the **Tobacco Industry** to advertise and promote its products in Texas in 2000.<sup>1</sup> This **amounts to almost \$2 million PER DAY**. In comparison, the legislature authorized only a small fraction of Tobacco Settlement funds, approximately **\$10 million PER YEAR** for tobacco use prevention programs in all of Texas. Few product marketing or political campaigns would survive given the same promotion ratio.

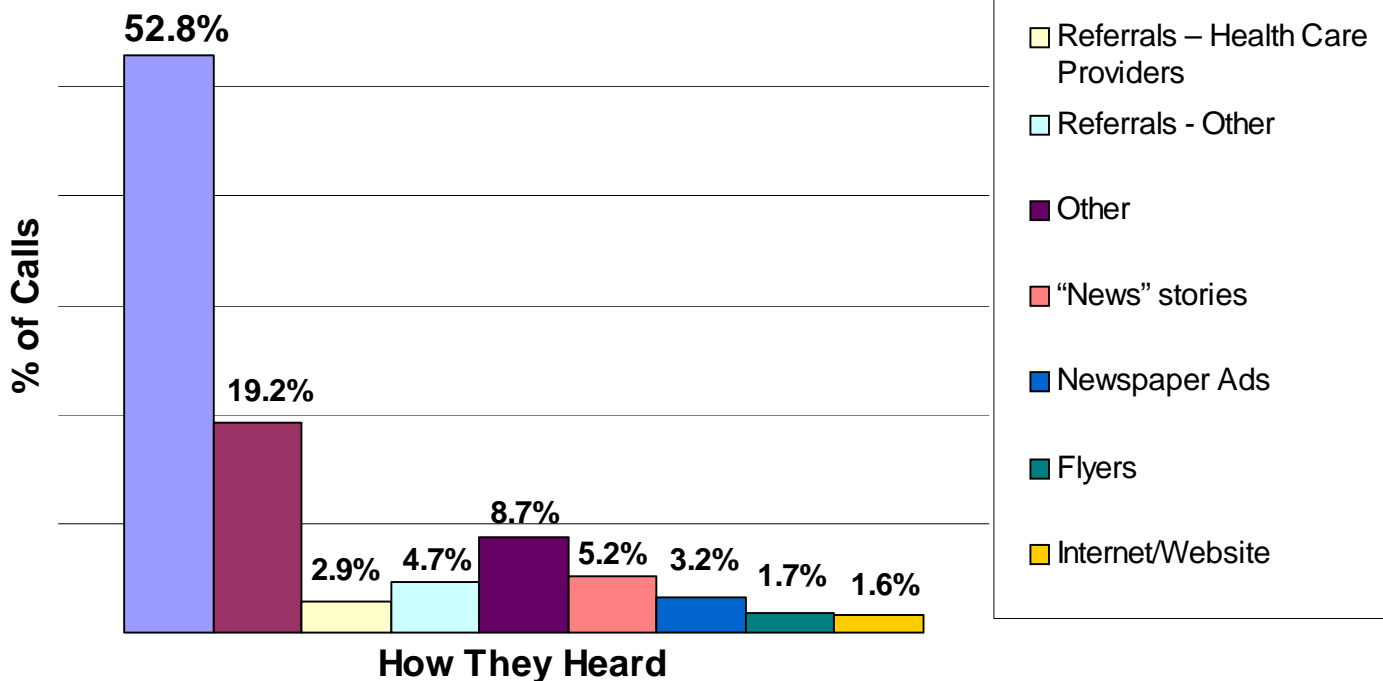
See *Texas Media* Page 4

### National Tobacco Industry Distribution of Cigarette Advertising and Promotional Expenditures

Adapted from FTC Cigarette Report for 2000, Issued 2002



## How Texans Heard About The Quitline (1-877-YES QUIT)



Source: Adapted from ACS November 2002 Texas Quitline Report

*"The whole time I was there I constantly heard people commenting about 'When is the Camel guy getting here?' I saw the tobacco rep pull up and as soon as he walked in and sat down at a table he was swarmed by a mob of people wanting cigarettes. I waited in line for almost thirty minutes to get the samples."*

Houston Area Bar Scene, Feb. 2003

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#### Tobacco Industry Advertising

Over the past few years, a general shift has taken place in the nature of advertising and use of media by the tobacco industry – away from broadcast advertising and toward local sales promotions to reach specific target audiences. The **goal** is generally not to **provide** new information – only **easy access and reminders to potential users**.

#### Targeted Promotions

The bulk of the **advertising** - promotional allowances and coupon/retail value added promotions – are **highly targeted and designed to stimulate demand, brand switching and use** – typically among young adults, ages 18 – 24. Tobacco industry advertising can be almost invisible to adults who don't fit the "marketing" profiles.



To convert potential users, the industry tries to stimulate "trials." **Special event nights, sales promotions and coupons** are popular ways to advertise in bars and other entertainment venues - such as the ones reported during February 2003 at several Houston area bars (Cartoon Night Shows; Martinis and Massages, Hip Hop Nite.)<sup>2</sup> Typically the industry also pays the bar-owner a fee, in the amount of several thousand dollars, for "exclusive" access to the bar. Patrons receive free samples of cigarettes and can receive coupons for alcoholic beverages and additional tobacco products.

#### References

- 1 Federal Trade Commission Cigarette Report for 2000, Issued 2002, online at <[www.ftc.gov/os/2002/05/2002cigrpt.pdf](http://www.ftc.gov/os/2002/05/2002cigrpt.pdf)>
- 2 University of Texas at Austin, Feb. 2003, Project Smart Money, Observations, Harris County, TX

### From *Media Campaigns* Page 2

#### Can you quit smoking?

The third campaign, called "Yes You Can/Si` Puede," specifically targets **English and Spanish-speaking men ages 20 to 40** with the goal of making this quit attempt the last one. "Yes You Can," just like "Worth it?" is a statewide campaign.



Research indicates **adult males have the highest rates of tobacco use in Texas**. White males smoke more than any other group, followed by African-American and Latino males. White females also have high smoking rates and overall women show lower smoking rates.

The TV spots portray a friendly, blue-collar diner where a young dad spends a few minutes catching up with his buddies. He brags that he's quit smoking all on his own. While his pals believe he quit without anybody's help, the audience is privy to scenes that

reveal his family played a major role in motivating him to give up smoking. They inspired him to quit by getting rid of his cigarettes and then supported him with love and encouragement to quit smoking - for good.

"Men in the target audience indicate quitting smoking for their loved ones is a key motivator," said Dr. Sanchez, Texas Commissioner of Health. The PSA ends with a challenge, "Can you quit? Yes you can. Help is all around."

Besides **television**, the "Yes You Can" tobacco cessation campaign also will include **billboard advertising and community events**. <[www.tdh.state.tx.us/otpc/yesucan/yesucan.htm](http://www.tdh.state.tx.us/otpc/yesucan/yesucan.htm)> *Goal: Educate Adults and Youth to Quit Using Tobacco Products*

For more information on these campaigns contact Marcus Cooper, ([marcus.cooper@tdh.state.tx.us](mailto:marcus.cooper@tdh.state.tx.us)) at the Office of Tobacco Prevention and Control at TDH in Austin, TX.



## Countering Advertising in Entertainment

Given the potential for influencing youth, the film and fashion industries serve the tobacco industry well. This year communities can **join in the protest against tobacco use in film and fashion**. Visit <[www.who.int/tobacco](http://www.who.int/tobacco)> to find out what you can do to support **World No Tobacco Day (May 31, 2003)** focus on Tobacco Free Fashions and Films or get the inside story at <[SmokeFreeMovies.ucsf.edu](http://SmokeFreeMovies.ucsf.edu)>

### From *Mass Media* Page 1

The **intensive and low-level “Duck” campaigns**, based on the message “**Tobacco is Foul**”, used **TV, the radio, and billboards**. The low-level campaign was funded annually at about \$ .50 per capita and the intensive campaign at \$1.00 per capita implementation costs.



The **comprehensive community program** consisted of **school activities, tobacco law enforcement** and organization of **smoking cessation activities**. **School activities** included a classroom-based and teacher-led tobacco prevention program, **Project Towards No Tobacco Use (T.N.T)** <sup>3</sup>.

### Measure of Effectiveness



Tobacco use was initially measured among sixth graders in spring 2000. The following fall 2000, half of new sixth graders received the study’s anti-smoking intervention via media and community channels. Another half of the students did not receive the intervention in fall 2000 since they lived outside the area where the media campaign and community activities took place.

Since tobacco use increases with age, we expected to find lower use among new sixth graders in fall 2000 than among older sixth graders in the spring 2000 survey. The effectiveness of the study’s intervention was therefore evaluated in fall 2000 in terms of **additional effects**; reduction in tobacco use among students in the area where they received the media campaign and community activities **minus** reduction in tobacco use among the students located in the area without the study’s anti-smoking activities.

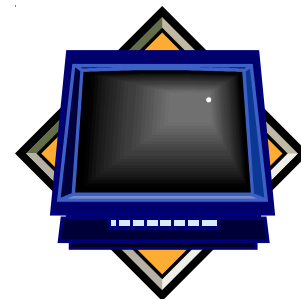
The graph shows first the **additional effects of the intensive media campaign** between the low-level and high intensive media campaigns showing that:

-  **Intensive media campaigns** reduced tobacco use by an additional **21%**;
-  **Low-level campaigns** had only a **1%** additional effect.

The figure also illustrates the **additional effects of the comprehensive community program compared to school only program**:

-  **comprehensive community activities** had an added **14%** effect in reducing teen tobacco use;
-  **school programs** had an **11%** additional effect.

The third column shows that the combination of the **intensive media campaign and comprehensive community activities** produced a **33%** additional effect. Furthermore, intensive media campaigns and comprehensive anti-tobacco community activities also reduced the sixth graders’ intentions to smoke and pro-smoking attitudes.



### Supporting Data

The effectiveness of mass media campaigns and community activities among sixth graders was measured again in **spring 2002**. The **30-day tobacco use was almost 30% lower** among those sixth graders who received the activities than those who did not (9% vs. 13%). Media campaigns and community activities also reduced significantly the students’ intent to smoke cigarettes.

Preliminary findings in the **fall 2002 survey among high school students** parallel the encouraging observations among middle school students. Compared to the 30-day tobacco use rate of 28% among 9-12 graders without the media and community anti-smoking measures, the rate among the anti-tobacco study participants was 22%, **an overall 20% reduction**. Their intentions to smoke were also lower.

### Summary

Media campaigns and community programs are feasible and **intensive media campaigns are especially effective in reducing adolescents’ tobacco use, their plans to smoke cigarettes, and pro-smoking attitudes when media campaigns are part of other community anti-tobacco activities**. Now more than ever we should work to utilize these findings through continued use and funding of media and training of community members to implement comprehensive community programs. At the same time we should continue pursuit of new prevention measures, including an increase in the price of tobacco products.

## Develop a Local Media Campaign

Detailed instructions for planning and conducting local events around Worth It? and DUCK can be found on the TDH website: <[www.tdh.state.tx.us/otpc](http://www.tdh.state.tx.us/otpc)>

### COMMUNITIES IN ACTION

**Contact Theater Chains** – Ask that theaters show a strong anti-smoking advertisement before any movie that includes smoking or tobacco promotion. Contact ACS for sample slides that encourage smokers to CALL THE QUITLINE (1-877-YES QUIT).

**Contact Video Retailers** – Videos of smoking should also carry strong anti-smoking messages before the feature. Tell major video chains how concerned you are about smoking promotion in kid-rated films.

#### Write a Letter to the Editor

An important way to urge people in the entertainment industry to at least think about an issue is to get it in the news. When you see a problem with smoking in the movies, send a letter to the editor or an important publication that decision makers – and politicians – read. These letters don't need to be very long. Often just 150 well-chosen words will do wonders.

### TIPS FOR YOUTH EVENT PLANNING AND PUBLICITY

1. Get teens to help
2. Have one message
3. Keep a unified look for your materials
4. Use posters or fliers to identify times and places
5. Work with local school districts to send emails to all the teachers
6. Find a location that'll get noticed
7. Look for obvious "hooks" or news angles
8. Make a party out of it
9. Use word of mouth to advertise your event
10. Get a local official involved
11. Issue a media advisory and contact your local paper and radio station



For more details on how to organize events like this see:

<[www.worthit.org/news/eventideas.asp](http://www.worthit.org/news/eventideas.asp)>

<[www.worthit.org/pdfs/event.pdf](http://www.worthit.org/pdfs/event.pdf)>

References: *Mass Media & Comprehensive Tobacco Control* article, page 1

1. Hopkins, DP and Fielding JE, Editors (2001) Tobacco Use Prevention, Guide to Community Preventive Services, Am J Prev Med (20) 2(S1): 1 – 88.
2. Center for Health Promotion and Prevention Research, University of Texas, Houston School of Public Health, (2001) Tobacco Prevention Initiative Media Campaign and Community Program Effects among children and adults, 1-10.
3. Sussman, S., Dent, C.W., Stacy, A.W., Burton, D., and Flay, B.R. (1995). Developing school-based tobacco use prevention and cessation programs. Thousand Oaks, CA: Sage Publications.

Alliance for a Tobacco-free Texas  
*Live it. Breathe it.*

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