



at the Centre for Health Promotion
University of Toronto

THCU's 12 Step Communication Model

Not to Kids

**A Radio Campaign to Reduce and Prevent Tobacco
Supply to Kids from the Not to Kids Coalition**

August 31, 2006



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Disclaimer

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Background

The Tobacco Control Act of Ontario (1994) requires that tobacco cannot be sold to anyone under the age of 19. Published literature has shown that underage youth often illegally access tobacco from their friends.

The Not to Kids (NTK) media campaign was an initial step towards increasing knowledge and stimulating a shift in societal attitudes with respect to supplying tobacco to minors. Phase one involved the development, production, and implementation of a radio campaign across the Ontario jurisdiction of the Not to Kids Coalition (NTKC).



Project Management

Time Management

Approval to begin the project was given in October of 2002, with an implementation deadline of March 31, 2003. Planning began in November of 2002. Implementation began March 1, 2003.

Money and Other Resources

The Ontario Ministry of Health and Long-Term Care (MOHLTC) provided the money for this campaign. The total, excluding in-kind support and staff time from the member agencies, totaled \$250,850. This budget was distributed as follows:

- \$45,000—creative development
- \$183,850—media buy
- \$2,000—administration
- \$15,000—evaluation

A rough estimate of total time involved for the workgroup to plan and implement this campaign is 2.0 Full Time Staff Equivalents for 6 months.

Stakeholder Participation

During this campaign, 13 public health agencies were members of NTKC. Youth smokers were involved in campaign development through focus groups and online surveys.

Decision-Making Process

A media workgroup was formed to manage the media campaign on behalf of NTKC. It consisted of staff from eight public health agencies and was responsible for all aspects of planning and implementation.

The decision-making process was as follows:

- Strive for consensus.
- In the absence of consensus, the majority rules.
- Each public health agency represents one vote.
- Once workgroup workplans are approved by the coalition, authority for making decisions about implementation rests within the media workgroup.
- Decision making reverts to the coalition if
 - the work being implemented falls outside the work plan,
 - the decisions being made are of a sensitive nature, or
 - there is absence of consensus.

Data Gathering and Interpretation

Data was collected from youth at multiple points during the campaign development process. Please see steps 3 (audience analysis) and 12 (evaluation) for further details.

2 STEP

Revisit Health Promotion Strategy

This campaign was a part of the MOHLTC strategy to reduce the proportion of 12–19 year olds who smoke. The campaign also complements the MOHLTC goal to eliminate tobacco sales to persons under 19.

The NTK media campaign focused specifically on youth access to tobacco through social sources. Social sources consist of someone buying for or giving tobacco products to someone under 19 (including single cigarettes or packages).

Widespread availability of tobacco and the willingness of peers to share (supply) tobacco undermine tobacco prevention efforts. The high availability of tobacco is an important social issue that can have a significant influence on the initiation and maintenance of smoking among youth. Research has shown that youth access tobacco most often from their friends.

The target audience selected for this project was Ontario youth aged 15–19 who smoke (adjusted from the original target of 16–20 year olds to the census age category to support evaluation data analysis). The main secondary audience (defined as an audience that can influence the primary audience) was 16–18 year old suppliers of tobacco who believe it is unacceptable NOT to supply.

3 STEP

Audience Segmentation and Analysis

There are approximately 200,000 adolescent smokers in the region covered by the NTKC.

According to the Canadian Tobacco Use Monitoring Survey Data (2002), 18.8% of youth 15–19 years of age smoke. The Ontario Student Drug Use Survey (2001) data shows that 23.6% of students in grade seven to OAC used cigarettes.

Formative data was collected by Park Productions who developed the media messages to help guide the development of the campaign.

Formative research data for campaign development was collected using focus groups and interviews in North York, Barrie, and Ottawa. A total of 24 focus groups and 30 interviews involved approximately 175 youth. Half of the focus groups were conducted with youth aged 16 and 17 years and the other half with youth aged 18 and 19. Current attitudes and behaviours of the target group with respect to the use and supply of cigarettes was discussed.

The focus group data revealed the following:

- Teen smokers confessed to feeling regret about having started smoking. Teen smokers are completely at ease in terms of lending cigarettes to close friends and other same-age smokers. They feel guilty, however, when they are confronted with the notion that they might be giving younger kids the cigarette that could hook them for life. The thought of a younger family member or loved one getting cigarettes is not acceptable to them. For example, one participant noted, “Si c’était mon petit frère, je lui donnerais une volée” [If it were my little brother, I would give him a licking].
- Youth are generally aware of the existence of the severe penalties for sharing and buying cigarettes for others. Most are generally unfazed by this and don’t consider it a reason not to share cigarettes. Most can’t imagine being caught or fined. The impact of the legislation is limited, causing youth to restrict themselves to buying for or sharing with those they know.



Communication Inventory

Numerous members of the NTKC media workgroup had previous experience developing provincial, smoking-related, mass media campaigns.

The firm hired to manage the media buy—Parks Productions—had an excellent relationship with Ontario radio stations, which was a resource in terms of negotiating some free airtime.



Set Communication Objectives

The overall goal of the NTK campaign was to reduce youth access to tobacco from social sources, with the following objectives:

Individual

- To increase awareness among youth 16–20 years old about the rationale for Tobacco Control Act regulations regarding the supplying of tobacco to minors

Network

- To stimulate a shift in attitudes among 16–20 year old “suppliers” that it is socially unacceptable to supply tobacco to youth



Select Channels and Vehicles

Radio was selected as the exclusive vehicle for this campaign because the formative data indicated that more than half of youth rate radio as extremely or somewhat effective in reaching them and because it was a feasible channel within a limited budget.



Combine and Sequence

Campaign implementation occurred during March break to increase message penetration with the youth audience, since students were not in school during the day.

Table 1: Campaign Timeline

Primary Audience: Youth aged 16-20 years

Goal: To reduce youth access to tobacco from social sources

Step 5: Campaign Objectives		Step 6: Select...		Step 7: Combine and Sequence	
Audience	Objectives	Channels	Vehicles	2003	2003
Individual Level Youth 16 - 20 years old	<ul style="list-style-type: none"> To increase awareness among youth 16-20 years old about the rationale for Tobacco Control Act regulations regarding the supplying of tobacco to minors. 	Radio	Radio ads		A four week radio campaign was implemented from March to April 2003 during March break
Network Level Tobacco suppliers	<ul style="list-style-type: none"> To stimulate a shift in attitudes among 16-20 year old "suppliers" that it is socially unacceptable to supply tobacco to youth. 	Radio	Radio ads		



Develop Messages

The formative research results (focus groups and interviews) suggested that legislation should not be a key message theme because it had the potential to generate disdain and even a sense of rebellion among youth. The formative data also indicated that youth did not want to be targeted or preached to. As a result, NTKC decided to go with an approach that would not be perceived as a youth ad and would not turn off adults or others who were not the primary target audience.

Bearing these things in mind, the following message components were identified.

Table 2: Message Elements

What	Many of you (youth smokers) give cigarettes to peers and younger teens (known as kids to this group).
So what	You know the harsh reality of being addicted to tobacco and don't want to be responsible for addicting others.
Now what	Think about the consequences of getting a younger teen addicted and, therefore, don't give cigarettes to kids.

The tag line, “Think about it,” was selected to invoke a sense of social responsibility and give the audience the opportunity to decide for themselves.



Develop Identity

The NTK identity (including the name, logo, and slogan) was developed prior to this campaign. The identity was originally developed to target the general community and tobacco retailers. It was tested during the youth focus groups to determine whether it could be used for this campaign. Results were as follows:

- The logo was recognizable to only a small number of youth and it did not generate much discussion.
- Some members of the NTKC were concerned that the word “kids” was not appropriate for a youth audience. However, focus group participants referred to “kids” as grade nines who asked for cigarettes. Further probing revealed that the term “kids” correctly communicated the need to say “no” to supplying cigarettes to those younger than them.

- Another concern of NTKC members was the word “coalition.” They were concerned that it might not be credible with the youth target audience. Some focus group participants pointed out that the word “coalition” could be construed as negative. To a few participants, the word “coalition” sounded like a group of citizens with no official standing. When focus group participants ventured a guess as to what a coalition was, some said they assumed it was a “women’s group like MADD.” Some focus group participants felt that the federal or provincial government would be more credible. However, other focus group participants stated their disdain for the federal and provincial governments and their support for local governments and public health units.

Generally, feedback from the focus groups about the identity was mixed. Therefore, although some concerns were raised, the coalition decided to re-use the identity for this campaign.

10 STEP

Production

To listen to the ads, visit <http://www.ntk.ca>.

Appendix A, p 12, contains a transcript of the ads.

Parks Productions was hired to develop and produce the ads as well as facilitate multi-phase focus groups in both English and French. They also completed the media buy. They were paid \$45,000 for all of these services. The NTKC was satisfied with the production process. It took only eight weeks from the time go ahead was given to create the ads based on formative data to completion of the final product.

Radio PSAs were designed using the formative data results, which included examples of anti-smoking television commercials they liked.

Some of the ads had at least one “bleeped word,” indicating a swear word. In focus testing, the “bleeped word” strategy was highly rated by the youth participants—they identified with it. On numerous occasions, focus group participants stated that the PSAs (with the “bleeped words”) were unlike anything they had heard. However, because the communications department at the MOHLTC requested that the “bleeped words” be removed, the final PSAs did not include them.

11 STEP

Implementation

A four-week radio campaign was implemented from March to April 2003 using 16 stations with a high youth audience within the jurisdiction of the 13 public health agency members of the NTKC. This included one French-language station that serves the Ottawa market. A total of 3,217 spots played over a four-week period, including 1,852 radio spots that were purchased, with an additional 1,621 provided by the radio stations free of charge. Ads ran at various times throughout the day, evening, and night and during weekdays and weekends.

Table 3: Campaign Overview

Step Five Set Communication Objectives	Step Six Select Channels and Vehicles	Step Seven Implementation Details
Individual		
To increase awareness among youth 16-20 years old about the rationale for Tobacco Control Act regulations regarding the supplying of tobacco to minors	Radio / radio ads	A four-week radio campaign was implemented from March to April 2003 during March break
Network		
To stimulate a shift in attitudes among 16-20 year old "suppliers" that it is socially unacceptable to supply tobacco to youth		



Evaluation

Formative Evaluation

As previously noted, extensive formative evaluation, to guide message development and test draft concepts, was conducted prior to the implementation of this campaign through focus groups testing, interviews, and an online survey.

Process Evaluation

It is generally accepted within marketing circles that a person needs to hear a message at least three times before they can remember and respond to the content. NTK campaign met this target, as only one of the participating radio stations estimated their reach to be below that mark, at 2.6 times. Data based on the estimated number of different persons who tune into a station for at least fifteen minutes within an average survey week showed that listeners heard the message between 2.6 to 9.1 times (mean=4.5), depending upon the station. Estimates of the number of youth aged 16–20 who listen to the chosen radio stations indicate that approximately 38% of the specific target of 16–20 years old was reached.

Outcome evaluation

Youthography, a youth marketing and communication firm, was hired to collect baseline data for a pre/post campaign comparison. Phase one (the radio ads discussed in this case study) and phase two (a 30-second cinema ad shown in Famous Players theatres within the jurisdiction of the NTKC during December 2003) were evaluated at the same time and the results for both are referred to below.

Baseline data was collected using an Internet-based, bilingual survey. The survey was distributed to over 60,000 15–19 year olds in Ontario through several youth-oriented websites and databases. A random sample (n=524) of respondents who identified themselves as smokers was taken. Data on knowledge of the law, cigarette acquisition behaviours, and socio-demographics was collected.

A post-campaign youth survey was completed in January 2004 following the cinema campaign.

The survey was sent to over 40,000 potential respondents in Ontario aged 15–19 out of which 514 responded. Just over 60% of the respondents were in the NTK region; the other 40% were in other regions in Ontario. Of completed surveys, 7% were completed in French.

Although most of the trends noted below are not statistically significant, NTKC will be closely monitoring them.

Cigarette Laws

In general, youth in Ontario understand laws regarding cigarettes. Of respondents, 93.8% (up 0.9%) understand that 19 is the minimum legal age to be sold cigarettes in Ontario.

Exposure

Over 80% of youth came in contact with the NTK message through various forms of media.

Attitudes

In terms of general attitudes regarding buying, sharing, and giving cigarettes, there was a downward (positive) trend in the percentage of respondents who agreed with the following statements following the campaign, compared to before the campaign:

- “It’s okay for friends who are underage to share from the same pack” (53%—down 4.6%).
- “It’s okay for smokers to offer cigarettes to non-smokers (or people who don’t usually smoke) who are underage” (14.9%—down 1.9%).
- “It’s really hard to say ‘no’ to someone who asks you for a cigarette if you have one on you” (42.8%—down 3.6%).

There was an upward (positive) trend in the percentage of respondents who agreed with the following statements:

- “I sometimes consider not giving someone a cigarette if I know they’re underage” (64%—up 1.6%).
- “Offering cigarettes to friends or family encourages them to smoke” (71.6%—up 4%).

The attitude trends, however, were not all positive. There was an upward (negative) trend in the number of respondents who agreed with the following statements:

- “It’s okay for parents (or primary caregivers) to give cigarettes to their teens” (18.5%—up 4.5%).
- “It’s okay for someone with cigarettes to sell one or more from their pack to someone who is underage” (22.4%—up 3.1%).

Behaviours

With respect to supplying behaviour there were some positive trends. Fewer respondents said they would (if asked)

- give cigarettes to an underage friend (41.4%—down 2.2%),
- give cigarettes to an underage friend who doesn’t usually smoke (14.6%—down 3.5%), and
- buy cigarettes for an underage friend who doesn’t usually smoke (7.8%—down 3.9%).

There was one negative trend:

- More respondents (14%—up 3.1%) said they would buy cigarettes for a family member who is underage.

There was no change in the number of respondents who said they would give (if asked) cigarettes to a stranger who looks underage (5.2%), a friend who is underage (27.5%), and family members who don’t smoke (3.5%).

For More Information

For more information on the campaign, please contact

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Appendix A

NTK Radio Transcripts

The Response:

When it comes to smoking you've heard it all before...blah blah blah. You know the consequences. So we asked smokers, after they thought about it...how they felt about it...how they felt about people giving kids cigarettes.

(Unscripted response # 1):

It's not really something to share, you know. Keep it to yourself. Keep your bad habits in your pocket.

(Unscripted response # 2):

I would just tell'em don't do it.

Giving kids cigarettes: How do you feel? Think about it.

A message brought to you by the Not to Kids Coalition and your local public health unit.

Fast Talker script:

Did you know 45,000 will die, this year in Canada, due to smoking?

Did you know tobacco smoke contains over 4000 chemicals?

Did you know over ½ of all smokers die from their smoking?

Did you know? (This runs together and speeds up.)

Ahhh SHUT UP!!!! Augh... That's better...

We realize, when it comes to smoking, you've heard it all. You're hooked and it's hard to quit. All we're asking is your help to prevent kids from starting that smoking journey...A journey that can have a bad ending. The next time a kid asks you for a smoke, remember, you can do them a favour for a lifetime. (Pause) Think about it.

A message brought to you by the Not to Kids Coalition and your local public health unit.

French Fast Talker:

ANNCR: Ehhh ehhh C'est assez là! On sait que vous avez tout entendu sur les méfaits de la cigarette. Vous êtes accroc, et c'est difficile d'arrêter. Tout c'qu'ont veut, c'est que vous nous aidiez à empêcher les jeunes de commencer. Parce que, vous l'savez, c'est difficile d'arrêter..... La prochaine fois qu'un jeune vous demande une cigarette, pensez au service vital que vous lui rendez en refusant. (Pause) Vraiment, pensez-y...

To listen to the ads visit www.ntk/ca