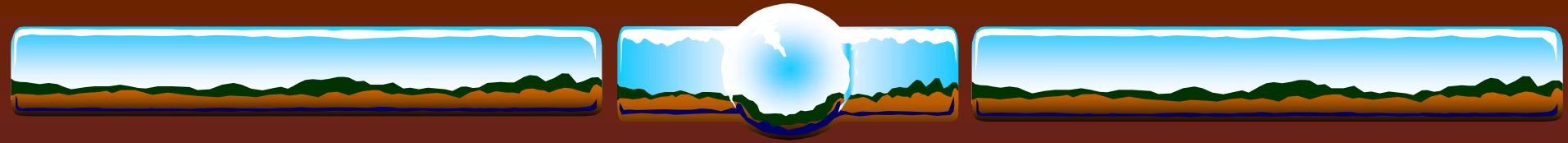


Anti-tobacco Campaigns: An Overview

Eusebio M. Alvaro

Jason T. Siegel

Claremont Graduate University



INTRODUCTION



Overview

Distinction between adult & youth focus?

Clinical vs. Population-based change?

Community-wide interventions (1980's): Adult cessation

State anti-tobacco campaigns (1990's): Youth & Adult

Arizona anti-tobacco campaign (1998): Youth & Adult



Outcomes

What can be expected from mass media?

Exposure

Aided vs. Unaided recall

Discussion

Friends? Family?

Agenda setting

What to think about

Social norming

Societal acceptability?

Attitude change

Change as per ad

Behavior change

Intention to engage in behavior

Ad impact (Retrospective report)



Campaign Goals

Typical campaign objectives:

Encourage cessation (adults)

Drive clients to services (adults)

Provide direct cessation advice/tips (adults)

Discourage initiation of tobacco use (youth)

Prevent access to tobacco (youth)



Message Strategies: Adults

Health appeal

(Do it for your health)

Other-benefit appeals

(Do it for your kids)

Secondhand smoke

(Do it for others/society)

Modeling behavior

(Watch as someone else quits)

Modeling healthy lifestyle

(Benefits of health/active living)



Message Strategies: Youth

Humor

(Tobacco use is stupid)

Fear

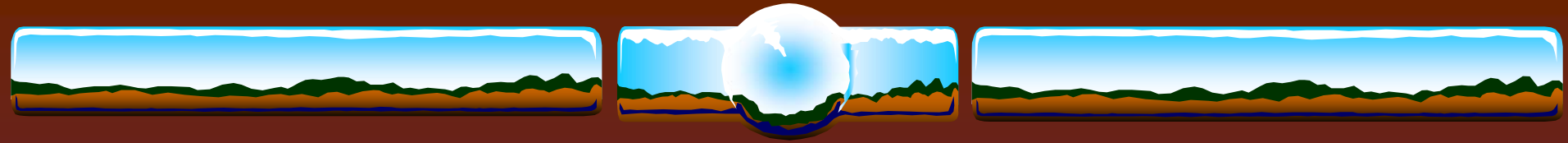
(Tobacco = disease/death)

Disgust

(Tobacco is gross)

Social disapproval

(Smokers are disliked)



CAMPAIGN FOCUS: ADULTS



Adult Cessation: National Efforts

Early community projects

COMMIT

MHHP

California and other states

Cessation Services



Adult Cessation: Arizona

“Chuck”

“Carlos & Telemundo/Univision”

“ETS/Secondhand smoke”

“Marlboro man”

“Go Cold Turkey”

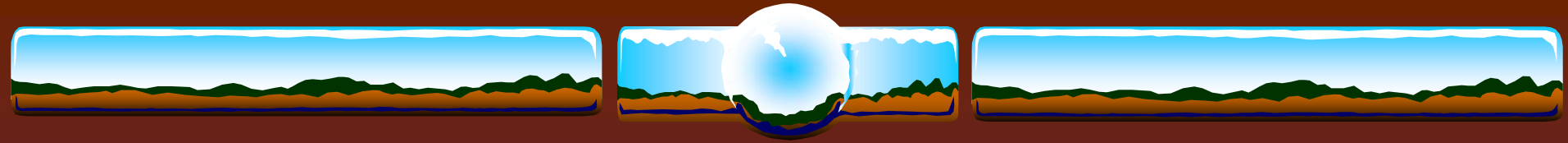


Adult Cessation: Summary

Media & Services

Media & Self-quitting

Minority populations



CAMPAIGN FOCUS: YOUTH



Youth Prevention: National Efforts

Truth: Florida

Truth: National

Tobacco company ads

States (i.e. Massachusetts)



Youth Prevention: Arizona

“Stinking Puking Habit”

Humor

Disgust

“Health effects”

Graphic visuals

Implicit language

“CounterActs”

Impact on adults

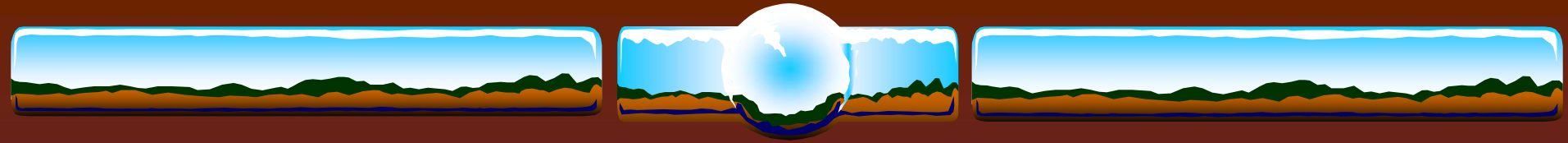


Youth Prevention: Summary

Industry manipulation

Graphic imagery

Implicit language



CONCLUSIONS



What is success?

Exposure and processing of information

Tobacco on the social agenda

Motivating action

Population-based change



Mass Media: What Works

Moral high road?

Industry bashing?

Secondhand smoke?

Cessation services?

Cessation tools?