







A campaign recently completed in New Zealand has targeted teenage smokers in schools. The campaign is in a "comic book" style and urges teen smokers to become "X-Smokers".

Following are examples of the messages produced and their evaluated response.

Target Audience: Teenage smokers (13 -15 yr olds)

Goal: To get teenagers that smoke to realise that

it is possible to stop smoking or cut down

on their smoking.

Types of venues: Secondary Schools,

In Wellington, Wairarapa and Manawatu

Number of

display points: 18 schools, 300 display points

Media: 6 x A4 messages (3 male, 3 female)

Client: Health Funding Agency Central,

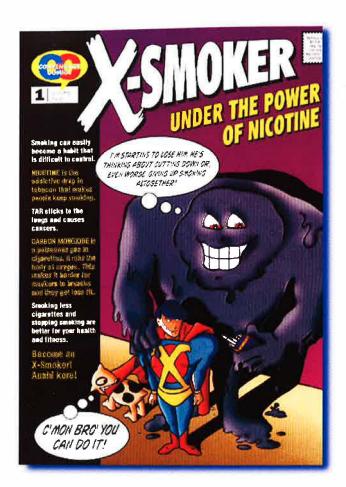
New Zealand

Duration: Pilot: 1998

Expanded campaign: 1999 - 2000

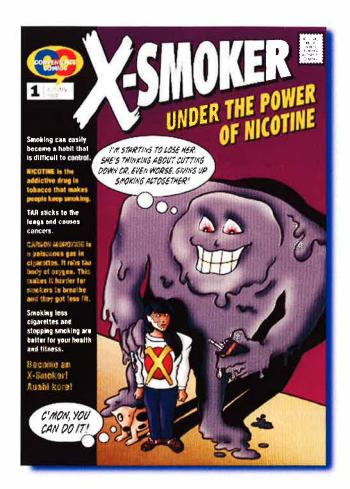






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MESSAGE ONE

"UNDER THE POWER OF NICOTINE"

THE MESSAGE IS SIMILAR, TARGETING BOTH MALE AND FEMALE







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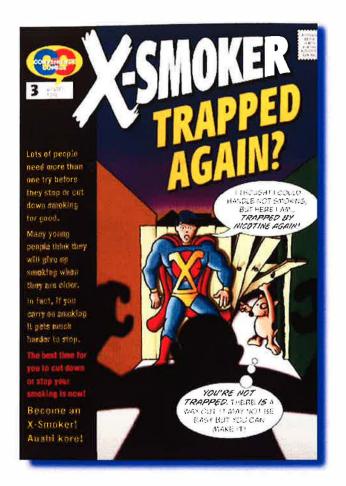
MESSAGE TWO

"BREAKING FREE FROM THE GRASP OF NICOTINE"

THE MESSAGE IS SIMILAR, TARGETING BOTH MALE AND FEMALE







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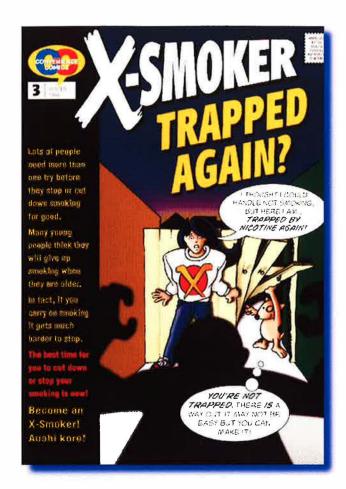
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MESSAGE THREE

"TRAPPED AGAIN"

THE MESSAGE IS SIMILAR, TARGETING BOTH MALE AND FEMALE





RESULTS FROM THOSE SMOKING AT THE START OF THE PROJECT

RECOGNITION:

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88% recalled seeing poster 1

64% recalled seeing poster 2

54% were able to describe poster 3

54% were able to describe some graphic element(s) from the posters

MESSAGE RECALL (UNPROMPTED):

46% "you should stop/ cut down smoking/ Auahi kore"

40% "You should become an X-Smoker, or the words X-Smoker"

29% "You're not trapped/ you can do it"

51% "I learned something useful from the posters"

ACCEPTABILITY/ ATTRACTIVENESS:

75% liked the way the posters looked

73% agreed the comic book style is a good idea

Out of 1 to 10, where 10 is "very cool" the median rating was 7

Smokers had a better recall rate than non smokers

(40% of smokers recalled the phrase "X-Smoker" but only 14% of non-smokers)





ENCOURAGEMENT AND SUPPORT FOR CUTTING DOWN OR QUITTING SMOKING

50% agreed that "the posters would encourage a smoker to think about stopping or cutting sown smoking"

65% Pacific Nations students agreed

50% agreed that "the posters made me think maybe I should stop or cut down smoking"

62% Pacific Nations 53% Maori

59% agreed that "the posters helped me <u>believe</u> I could stop or cut down on my smoking"

68% Maori agreed

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68% "I would like to become an X-Smoker"

71% of Maori and Pacific Nation students

80% reported changing or trying to change their smoking





STOPPING OR CUTTING DOWN ON SMOKING

33% of sample were smoking at the start of term 2

At the time of evaluation:

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32%	had stopped smoking
31%	had cut down (median 21 to 7 average 33 to 14)
20%	reported no change
7%	had tried but failed to stop or cut down
3%	had increased their smoking
7%	other

So, 63% of those who smoked at the start of the project had reported reducing or stopped smoking at the evaluation.

