



# Convenience Advertising

A41-42

**Campaign Update Summary Request Form**

**Subject:** Youth and Smoking

**Campaign Title:** X\_Smoker Project

**Duration:** ongoing to December 2001 with likelihood of rollover for 1 years

**Target Audiences:** Male & female (13-15 yr old) school pupils Form 3 & 4

**Goal:** to stop escalation of current smoking; to encourage the target group to cut down and stop smoking

**No. of Display Points:** 400 signs in South Island 26 schools;  
460 signs in 25 schools

**Venue Types:** Secondary Schools

**Region:** Blenheim, Nelson, Christchurch, Dunedin, Wellington (greater), Wairarapa, Horowhenua, Palmerston North

**No. of Messages:** 8

**Issues Discussed:** messages based on Motivational Interviewing –encouragement and support for cutting down/stopping smoking

**Issues for convenience:** Working with the school setup – cleaners, counsellors, admin staff, health co-ordinator as well as with external Public Health services

**Client:** Previously Health Funding Authority – from 1 Jan 2001 Ministry of Health

**Evaluation Results:** 2 sets of results see below

## X-Smoker campaign -summary results

November 1999/ November 1998

### Demographic Data

1999		1998
870	total sample	919
226	<i>smokers interviewed</i>	271
35%	Maori	24%
19%	Pacific Island	34%
44%	European	37%
69%	Female	46%
31%	Male	54%
43%	Form 3	42%
57%	Form 4	57%
17%	aged 13	NA
55%	aged 14	NA
28%	aged 15	NA

### Recognition of Posters

**1999**

**98%** (*had seen posters*)

**36%**

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

**1998**

**88%**(recalled seeing poster1)

**54%**

### Message recall (unprompted)

1999		1998
53%	<i>"you should stop / cut down smoking / Auahi kore"</i>	46%
20%	<i>"You should become an X-Smoker or the words 'X Smoker'"</i>	40%
23%	<i>"You're not trapped / you can do it"</i>	29%
24%	<i>"tell/ warn smokers how bad it is"</i>	<i>n a</i>
20%	<i>"smoking/tobacco/nicotine is bad for you (evil)"</i>	<i>n a</i>
19%	<i>"reasons for stopping smoking"</i>	<i>n a</i>

In "Why Start" unprompted awareness scores for the advertisements was at 23 % or below

\*In the Health sponsorship survey 31% of a similar sample had heard of Auahi Kore

### Acceptability/Attractiveness

1999		1998
76%	liked the way the posters looked	75%
77%	agreed the comic book style is a good idea	73%
6.3	the mean rating Out of 1 to 10, where 10 is "very cool!"	6.7

**Encouragement & support for cutting down or quitting smoking**

1999		1998
60%	<i>"the posters would encourage a smoker to think about stopping or cutting down smoking"</i>	50%
50%	<i>"the posters made me <u>think</u> maybe I should stop or cut down smoking"</i>	50%
57%	<i>"the posters helped me <u>believe</u> I could stop or cut down on my smoking"</i>	59%
62%	<i>"I would like to <u>become</u> an X- Smoker"</i>	68%
77%	<b>reported changing or trying to change their smoking</b>	80%

*By comparison in the 1998 Smokefree Schools Programme Monitor 28% of form 3 & 4 smokers were currently trying to stop smoking and a further 32% wanted to give up in the immediate future*

## Stopping or cutting down on smoking

### At the time of the evaluation:

<b>1999*</b>		<b>1998</b>
* Multiple choices possible; total more than 100%		
32%	had stopped smoking	32%
43%	had cut down	31%
23%	reported no change,	20%
13%	had tried but failed to stop or cut down,	7%
10%	had increased their smoking	3%

### So

**75%\*** of those who smoked at the start of the project had reported reducing or stopped smoking at the evaluation **63%**

### of those who had stopped or reduced smoking:

<b>1999</b>		<b>1998</b>
<b>36%</b>	<i>the posters had some influence on their decision to reduce or stop smoking and/or felt encouraged by posters,</i>	<b>41%</b>

<b>50%</b>	<b>smokers wanted more information or assistance with giving up or cutting down</b>	<b>70%</b>
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**Campaign Update Summary Request Form**

**Subject:** Sexual Health Promotion

**Campaign Title:** Sexual Health

**Duration:** ongoing to June 2001 with likelihood of rollover for 2 years

**Target Audiences:** Male & female under 25 yrs, Maori < Pacific Island Women

**Goal:** to encourage safer sex practices and the uptake of contraception; reduce "at risk" sexual behaviour particular in the context of alcohol use

**No. of Display Points:** 2 contracts 1,055 in lower North Island ,  
260 in top of South Island

**Venue Types:** Licensed venues – pubs & clubs, tertiary Institutions

**Region:** lower North Island & top of South Island

**No. of Messages:** 10

**Issues Discussed:** Condom use, emergency contraception, where to get help

(Contract requires liaison and information exchange with Public Health Units, Sexual Health Clinics, Youth Services, Ministry of Youth Affairs < NZ Family planning < Maori Sexual Health Providers, Alcohol Advisory Council and others)

**Client:** previously Health Funding Authority now the Ministry of Health

**Evaluation Results:** You have a copy of the original evaluation.