Convenience Advertising

Youth Research: Attitudes to Smoking and Poster Design Concept Testing

Health Sponsorship Council
Convenience Advertising

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1.0 Executive Summary

Introduction

Convenience Advertising and the Health Sponsorship Council (HSC) share an interest in reducing smoking amongst New Zealand's youth. They are working collaboratively to develop a series of posters carrying smokefree messages that will be placed on walls of secondary school toilets across New Zealand.

HSC and Convenience Advertising needed to understand youth reactions to the posters as well as the likely impact that they would have on increasing the motivation and ability to say no to cigarettes or to quit smoking. In light of this, HSC commissioned TNS to conduct qualitative research.

The purpose of the qualitative research was to test the design concepts and branding for the campaign, and gain a greater understanding of the youth market, in order to enhance future social marketing activity.

A total of five mini focus groups (comprising four participants each) were conducted with Year 10 students from two schools in Wellington. Participants were identified as being either 'Susceptible/Intermittent' Smokers or 'Established' Smokers.

Overview of Findings

Youth tend to be driven to fulfil two underlying needs – the need to assert self-identity and the need to feel affiliated to others. Fitting in and standing out are polar opposites – youth are balancing competing needs to be seen as an individual and to belong to the group.

In defining their identity youth have a strong need to feel in control. They do this through making their own choices, using their own judgement, experimenting and testing boundaries. This need for control often underlies rebellious behaviour such as smoking.

Youth are equally driven by the need to belong and to connect with others. The drive for affiliation and acceptance, and the need to fit in, are compelling reasons for following group patterns of behaviour, such as smoking.

Smoking meets these two core needs that tend to drive youth: it allows youth to define their identity and assert their independence, and it enables them to connect and feel accepted by their peers.

Key situational triggers to trying smoking, and to continuing to smoke once having started, include: being around smokers; being offered cigarettes; having easy access to cigarettes; being part of a group who smoke; being nagged by peers to smoke; and having access to spare cash.

Youth are less likely to smoke when their needs for affiliation and self-identity are *already met* in a social situation, or will *not be met* by smoking. They are also less likely to smoke to define their identity when means *other than smoking* exist and outweigh the benefit gained through smoking.

Youth are also less likely to smoke when an appealing, viable non-smoking option for connection and self assertion is available, e.g. through participating in sport or drama and gaining an identity through this activity.

Youth feel bombarded and overloaded with messages about resisting peer pressure and saying 'no'. Anti-smoking campaigns are absorbed in this context. These negative, commanding styles of message are usually sent by adults and are interpreted by youth as questioning their ability to make wise choices.

Conclusions

Smokefree communications targeting youth need to address the initial motivational drivers to uptake of smoking, i.e. the need to establish identity and connect with others. Smokefree communications need to offer positive messages that make *not smoking* appealing while tapping into the key youth needs for self-identity and belonging.

Youth are ready for a new advertising approach to not smoking that effectively offers them a choice rather than telling them what to do, or not do. Communications should avoid repetition of 'nagging' or commanding messages that rob youth of the feeling that they can make their own choices.

Youth are aware of and understand the *rational* reasons why they should not smoke, however at an emotive level they do not believe that smoking is negatively affecting their life *right now*. The rational reasons for not smoking (health, cost, harm to others) are not compelling enough to affect behaviour.

The idea of being negatively judged by others (both friends and strangers) does speak strongly to youth at the emotive level. In the poster series tested, the concepts that made youth think about the impact of smoking on their *own social life* had most impact overall; youth were most engaged by the message that smoking may *present a barrier* to fitting in with others (rather than facilitating it) and that by smoking they may be unattractive to others and rejected by them.

This research strongly indicates that using celebrities as Smokefree role models does not work because youth question the credibility of the celebrity's endorsement (do they *really* not smoke?) and youth particularly resist being told who is cool or popular by adults.

When it comes to communications campaigns, youth are a sophisticated audience – they like simple, clever ideas and irony. Clever communications make them feel up with the play and provide a sense of reward for 'getting' the message. As a group, youth have poster fatigue and tend to filter out lame posters or repetitive messages.

Posters within the school environment take on their own meaning. They are generally regarded as representing adults' agenda and telling youth what to think and do. Posters in college toilets are particularly associated with emphasising single messages (typically along the lines of 'don't do it') and often depict negatively framed images of what youth *do not* want to be (e.g. non-smoking posters depicting people trapped inside a cigarette box). Youth are looking for aspirational images that help them define who they are (and what they want to be).

In order to have impact for youth, posters in college toilets need to reflect a youth agenda. In terms of messages, youth need to feel that they have a choice, and are not being told what to do.

Posters also need to be unusual looking to achieve cut-through. Poster design and messages need to be different to, or contrast with, what has gone before.

Youth respond to clever use of colour and dramatic contrasts, and daring or atypical images or unusual perspectives. They also favour variety rather than consistency so that a poster stands out from the crowd – e.g. different fonts within one poster, unusual fonts such as 'tagging' style writing, an odd shaped or sized poster.

As a whole, no one poster series tested in this research worked as a campaign. Of the concepts tested, those with social messages had most impact and were most compelling in terms of making youth think about their choice to smoke; and making youth question smoking as the vehicle to being liked, accepted and loved.

The 'Ashtray' and 'Sofa' posters gave susceptible and intermittent smokers compelling emotive reasons to question joining in smoking, and also engaged many regular smokers (see recommendations below).

In terms of branding the campaign, there is no clear cut answer. While the Smokefree brand retains strong equity with youth and is familiar, it is associated with the command style messages youth reject. The brand has also become associated with smoke-free *zones* rather than the personal choice to be smoke-free.

The X-Smoker brand has limited appeal to youth because it is associated with regular smokers who may be trying to quit, and many youth do not identify themselves as regular smokers despite the number of cigarettes they smoke.

Recommendations for the Poster Series:

- Youth are ready for new Smokefree messages and a poster campaign with a difference. Messages should focus on the possibility of being judged negatively by others for smoking (rather than health/sports or celebrity endorsement).

- Youth seek variety and want visually distinctive and challenging posters. Ideally, a poster series should have similar messages within the range of posters, but the format can vary within the series. Consistency of look between posters is neither important nor desired.

- Of the posters tested, one series of posters presents real potential for a successful campaign, with two of these posters (Ashtray and Sofa) requiring little adjustment. We recommend that these two posters form the basis for the campaign.

- 'Ashtray' can be used in its present form – both the concept and the execution – and will engage both regular smokers and intermittent/susceptible smokers of both genders.

- 'Sofa' can also be used with one minor executional change. This poster works at an emotive level – in terms of being judged negatively for smoking – particularly for intermittent/susceptible smokers. However, the message's impact is hindered by the small font size and the number of words on the poster. The font size should be increased, and the number of words reduced.

- The third poster in this series - 'Bathroom' - does not work on any level, and we do not recommend proceeding with this poster.

2.0 Background

Convenience Advertising and the Health Sponsorship Council (HSC) share an interest in reducing smoking amongst New Zealand's youth.

Convenience Advertising has many years of experience in social marketing activity, including the use of 'quit smoking' posters in secondary school toilets. The team has traditionally targeted a broad range of smoking behaviour, from experimentation to regular smoking. To date Convenience Advertising's posters have displayed 'X-Smoker' branding, however, the need for a new brand has been identified.

The HSC, through its Youth Programme, focuses on preventing smoking up-take amongst young people. The Programme links its brands to popular youth events and activities to encourage the association of positive, fun environments with being smoke-free.

Convenience Advertising are developing a series of youth-targeted anti-smoking posters. The posters will be placed on walls of secondary school toilets across the country (and will replace posters currently displayed in these toilets).

The new poster campaign is likely to comprise:

- A series of posters aimed at susceptible and intermittent smokers, which will seek to increase their motivation and ability to say 'no' to cigarettes.

- A series of posters aimed at established smokers, which will seek to motivate them to quit, based on a range of possible messages.

Research was required to test the design concepts and branding for the campaign. The HSC wanted to use the research to gain a greater understanding of the youth market in relation to smoking, to enhance future social marketing activity.

TNS conducted qualitative research to meet Convenience Advertising and the HSC information needs. The findings, conclusions and ways to move forward are outlined in this report.

3.0 Research Objectives

The research addressed the following objectives:

Primary Objectives

- Determine the most effective design concepts to meet the objectives of the two series of posters to:

    - encourage established youth smokers to quit smoking
    - encourage susceptible and intermittent youth smokers to refuse cigarettes, through increasing their motivation and confidence to say 'no'.

- Determine the most effective brand for covering **both** series of posters (i.e. so that the branding is relevant to susceptible and intermittent smokers, *and* established smokers).

- Explore youth's perceptions of smoking, e.g.:

    - motivations for smoking
    - barriers to smoking
    - what makes smoking appealing (and how can we learn from this to develop messages that make *not smoking* appealing)?

Secondary Objective

- To gauge awareness of, attitudes to and impressions of LungFish.

4.0 Research Approach

4.1 Qualitative Research

A qualitative approach was used to gauge reactions to design concepts and to understand attitudes to and needs around smoking. The rationale for using a qualitative approach was because the nature of information sought was emotional rather than rational, and it sought to understand implicit rather than explicit needs and attitudes.

4.2 Method

The rationale for choosing group discussion using a mini-focus group method was multifold:

- Mini-focus groups are smaller in size (with four participants rather than six or seven) so it was logistically easier to recruit college students. Also young people tend to open up and engage more in discussions when there are less people within the group.

- Groups enable robust discussion and debate of the topic matter and provide a supportive, stimulating environment in which participants can bounce ideas off each other and have their own views challenged.

- They reveal the range of issues influencing a particular market, and the context in which it is operating.

To combat youth participants feeling reluctant to express their true views in front of others, the qualitative researchers built rapport with participants and created an environment of trust (and confidentiality) where participants were enabled to be comfortable with being honest.

4.3 Sample

We conducted five mini-focus groups with Year 10 students (aged 14-15 years); each group had four participants. In total we spoke with twenty participants. The following chart shows the break-down of groups by smoking type and gender

Participants (all Year 10 students)	Susceptible and Intermittent Smokers Number of mini-focus groups	Established Smokers Number of mini-focus groups	Total Number of Mini-focus Groups
Mixed gender	-	1	1
Female	2	-	2
Male	2	-	2
Total Number of Focus Groups	4	1	5

The gender split across the groups was nine males and eleven females.

Students were asked to indicate which ethnicity they identified themselves as. The following chart illustrates the ethnic breakdown of participants.

n=(3) NZ Maori-European	n=(2) Samoan
n=(1) NZ Maori-Cook Islander	n=(1) Indian
n=(1) Maori-Samoan	n=(12) European

The focus groups were held in the Wellington TNS office. Each group lasted for two and a half hours and was audio and video taped.

Research Recruitment

Youth participants were recruited according to their attitude to and behaviour around smoking. The key criteria were as follows:

Intermittent/Susceptible Smokers

- Smoke less often than once a month, have not smoked or do not smoke.

- Probably or definitely would say 'yes' if a best friend offered them a cigarette.

- Expect that they will probably or definitely smoke at any time during the next 12 months.

Established Smokers

- Smoke once a day or at least once a week.

All participants came from Tawa and Naenae colleges. These colleges were among five secondary schools identified by HSC for participation in the groups. The participants in each group all attended the same college.

The Recruitment Process

Recruitment protocols were developed in consultation with HSC. After access was granted by Principals of the colleges, the qualitative researchers visited three to four Year 10 classes at each college. After being given an explanation of the research and assurances of confidentiality, students filled out a questionnaire (see Appendix 2) to indicate their smoking behaviour. Students were asked to indicate if they were keen to participate in a discussion group and were advised that the research was voluntary (and they would receive a $30 music voucher for their participation).

Students' responses in the questionnaires were screened for intermittent, susceptible and established smoking behaviour, and eligible students' parents/caregivers were contacted for verbal and written consent.

The Research Process

For each mini focus group, the qualitative researchers collected students from their College directly after school and brought them into TNS by taxi shuttle.

Each discussion group ran for 2.5 hours and students shared their thoughts and had light refreshments such as fruit and pizza. Students were paid $30 in music vouchers for their participation. After the group, the qualitative researchers accompanied the students home via taxi shuttle.

5.0
Context Setting: The Youth Frame of Reference

5.0 The Youth Frame of Reference

This section outlines the possible behavioural drivers and the two underlying emotive needs that tend to drive youth. It is important to establish the youth frame of reference, and how they operate, because it helps us understand their 'hot and cold buttons' - what will and will not work - in relation to anti-smoking messages.

The section concludes with the implications of the youth frame of reference for targeting youth with smokefree messages.

5.1 Behavioural Drivers

Youth talk openly about the need to look 'cool', and appear popular or wanting to rebel. Participants tend to find it difficult to express what being cool, feeling popular or rebelling mean to them. However, there are some intrinsic (emotive) drivers that underlie feeling cool, popular and rebellious.

Youth can be driven to fulfill two underlying needs – the need to assert self-identity and the need to feel affiliated with others. The following diagram illustrates the interplay between the need for affiliation and the need for self-assertion.

Youth's Frame of Reference

Fitting in and standing out are polar opposites - youth are balancing both being an individual and belonging to a group

Assertive
Me orientated

Affiliation
We orientated

tns
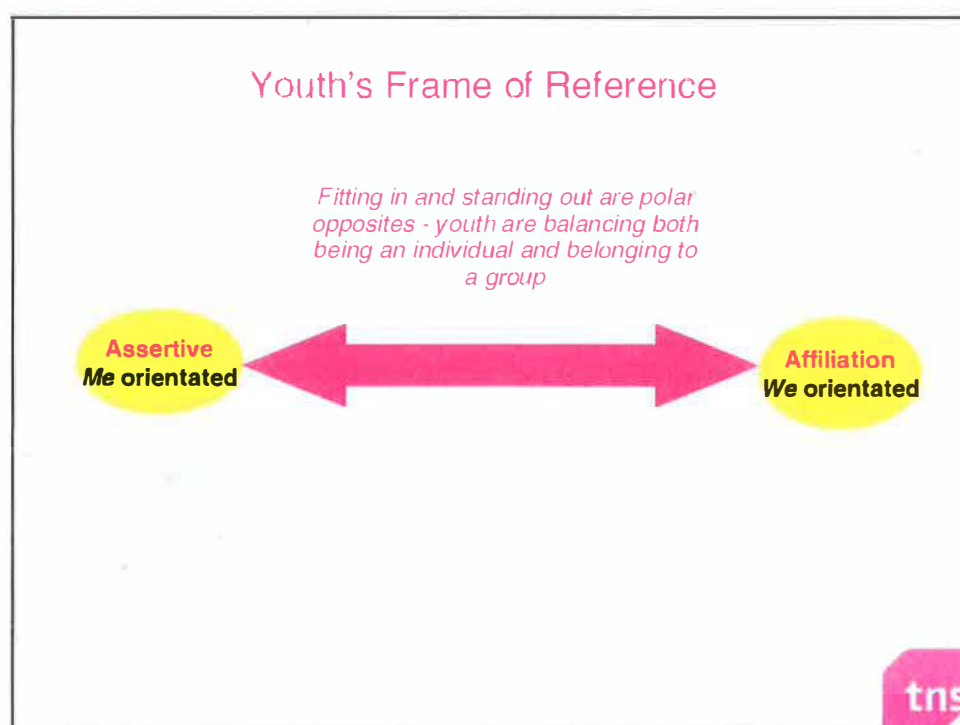
5.2 The Need for Self-Assertion

The need for self-assertion revolves around the need to have a sense of self-identity. Youth are defining and finding their own identity and have a strong desire to be understood and treated as an individual.

"You're becoming your own person, a person in your own right."

In defining their identity, youth are strongly compelled to take control (to feel in control). They do this through making their own choices and using their own judgment. This need for defining who they are and taking control often underlies rebellious behaviour.

Youth also take control and define their identity by experimenting, testing boundaries, and trying new things. Experimenting is an important part of finding out what they do and do not like.

5.3 The Need for Affiliation

Youth tend to also driven by the need to belong, and to connect with others.

It is important for youth to find both their own identity and where they belong in relation to others. Affiliation with others, acceptance by others, and fitting in are compelling reasons to follow group patterns of behaviour. Youth are highly sensitive to feelings of being an 'outcast', isolation or rejection. They are also highly sensitive to being judged by strangers and friends (although youth constantly 'sit in judgement' on others).

5.4 Youth Messages in Context

Youth believe that they are aware of peer pressure, and that they are able to resist it and to say 'no'. However, they feel overloaded with messages about saying 'no' and resisting peer pressure. Youth constantly receive messages that tell them what to do and what choices to make – they resent being told how to react and how to think. These types of messages are usually sent by adults and youth interpret this to mean that adults believe youth are incapable of making wise choices.

Youth feel they are being nagged by being sent the same repetitive messages - say 'no' to drinking, say 'no' to drugs, say 'no' to sex, say 'no' to smoking. Youth are fatigued by these kinds of messages that make *"such a big deal"* out of saying 'no'.

"We've got the peer pressure message."

Youth feel they have moved on from the 'just say 'no'' and peer pressure messages, but they perceive advertising targeting youth is still trapped repeating the same 'command' style messages.

5.5 Implications of the Youth Frame of Reference

Based on youths' emotive needs and the reported message overload, we can draw some conclusions about how to approach youth.

Messages aimed at youth should recognise their need to define who they are as an individual, as well as their need to feel they belong to a group.

Youth are ready for a new advertising approach rather than the 'usual' commanding message style. Communications should avoid repetition of 'nagging' or commanding messages that remove the feeling of having options. Youth need to feel that they are being offered a choice rather than being told what to do.

6.0
Youth and Smoking: What Is Going On

6.0 Youth and Smoking: What is going on

This section outlines an overall profile of participants, the various groups within the smoker types, and youth attitudes towards smoking and Smokefree messages. It establishes the motivational drivers and situational triggers that drive smoking, gender differences in youth smoking, and barriers to smoking. The section concludes with the implications of the motivations for and barriers to youth smoking.

6.1 Smoker Profiles

Although recruited as either established smokers or intermittent and susceptible smokers, there are shades of grey within these smoker types.

Established smokers can be broken into three subgroups: Hardcore; Trying to Quit; and Regular Social Smokers.

Intermittent and susceptible smokers are better understood as 'Puffers'. Within the Puffer group there are subgroups of Party Puffers and Part of Me Puffers.

More information about these groups is provided below.

Established Smoker Profiles

'Hardcore' Smokers

These smokers are actively buying whole packets of cigarettes. They are likely to smoke every day and could smoke alone. Participants frequently disassociated themselves from this type of smoker behaviour, for example, by saying *"it is not like I am a hardcore smoker or anything".* This means they are not buying whole packets of cigarettes or smoking alone.

'Trying to Quit' Smokers

These smokers are actively buying whole packets of cigarettes. They are likely to smoke everyday and could smoke alone.

Within this type of smoker there is a level of pride. Being seen to be trying to quit is a means to gain attention. In addition, such smokers obtain sanctioned smoking. Trying to quit smoking can be worn as a badge - it is perceived as just as *"bad ass"* (cool) as smoking. The motivation to quit, and the success of quitting, for 'Trying to Quit' Smokers is hindered by friends who continue to smoke.

'Regular Social' Smokers

'Regular Social' Smokers may actively buy (or access) whole packets of cigarettes. These smokers tend to only smoke at parties and they are unlikely to smoke every day and will not smoke alone.

In theory these participants are defined as intermittent/susceptible smokers. However, these participants are likely to define themselves as smokers, but not as 'hardcore' or *"full on"* smokers.

Regular Social, Hard Core and **Trying to Quit Smokers** all tend to justify the benefits they get from smoking as a combination of stress release, escapism and habit. They are less able or willing to acknowledge the underlying social and self identity benefits they get from smoking compared with intermittent/susceptible smokers.

Intermittent/Susceptible Smoker Profiles

'Puffers'

Puffers tend not to buy cigarettes, and may only smoke half of a cigarette at a time. Puffers oscillate between random and regular social smoking, depending on the smoking habits within the participant's social circle.

For these participants, occasionally puffing on a cigarette does not equal smoking. These participants do not see themselves as Smokers. The key difference between Puffers and Smokers is that Puffers are passive towards smoking. Puffers neither actively seek out nor outwardly reject cigarettes. This means Puffers are prone to *"going with the flow"* whereby they accept smoking more than they decide to actually refuse or accept.

There are two types of Puffers, although these types are not mutually exclusive from one another. 'Party Puffers' and 'Part of Me Puffers' exist along a continuum of smoking rather than as distinct groups. Youth tend to be Party Puffers first and as puffing becomes more ingrained over time, puffing tends to become a part of who they are.

'Party Puffers'

'Party Puffers' smoke randomly rather than regularly, as social situations tend to dictate when and how they smoke. These Puffers are highly vulnerable to situational triggers and the underlying motivations of group belonging and identity definition are often prominent.

'Part of Me Puffers'

'Part of Me Puffers' are an extension of 'Party Puffers' whereby they have smoked for so long (e.g. off and on at parties) they see 'puffing' as part of who they are, but do not identify themselves as a 'Smoker'. 'Part of Me Puffers' believe that they are not smokers because they are 'only' smoking half a cigarette at a time and not buying packets of cigarettes.

> *"It's not like I go and buy cigarettes or anything."*

> *"I'm not really smoking, I only ever have half at a time."*

Most participants who fit into the 'Puffer' type believe they have control over their smoking. They believe they are not addicted and can take it or leave it.

> *"I've still got control – I can stop it if I want"*

Across all participants, it is easier to say 'yes' (to accept a cigarette) than it is to say 'no' when situational factors influence participants. Whereas, smoking was seen as social, non-smoking can be seen as antisocial. To refuse a cigarette is to refuse *a connection* to the person offering the cigarette. This means when asking youth to say no to smoking they are being asked to say no to making a friend (or maintaining a friendship).

Trying to quit smoking is as 'cool' as smoking. Trying to quit gains attention and still appears as *"bad ass"* as smoking. By trying to quit (and being known as trying to quit) means a smoker is controlling his/her identity by taking control of his/her smoking.

6.4   Youth Attitudes to Smokefree Messages

Youth are aware of and understand the *rational* reasons why they should not smoke. They know that it is bad for their health -- that it can cause lung cancer, it is a waste of money, and harms others (through second-hand smoke). But participants believed that smoking is not affecting *their life*. They know what the long term effects are but these are largely irrelevant particularly for youth who do not smoke regularly.

> *"I know that smoking is bad for you. But it is not like it is affecting my life."*

The rational reason not to smoke is not compelling enough to motivate saying no or quitting. Several participants had the confidence to and did say no. But, overall, there is not enough pay off for *not smoking*. The typical 'don't smoke' messages are not resonating at the emotive level.

6.5   What Drives Smoking

The appeal of smoking is less about how appealing it looks and more about the emotive and social benefits participants gain through smoking.

There are both motivational drivers and situational triggers that drive smoking. Smoking behaviour moves along a continuum. Participants tended to oscillate in their smoking behaviour depending on their motivation to smoke and the situational triggers that facilitate smoking.

The motivating factors (the needs) that smoking fulfills are compelling at the early phases of smoking uptake.

6.6   Motivational Drivers for Smoking

Smoking meets the two core needs youth tend to be motivated to fulfil:

- Defining self identity - (being 'me') asserting independence, control and having ownership over a part of themselves.

- Feeling affiliation - (being part of 'we') feeling connected, accepted, belonging.

The following diagram illustrates where motivational drivers primarily exist along the smoking continuum.
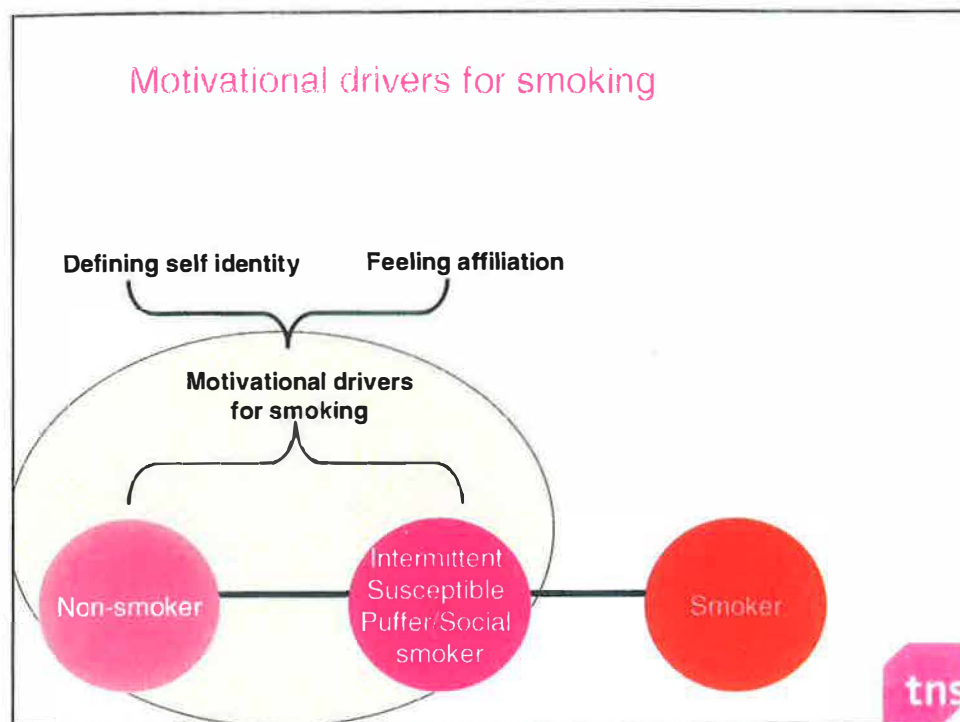
Smoking and the need for self-assertion

Through smoking, participants are asserting control and ownership over who they are and what they do. They believe they are making a choice to smoke rather than doing what they are told. Making this 'choice' enables youth to demonstrate rebellion. However, rebellion is not a driver itself. Rebellion is driven by the need to define self identity - to feel independence from parents and to fulfil youths' need to do and own parts of their self and life. Owning a secret part of their 'identity' gives youth something to hide from their parents. In addition, the cleverness and outsmarting of parents required to hide smoking heightens feelings of independence.

Smoking and the need for affiliation

The need for affiliation is all about youth feeling accepted and fitting in. Affiliation is usually described as obtaining coolness or popularity or being part of the in-crowd. Accepting a cigarette is a way of being accepted by others. Youth are vulnerable to being negatively judged ("being uncool"), feeling isolated or rejected if they do not smoke with others.

Smoking is a "passport to making new friends". Smoking acts as an ice breaker with a new crowd and as a common bond to share with strangers and friends. Smoking also helps gain access to 'hot' (sexy, attractive) members of the opposite sex, especially for girls.

The needs for affiliation and for self-assertion can overlap. Through being seen to smoke, youth influence (control) others' perceptions of who they are. At the same time it makes the individual more intriguing to others - this links into the need for affiliation.

6.7   Situational Triggers to Smoking

Situational triggers **enable smoking**. As illustrated in the diagram below, they can overlap with the motivational drivers for smoking (i.e. the needs smoking fulfills).
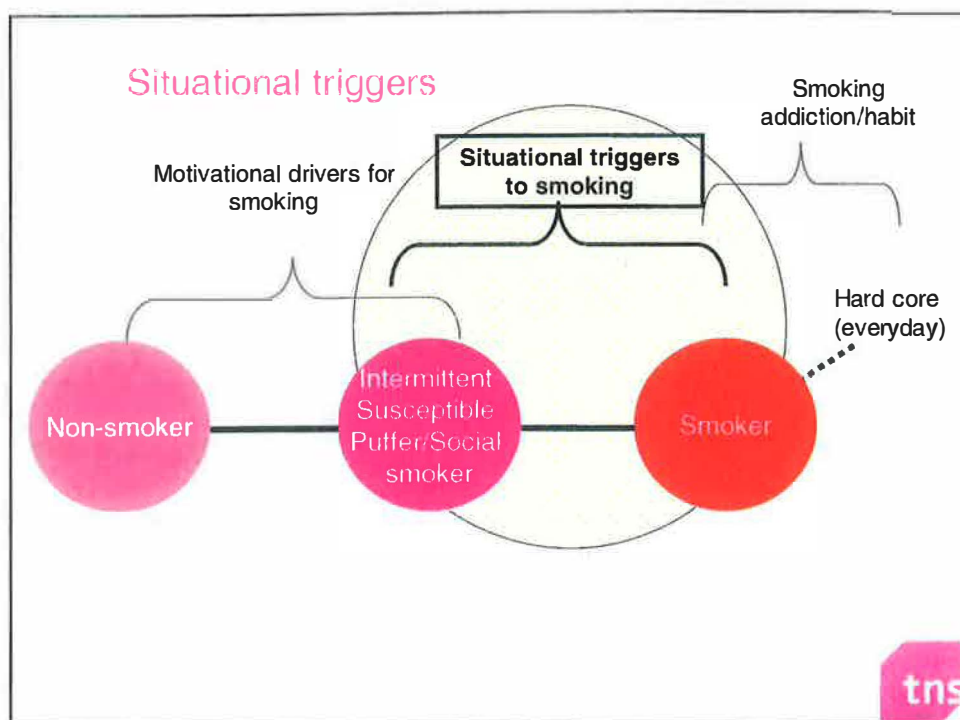
Social situations act as the dominant triggers – particularly parties with alcohol. According to participants, drinking and smoking go hand in hand. When drinking, participants say they are "*are more open to suggestion*" and will just "*go with the flow*".

Intermittent/Susceptible smokers are very prone to situational influences because they tend to accept cigarettes when offered. There are more compelling reasons to say 'yes' than to say 'no' because the need for affiliation and definition of identity is higher in social situations.

Youth are driven by experimenting and trying new things. Some key situational triggers to trying smoking, and *to keep* smoking are:

- Being offered a cigarette by older people or family members e.g. babysitters, cousins (sanctioned trial of smoking).

- Having easy access to cigarettes.

- Being surrounded by friends who smoke.

- Being nagged (irritated or annoyed) by others to smoke and taking a puff to get people "*off their case*".

- Having money to spend on cigarettes (individually or in a packet).

6.8   Gender Differences and Smoking

Both genders are open to health (e.g. sports) messages to consider stopping smoking but overall this approach still talks to the wrong level of need (i.e. it is too rational rather than emotive).

Females are strongly driven by appearance and more sensitive to being judged by their appearance. Females believe that boys have more access to cigarettes through having more money available to spend on cigarettes, whereas females have more competing demands on their cash (for example, make-up and accessories).

Males were less articulate about the need for affiliation and connection. However, they were still driven by the same needs. Males also appeared less driven by appearance and more accepting of potential friends smoking (particularly potential girlfriends). For example, a few male participants said that they like people for 'who they are' not what they do, and would not 'rule out' kissing a girl because she smokes.

6.9   Barriers to Smoking

There are several layers of barriers to smoking. Firstly, youth are less likely to smoke when their needs for affiliation (belonging and connection) and self-assertion *will not be met* through smoking at all or in a given situation.

Some examples of this barrier follow:

- If I get caught my parents will punish me *(e.g. I will have to move school, I will feel out of place, I will be an outcast).*

- My friends are not smoking *(e.g. If I smoked I would be the odd one out, it wouldn't be the norm).*

- If I smoke alone I am not being seen to do it *(e.g. it goes unnoticed by people I want to impress/befriend).*

Secondly, youth are less likely to smoke when their identity and affiliation needs are already met in a social situation. When youth feel comfortable being who they are or being in a social situation with their group, they are less likely to feel the need to manage impressions through smoking.

Thirdly, youth are less likely to smoke to define their identity when means other than smoking exist and outweigh the benefit gained through smoking. For example, one participant wanted to be defined as a singer more than being defined as a smoker. The damage to her voice (threatening her ability to be a singer) was a compelling reason to stop smoking.

Fourthly, youth are less likely to smoke when cost-benefit analysis shows that smoking benefits are low. One way they do this is through financial calculations. This calculation includes when money can be put to 'better use' or when money is not available for cigarettes.

"I owe parents money for my bass, so I don't have the money for cigarettes."

"I can shout my friends stuff, like go to the movies."

Fifthly, youth are less likely to smoke when situational triggers are not present (e.g. no easy access or they do not go to parties).

Finally, youth are less likely to smoke when an appealing, viable non-smoking option for connecting and self assertion is identified. Participants talked about having DVD nights, doing drama or being a popular, well-known school sports player as other ways to feel 'cool' or accepted by others.

6.10   Implications of Motivations and Barriers to Smoking

Looking at the motivations and situation triggers for smoking in context, we need to focus on the initial motivational drivers to combat uptake of smoking. We need to offer positive messages that make *not smoking* appealing and tap into the youth motivation for self-identity and group belonging, which will then potentially impact their reaction to situational triggers.

The more compelling barriers to smoking have *emotive* qualities rather than rational. This could explain why rational messages around long term health impacts have limited cut through. Smoking messages need to help youth see viable alternatives to smoking that meet both the 'being me' and 'being part of we' needs. Tapping into the emotive drivers presents an opportunity for us to tap into a 'new' wave of messages that have resonance.

7.0
Youth and Posters: Context Setting

7.0 Youth and Posters

This section outlines posters in context for youth, youth perceptions of posters they have at home versus those at school, attitudes towards posters with Smokefree messages, what the ideal poster looks like, and implications for producing posters for the youth audience.

7.1 Posters in Context

Youth are a sophisticated audience – they like simple, clever ideas and irony. Having clever ideas presented to them makes them feel 'up with the play' and they feel rewarded for working out messages.

Youth prefer posters that challenge their thinking and personalise the messages. Challenging youth and giving them pause to think speaks to their need to think for themselves and to feel they have options. Challenging youth thinking means they internalise messages by pausing to consider how they would feel/react in that situation.

Youth have 'poster fatigue' as they are bombarded by posters every day and consider themselves experts on posters. They tend to filter out 'boring' or *"lame"* posters and repetitive messages.

7.2 Posters at Home versus College Posters

We asked participants what was good about their posters at home and established how they related to them. We also asked how they felt about posters at school – particularly posters in the school toilets – to establish how they related to school posters.

Posters at Home

Posters at home are very different to posters at school. At home, participants have control and ownership of their posters. Posters at home represent the participant's own agenda. The participant is in control and can make his or her own choices. Through putting up posters at home, youth define their own space – *"it is your own little crib"*. Control and ownership are the key differences between school and home posters.

Posters at home do not overtly 'tell' youth what to think. Usually, posters depict inspirational (and aspirational) elements – such as people youth idolize and look up to. Home posters tend to have a person (a brand or a band) as the focus rather than a message. These posters help to fulfill feelings of connection and affiliation as well as of identity. Often posters at home are an indication of what the youth *want to be*.

Posters at College (in School Toilets)

Posters in college toilets represent someone else's (adults) agenda. Participants felt that these posters frequently tell youth what to think and are associated with authority figures nagging. This means that the participants felt that they are not given the option to make a decision.

College toilet posters emphasise single messages rather than people or images that have a bundle of meanings (such as J'Lo or a rock band). Youth are less likely to feel a sense of connection with these posters because messages often depict negatively framed images of what the youth *do not want to be* (e.g. a person with a diseased face or young people trapped in a cigarette box).

There are no feelings of control or ownership derived from college toilet posters. Participants reported that they (or 'other' youth) will often deface toilet posters. This defacement appropriates posters with a youth agenda. Participants reported that tagging or altering college posters turns something 'usual' into something more interesting/distinct.

7.3 Posters with Smokefree Messages

Posters with smokefree messages feel 'old hat' because they have the same message (e.g. 'say no', 'don't smoke') that has not changed over time. Participants feel they are constantly served up repetitive messages and they feel they are given messages they already know. The majority of participants have got the secondhand smoke message[1].

Smokefree poster messages are usually negatively framed. Participants believe that most messages tell them the bad things about smoking. Youth seek positively framed messages – they want to be shown the good things about choosing *not to smoke*.

Across the board participants easily recalled gruesome or *"gross"* images about what smoking does to their body. For example, some participants recalled posters that have a diseased lung on the side of a person's face, the tag line read along the lines of – "if smoking did this to you on the outside, would you still do it?" Based on participants' ability to recall posters with gruesome images, it seems these types of posters have greater impact in terms of being memorable.

Many participants feel *"They* [gruesome images] *really make you think about what it is doing to you"*. However, this level of impact is misleading. The gruesome images create a short term *reaction* (have short term impact) but do not necessarily impact long term *decision making* (have long term impact) or impact short term *behaviour*.

7.4 Ideal Poster

We asked participants to describe their ideal poster. Across all participants there was a desire for simple but clever posters. They do not want posters that are fussy, too hard to read (with small writing) or too hard to work out.

The ideal posters make clever use of colour and dramatic contrasts. Although they like colourful posters, participants believe that black and white posters can be effective if simple and cleverly done.

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[1] The second-hand smoke message recall was heavily based on awareness and recall of television advertising rather than through posters.

Overall, participants wanted posters that are bold, distinct and unusual. This means they expect to see daring and atypical images or unusual perspectives that are not commonplace. For example, one participant described a cartoon character that had a head several times too big for his body. Participants like both cartoon images and photos of real people. They do not like life-like animation (e.g. Lara Croft style New Zealand Army TVC advertising) because they are too *"try hard"* and they see these types of images frequently (e.g. in PlayStation games).

Participants were driven by the desire for variety rather than consistency.

This taps into participants' desire for unexpected styles that are not commonplace (or 'normal'). For example, they wanted different fonts and shapes. Fonts could be tagging style or inconsistent within the same poster, or the posters would be other than the typical A4 poster shape.

7.5 Targeting Youth

Posters in college toilets need to reflect a youth agenda rather than someone else's (adults). In message out-take, youth need to feel that they are being given a choice – this taps into their need for control and ownership.

Posters need to be unusual to achieve cut through with youth. Poster design and messages need to be different to, or contrast, all that has gone before.

For longer term impact, youth need something that challenges them – something that gives them cause to reflect on their own behaviour and mindset. With repetitive message overload, youth are after positively rather than negatively framed messages. Youth are looking for aspirational images that help them feel connected and help them define who they are (and want to be). Posters at college need to tap into this need to feel connection with images and messages.

Youth *know* rational Smokefree messages - it is time to make them *feel* Smokefree messages.

8.0
Reactions to Poster Design Concepts:
What would work?

8.0 Reactions to Poster Design Concepts

This section outlines the reaction to the poster series overall, as well as participants' reactions by series of posters - the role model, sports and social series respectively. What worked well, what did not work well, message out-take and execution issues around images and taglines are identified for each poster series. (Posters shown during the group discussions are in the Appendix).

The nine posters tested were:

- Role Model Series[2] – Smiling Guy, Gangster, Young Kiwi Girl

- Sport Series – Athletics, Netball, and Rowing

- Social series - Ashtray, Sofa, Bathroom

8.1 Poster Series Overall

Overall, no one poster series worked as a campaign.

Social messages had the most impact and worked better in terms of the intended effect than role model and sports messages. Social messages were more compelling:

- By inviting youth to think and apply smoking choices to their personal life.

- By questioning their ability to be liked, to fit in, to be accepted, to be loved (i.e. to meet underlying emotive drivers of affiliation and self-assertion).

Participants wanted a more fragmented campaign using similar messages but in different formats/styles. Different styles within a campaign means posters are more engaging, less predictable, more unusual and less like previous campaigns.

8.2 Role Model Series Concept

What Worked

- The concept of having an appealing, attractive *"cool guy"* as the role model worked well. Positive message out-take is not dependent on the perceived celebrity status of the person. A smiling, approachable image means the person is considered to be someone participants would want to be friends with (to feel affiliation with).

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[2] Some participants thought that the people in the posters looked like famous, young New Zealand musicians. For example, some thought that the person in the 'Smiling Guy' poster resembled Ben Lummis, the person in the 'Gangster' poster bore a resemblance to Scribe, and the 'Young Kiwi Girl' resembled Anika Moa. Due to some similarities with 'famous' people, participants tended to see that these posters were promoting celebrities rather than New Zealand role models.

- Importantly, the Smiling Guy poster worked because the image depicted a smiling, attractive, approachable person and was positively framed (through smiling) overall. It was seen to be redefining and positively framing what 'cool' can look like - *"It says, you don't have to smoke to be cool"*.

- The Smiling Guy execution was an empowering concept for susceptible/intermittent smokers. They believed that the image showed an attractive person being proud about saying 'no', and that saying 'no' is a viable option (and is normal). Also, the 'No thanks, 'I'm cool' tag line gave susceptible/intermittent smokers a refusal line they could actually use when offered a cigarette, meaning 'No thanks I'm ok/alright/ sweet/I don't need one'.

What Did Not Work

- Role models do not need to be perceived as celebrities or famous in order to have useful role model status. In fact, when interpreted as famous people, the Role Model series of posters did not work for various reasons. Overall, famous people or celebrities are not perceived to be credible.

- Participants assumed celebrities would be being paid to be on the poster and this means message out-take has little relevance. The majority of participants were sceptical about the celebrity's smoke-free status - *"you know that they would be smoking"*.

- When perceived as a celebrity role model, the choice of celebrity is too hit and miss – who is 'cool' or popular is too subjective for message cut-through and out-take. Additionally, youth resist being told who is 'cool' or popular; they are particularly resistant to being told by adults who is cool and who to admire.

- The tagline implies overt judgment that smokers are not cool. Participants were very sensitive to the loaded message out-take of 'No thanks I'm cool – you're not cool'.

Message Out-take

Overall there was not a strong Smokefree message out-take - the execution of image (a person standing alone) and the *'No thanks, I'm cool'* tagline was too ambiguous.

Image

The images did not give an obvious Smokefree message. Participants wanted to see an offer and refusal of cigarettes in the image. The people in the images (without celebrity status) felt *"random"* – a gangster, a smiling guy and a young Kiwi girl. When the images were perceived to be famous people like Scribe, Ben Lummis, Anika Moa or Bic Runga, the images felt even more random and had little meaning.

Refusal to smoke needs to appear attractive, and positively framed (aspirational) rather than cold or staunch.

Tagline 'No thanks, I'm cool'

'No, thanks I'm cool" was too loaded with judgment about who is cool and who is not. The tagline felt distancing – it felt like adult-speak, and therefore the message does not reflect a youth agenda.

'No, thanks I'm cool" worked well when converted by some participants to *'No thanks, I'm sweet'*. This is a more positively framed message which means – I am ok as I am (I don't need one, versus I don't want one). The message out-take of *'No thanks, I'm sweet'* is not ambiguous in meaning: the person is refusing a cigarette[3].

8.3   Sports Series Concept

What Worked

- Some participants liked the message that smoking slows people down. They are drawn to the idea that smoking could mean that they will be left behind or left out.

- Sports messages seem to work well because it is a familiar vehicle. However, sports related messages were felt to offer nothing new as Smokefree messages.

What Did Not Work

- The sports series had some relevance to those participants who prioritise sport in their life. However, across all participants, they perceived they would have to be a *"pretty hardcore"* smoker to have it affect their health enough to slow them down. Puffing is not considered smoking, the sports and health related message had low cut through for susceptible/intermittent smokers.

- Overall, highlighting the bad things smoking does to people is perceived by participants as yet another repetitive, negative message.

- Within the images, the individual is not separated enough from the group. Participants suggested that the poster should make it clearer that the individual can not keep up with others, and how this might look to others (vulnerability to being judged by others). Greater distance between the individual and the group also heightens vulnerability about being left behind and being isolated (plays on the fear of rejection).

Message Out-take

Overall, there was a mixed message out-take. Stronger message out-take that smoking slows you down was limited to sports-minded people. Perceptions of an unclear tagline and image contributed to poor message out-take by other less sports-minded participants.

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[3] One female group preferred text language, offering the option of 'No thanx im swt'. However, this was seen by other groups as too *"try hard"* or irrelevant because the tagline remains in adult speak and not all youth have mobile phones.

Image

Participants perceived the sporting images to be too busy. They wanted to easily recognise the focus of the image, which then aids clarity of message out-take. Greater distance between the individual and the group would improve both visual clarity and message out-take because it cues into participants' vulnerability to rejection and isolation from the group. The athletics image had the greatest resonance because it signals greater isolation.

Tagline 'Is smoking slowing you down? Pack it in'.

Participants liked being asked a question because it makes them think. Overall, there was some perceived relevance, but the tagline had low cut through as it repeats the styles of previous posters with a 'don't smoke' message.

Overall, *Pack it in* lacks clarity and is vulnerable to miscommunication - some participants felt they did not get it. Some participants considered 'pack it in' to mean *"grab a pack of cigarettes"*. *Pack it in* felt like a command and was distancing for participants as it tells them what to do rather than offering them a choice or a decision to make.

8.4 Social (Popular) series concept

What Worked

- The concept of being negatively judged by others (both friends and strangers) worked well in the Ashtray and Sofa concepts. Being vulnerable to negative judgements speaks strongly to participants at the emotive level. The Ashtray and Sofa concepts made participants think about the impact smoking has on their personal life. Participants considered that if they smoke:

    - they may not be able to fit in or be accepted by others
    - they may be rejected or be unattractive to others.

- The Ashtray design was perceived as the most striking poster to look at and its message operated on both a 'gross out' (high impact) level as well as the emotive level (personal relevance).

- The Sofa design drove home the potential for participants to feel rejected – this concept worked because *"everybody wants to be loved"* and smoking means they may not be loved.

What Did Not Work

- The Bathroom/Where is Smoking Taking You? poster did not work well. Overall, participants liked the 'where is smoking taking you?' question because they like being asked to think. However, for many participants smoking means they get access to friends, fun and acceptance (so smoking takes them to great places rather than bad places).

- Explicit definition of who is cool by depiction of in-crowds and out-crowds did not work well at all. Participants perceived the image to have been created by people who do not understand youth. It indicates misunderstanding of what and who is cool and smokers being depressed or not happy.

- The Sofa concept is not as engaging as the Ashtray concept. Overall, males did not engage with it as much as females and it is harder to read because the font size is too small.

Message Out-take

Overall there was a strong Smokefree message out-take for the majority of participants for the Ashtray and Sofa concepts. The Ashtray and Sofa concepts both have short and long term impact as a message. The Bathroom concept had poor message out-take.

Image

Participants had a strong negative reaction to the Bathroom image because it explicitly and incorrectly frames 'in' and 'out' groups. In the Bathroom image it is not overly clear who is who, or who the poster is aimed at. The Ashtray image has 'gross out' factor for impact and this helped to tap into the emotive level message.

Participants found reading the speech and thought bubbles difficult for the Sofa image, which reduces message impact (tapping into their need to connect with others). Overall, the Sofa image was less relevant for 'hardcore' smokers as they believed they are used to smoke.

Tagline 'Where is smoking taking you?'

Participants liked being asked a question but resent the accompanying image. Participants would like to see where *not smoking* takes them.

Tagline 'Nobody likes kissing an ashtray'

Participants liked the simplicity of this tagline and applied it to themselves. The tagline successfully invited participants to personalise the message.

Tagline '...He's Shy...'

Reading the speech and thought bubbles is necessary to 'get' the message. Participants felt that these bubbles were border-line in terms of size - they would not expend too much effort reading text if it is too small or takes time.

8.5 Most Effective Poster by Smoker Type

Susceptible Intermittent Smokers/Puffers

The Ashtray and Sofa posters (and for one group "Smiling Guy" poster) worked best for female susceptible and intermittent smokers/puffers. The Ashtray poster worked best for male susceptible and intermittent smokers/puffers.

These posters gave the susceptible and intermittent smokers/puffers compelling emotive reasons to question joining in smoking. The posters helped increase motivation, and in some case ability, to say 'no' to smoking.

Established Smokers

There was no clear 'winner' among the posters. The Athletics poster created engagement for sports-minded smokers but did not increase motivation or the ability to say no or to quit.

The Ashtray and Sofa posters had some resonance but have limited cut-through with smokers who are acclimatized to the smell and taste of smoke.

9.0
Branding

9.0 Branding

9.1 Smokefree Branding

Awareness

For many participants Smokefree branding indicates a smoke-free zone. However, participants know that they (or others) smoke at school (the smoke-free status of schools is not always respected) and this means Smokefree has lost some credibility.

Across most participants, Smokefree is more strongly associated with sports than other activities such as the Stage Challenge or RockQuest.

The green and blue logo has strong resonance and familiarity.

Key Messages

Participants perceive that Smokefree has one sole or key message – 'don't smoke'. Participants feel that this is like a command. However, Smokefree appears to have lost the positive resonance that it had 'years' ago. Smokefree was associated more with old hat, repetitive 'don't smoke' commands than with a set of positive messages about being smoke-free.

For some participants a secondary Smokefree message is to be healthy and active, gained through association with supporting sports events.

Perceived Relevance

Participants perceive that Smokefree is familiar (well known, frequently seen) and relevant to all types of people and ages.

9.2 Auahi Kore Branding

Awareness

Most participants recognised Auahi Kore branding as *"the Maori version of Smokefree"* when they were given the logo as a cue. The majority of participants felt they needed to see the logo to know that it was related to Smokefree.

Key Messages

The key messages are perceived to be the same as for Smokefree. Auahi Kore branding was perceived as a 'natural' extension and part of the Smokefree brand.

Perceived Relevance

Some participants felt that the relevance of the Smokefree message is reduced if only the Auahi Kore brand is used, as some people do not understand the English translation of the Maori phrase Auahi Kore.

9.3 X-Smoker Branding

Awareness

Participants had little or no awareness of X-Smoker branding. Those who were aware of the X-Smoker branding know of it from the bathroom smoking posters. They recognised the name but not 'who' X-Smoker is.

Key Messages

The overall message out-take is 'do not smoke', 'say no to smoking', 'quit smoking'. Again, these types of messages were seen as a command.

For some participants who smoke regularly (Hardcore), X-Smoker felt personalised and was aspirational (i.e. for participants who would like to be an ex-smoker).

Perceived Relevance

X-Smoker has limited relevance. It was perceived as mostly relevant to *ex*-smokers or people trying to quit. Overall, participants were not overly familiar with X-Smoker as a brand – they were unsure 'who' was behind X-smoker and whose agenda it promotes.

9.4 LungFish Branding

At the end of each group we briefly asked participants if they had heard of LungFish.

Awareness

Overall, there was no awareness of the brand or the character. Participants had little or no awareness of how to access LungFish or why they would seek to. Participants were not immediately aware that he was part of Smokefree.

Participants noted that LungFish had Smokefree branding on his snowboard. This was considered a useful cue because participants felt the Smokefree logo gave a sense of familiarity and indicated relevance to them.

Appeal and Perceived Relevance

Participants felt that Lungfish's appeal was potentially too short lived because as a cartoon it appeared *"little kiddy"*. Participants like cartoons (such as Sponge Bob Square Pants) but LungFish felt childish rather than comical. Childish or 'little kiddy' meant that LungFish was perceived as gimmicky and something young people would grow out of quickly.

Participants were uncertain what a lungfish (or fish) had to do with smoking and therefore questioned its relevance to Smokefree messages. For a couple of participants, there was some association of 'lungfish' with a medical condition not necessarily associated with smoking (*"they are like fish that swim around in your lungs"*).

The majority of participants felt that LungFish branding would be inappropriate for posters as it is unknown (unfamiliar) and could signal that the poster is irrelevant to them.

9.5 Poster Branding

Youth are very brand and label conscious. Being judged and judging others' appearance is part of their everyday life. Participants expected college toilet posters to have a relevant, recognisable or familiar brand. This helps them know whose agenda is being promoted and who the intended audience is for the messages.

Participants' Expectations for Poster Branding

Most participants expect a Smokefree logo because it is familiar, and the strongest player in Smokefree messages (especially around their college). Participants want the logo to be small in size so as not to detract from the overall image, design or message.

Implications for Poster Branding

Smokefree is an acceptable brand for posters because it is familiar and is not offensive. However, Smokefree lacks resonance as it is known for repetitive, commanding-style messages rather than promoting positive Smokefree messages. X-Smoker is seen as too limiting and LungFish is too childish and gimmicky.

There are two options for poster branding. Smokefree could move to using positive Smokefree messages because the brand is familiar, respected and recognisable. However, Smokefree needs to be made more relevant.

A second option would be to create a new youth Smokefree brand. The new brand would have to be something youth *own* and that emphasises *choice* and positive messages rather than commands of 'don't smoke'.

We recommend that poster branding strategy draw on pieces of information other than this qualitative report to make this decision.

Appendix 1

The Role Model Poster Series

'Young Kiwi Mum'

'Smiling Guy'

'Gangster'

"No thanks, I'm cool."

"No thanks, I'm cool."

"No thanks, I'm cool."

The Social Poster Series

'Ashtray'

'Bathroom'

'Sofa'

no one wants to kiss an ashtray!

Where is smoking taking you?

That's so cute... he's shy!

That gross smell of smoke... I think I'm gonna puke!
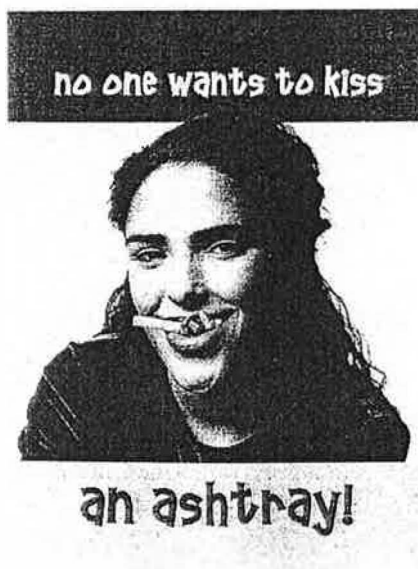
The Sport Poster Series

'Rowing'
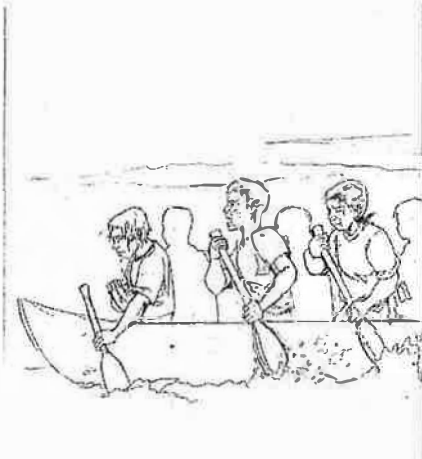
'Athletics'

'Netball'

Is smoking slowing you down? Pack it in.

Is smoking slowing you down? Pack it in.

Is smoking slowing you down? Pack it in.

Appendix 2

Lifestyle Questionnaire

Name: _____

(Please print your first name and surname above)

Please take the time to read **each question** carefully and answer it **honestly.** The information you give will be kept confidential to TNS – only the researchers at TNS will see your information (**none of your answers will be given to or discussed with your teachers or your parents/guardians**).

1. Please tick in the box whether you are a female or male.

Female .... ☐ 1

Male .... ☐ 2

2. How old are you?

13 years old .... ☐ 3

14 years old .... ☐ 4

15 years old .... ☐ 5

16 years old or older .... ☐ 6

3. Which ethnic group, or groups, do you belong to?
TICK THE BOX OR BOXES THAT APPLY TO YOU

New Zealand European .... ☐

Maori .... ☐

Samoan .... ☐

Cook Island Maori .... ☐

Tongan .... ☐

Niuean .... ☐

Other Pacific Island .... ☐

Chinese .... ☐

Indian .... ☐

Other Asian .... ☐

Other (Specify) _____ ☐

4. In the last month how may times have you gone to the following...
PLEASE WRITE THE NUMBER OF TIMES (WRITE '0' IF YOU HAVEN'T GONE)

An amusement arcade .... ☐

The movies .... ☐

A swimming pool .... ☐

A skate park .... ☐

A music shop .... ☐

A music event/concert .... ☐

5. How many of your five closest friends smoke?
PLEASE TICK ONE BOX ONLY

None .... ☐

1 .... ☐

2 .... ☐

3 .... ☐

4 .... ☐

5 .... ☐

6. In the past seven days, who has smoked around you in your home?
PLEASE TICK ALL BOXES THAT APPLY

Best friend .... ☐

Other friends .... ☐

Brother(s) .... ☐

Sister(s) .... ☐

Father .... ☐

Mother .... ☐

Other caregiver .... ☐

Other relative (eg Aunt, Uncle) .... ☐

Family friends .... ☐

Other (write who on the line below) .... ☐

The following questions focus on **your** thoughts and experiences with smoking – remember we will be keeping this information confidential – your teachers and parents/guardians will **not be told** about any of the answers you give in this questionnaire.

7. If one of your best friends offered you a cigarette, would you smoke it?
   PLEASE TICK <u>ONE</u> BOX ONLY

   Definitely not.. ☐

   Probably not.. ☐

   Probably yes.. ☐

   Definitely yes.. ☐

8. At any time during the next year (12 months) do you think you will smoke a cigarette?
   PLEASE TICK <u>ONE</u> BOX ONLY

   Definitely not.. ☐

   Probably not.. ☐

   Probably yes.. ☐

   Definitely yes.. ☐

9. How often do you smoke now?
   PLEASE TICK <u>ONE</u> BOX ONLY

   I have never smoked cigarettes / I am not a smoker now............ ☐

   At least once a day.. ☐

   At least once a week.. ☐

   At least once a month.. ☐

   Less often... ☐

10. **Please indicate below if you would like to take part in a discussion group at TNS on (date to be specified)**

    I would like to take part in a discussion group............................ ☐

    I would not like to take part in a discussion group....................... ☐

If you are aged under 16 years, please write a parent's/guardian's name and telephone number below, so that we can contact him/her to obtain consent for you to take part in a discussion group. **As mentioned, none of your answers in this questionnaire will be given to or discussed with your parent/guardian (or teachers).**

Parent's/guardian's name: _____

Home telephone number: _____

Work telephone number: _____

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NO ONE WANTS TO KISS

AN ASHTRAY!

YOUTH
X-SMOKER
PROJECT