



AN EVALUATION OF NZ'S SMOKEFREE MEDIA STRATEGY AND THE 2025 GOAL

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Māori Affairs Select Committee Enquiry - 2010

Recognized mass media campaigns as vital for motivating quitters and deterring potential new smokers

We recommend to the Government that the success of smoke-free campaigns be recognised, and that it continue to market to groups with high smoking rates, particularly Māori and pregnant women.

We recommend to the Government that research continue to be conducted to ensure that smoke-free campaigns are reaching the correct age demographic, particularly noting that the smoking uptake age amongst Māori is lower than that in the general population.

New Zealand Parliament. *Inquiry into the tobacco industry in Aotearoa and the consequences of tobacco use for Māori. Report of the Māori Affairs Select Committee.* Wellington: New Zealand Parliament; 2010.

Government Response to the MASC

- The Government will consider and determine the best ongoing mix of smoke-free public information, education, community initiatives and marketing campaigns and implement these ...
- Campaigns directed at groups with high smoking rates, particularly Māori, and pregnant women are considered particularly important.'

NZ Parliament: Government Response to the Report of the Māori Affairs Committee. Wellington: New Zealand (NZ) Parliament.; 2011.

Mass media

Review of key reviews and empirical studies

Evidence that mass media campaigns conducted in the context of comprehensive tobacco control programs can:

- reduce smoking uptake among youth
 - promote quitting in adults
 - reduce smoking prevalence in youth and adults
- Other findings:
- Strongest evidence for negative health effect messages (esp high emotion generating and personal stories)
 - Primacy of TV as a medium
 - Need adequate intensity
 - Similar effects across SES groups

Durkin S, et al. ***Tob Control* 2012, 21(2):127-138.**

Tobacco industry denormalisation

- Systematic review of 60 studies
- Most studies focused on youth and young adults
- TID campaigns associated with:
 - Reduced smoking prevalence and initiation, reduced intention to smoke, particularly among youth

Malone R et al. Tobacco industry denormalisation as a tobacco control intervention: a review. *Tob Control*. 2012; 21:162-70.

Mass media - intensity

- GRPs/TARPs = Reach (% population exposed) x Average Frequency of exposure/quarter
- 700 for weak effect on quitting
 - 1200 needed to reduce adult smoking prevalence
 - 2560 for proportionately greater effect

Aim

To review whether New Zealand's current use of mass media campaigns aligns with the best practice evidence

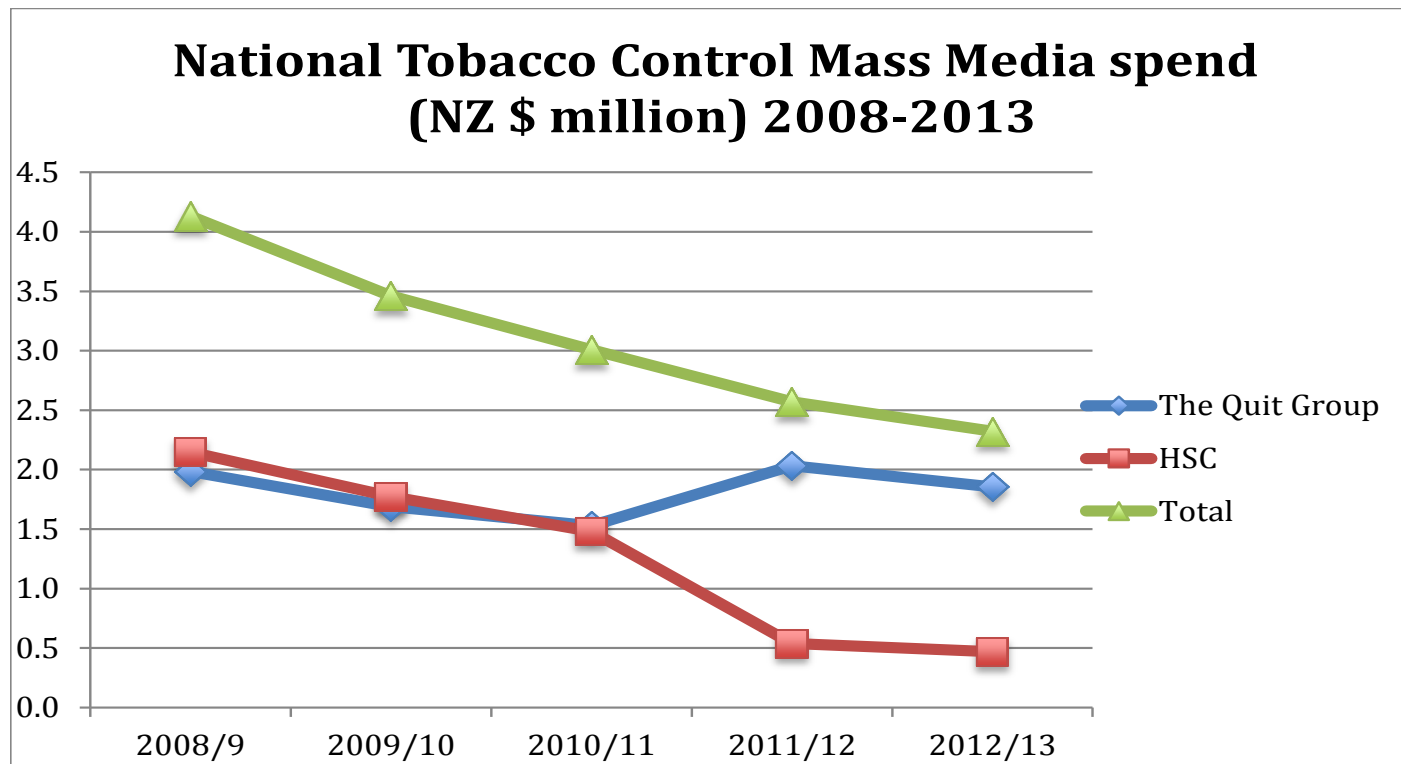


Methods

- Mass media campaigns analysed vs best practice + government intentions:
 - level of mass media expenditure
 - media used and type of advertising
 - [evidence of impact from campaign evaluations]

Results - Expenditure

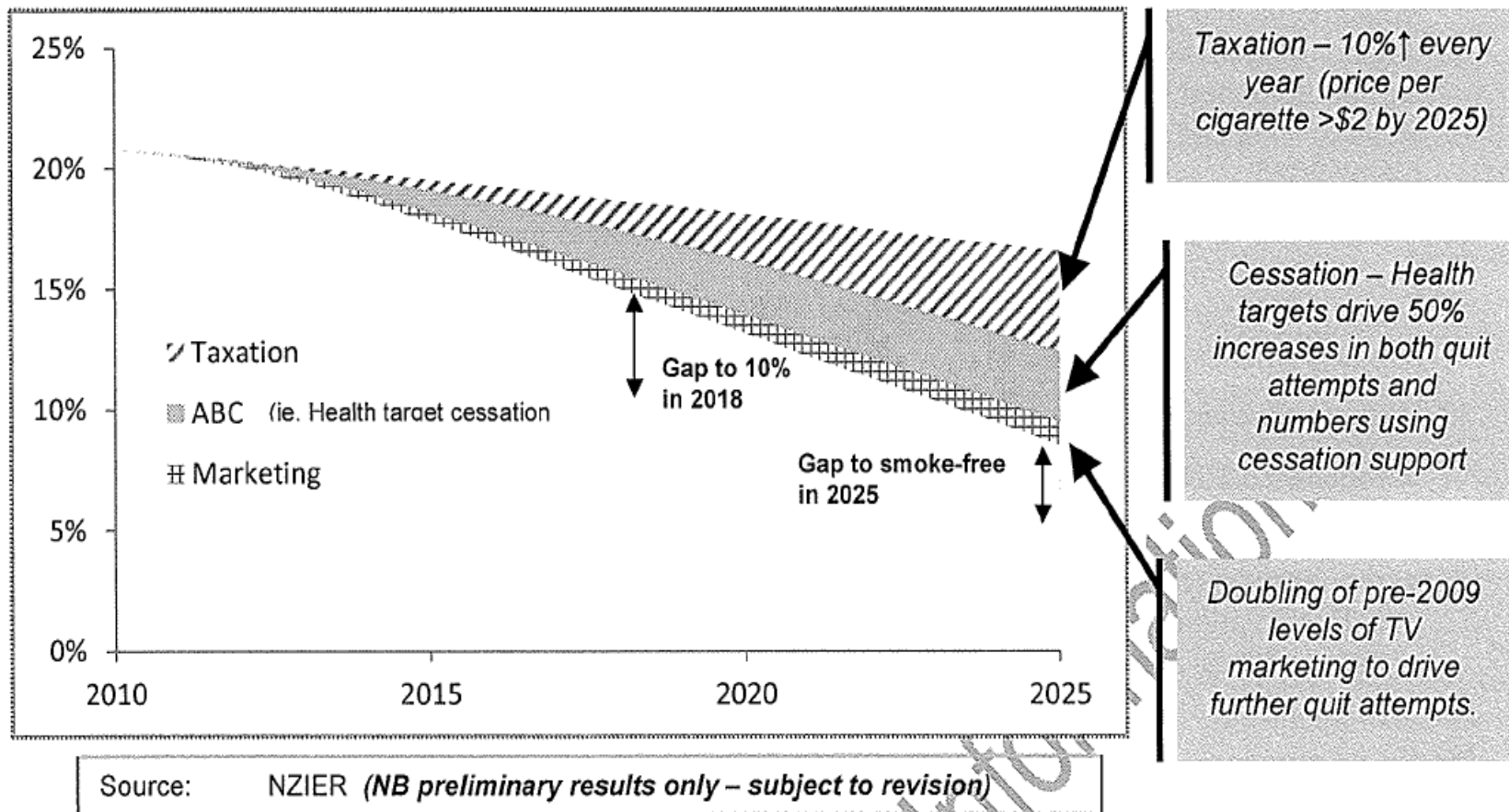
Figure 1: National Tobacco Control Mass Media Spend (NZ \$ million) 2008-2013



Source: Expenditure information is for television and other mass media placement costs from The Quit Group and the Health Sponsorship Council. Data exclude development and production costs as these fluctuate greatly year on year.

Combining some intervention scenarios for Smoke-free 2025

Impact on current smoking prevalence



Everett M: Smoke-free New Zealand 2025 - achieving the goal: ELT Sub-Committee Policy Quality and Improvement Paper Brief. Wellington: Ministry of Health; 2012.

MoH modelling

- Supportive TV and other mass-media marketing and campaigns have been responsible for between 20 and 25% of historic declines in smoking prevalence. NZIER used 2009 levels of investment for its baseline, and modelled a doubling of these levels, finding this would make a significant contribution to lowering prevalence rates. But note, this is equivalent to increasing current levels by a factor of four, because since 2009 decisions have been taken to reduce the funding of tobacco and smoke-free media activity

Everett M: Smoke-free New Zealand 2025 - achieving the goal: ELT Sub-Committee Policy Quality and Improvement Paper Brief. Wellington: Ministry of Health; 2012.

Results – level of exposure

- Quitline advertisements generated 400 TARPs/month

Results - Type of advertising

○ Quit group

- 2008/9 – Hard hitting - smoking related diseases
- 2009/10 - Case studies of quitters/diaries e.g. 'Angela's story'
- 2011 - Successful quitters e.g. 'The New You'

○ HSC

- Smoking not our future
 - promote smokefree norm, social disapproval, smokefree role models
- Face the facts
 - education to challenge myths



Results - type of advertising

Figure 2. Tobacco industry denormalisation campaign produced by Te Reo Marama

Maori Murder

Have you heard how the tobacco industry kills Maori?

R.I.P.

Here are the facts:

- > Tobacco is the single biggest killer of Maori.
- > It accounts for a third of all Maori deaths.
- > This means higher rates of lung cancer, heart disease, cot death,
- > Respiratory infections, glue ear, meningococcal disease and diabetes.
- > Almost one in two Maori smoke. That's way higher than any other group in the country.

It's legal genocide.

Te Reo Marama
Maori Smokefree Coalition

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*Tobacco company cigarette card circa 1950.

Endangered species

Tobacco companies are killing Māori like you wouldn't believe. It's time to work together to save our most precious native species.

Join the tobacco resistance movement
Let's get rid of tobacco

Te Reo Marama
Maori Smokefree Coalition

Results - medium

- Quit group

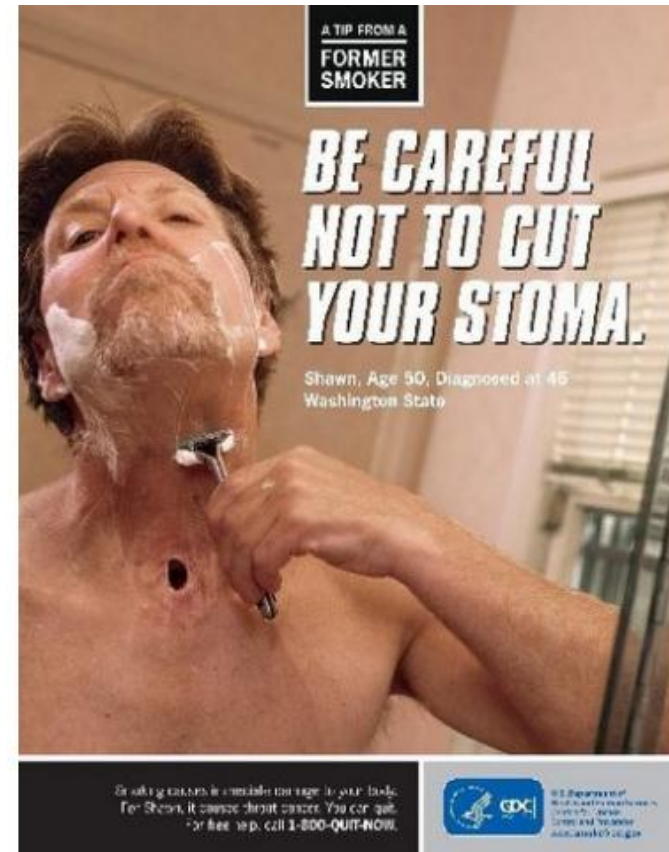
- Television 77% in 2008 increased to 93% in 2013
- Remainder – largely online

- HSC/HPA

- Television 44% in 2008/9 to 82% in 2012/3
- Remainder - radio, magazines, online and social media and others

Conclusions

- Mass media expenditure in NZ decreasing despite adoption of 2025 smokefree goal
- Intensity of campaigns (exposure) is less than recommended
- Hard hitting health messages have not been prominent and no comprehensive industry denormalisation campaigns



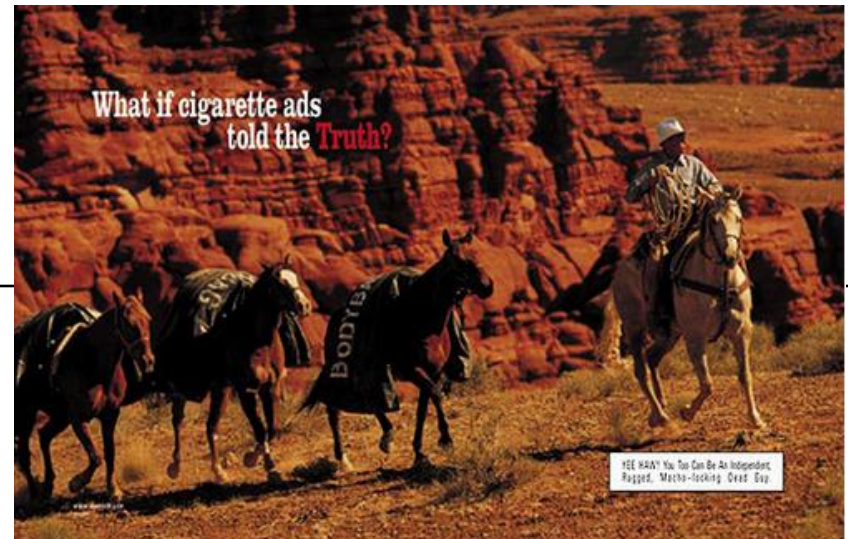
“Government intends to continue to consider and determine the best ongoing mix of smoke-free public information, education, community initiatives and marketing campaigns and implement these by means of its established tobacco control programme through the Ministry of Health.”



NZ Parliament: Government Response to the Report of the Māori Affairs Committee. Wellington: New Zealand (NZ) Parliament.; 2011.


Conclusions

- Possible additional benefits of denormalisation campaigns:
 - stimulate public debate and support for policies to achieve Smokefree 2025
 - engage non-smokers with tobacco control
 - empower smokers, and be less likely to cause distress or engender guilt or stigma



Recommendations

- Review current and projected levels of mass media expenditure
- Substantial and sustained increase in funding and intensity (min of 700 TARPs/month)
- Implement new campaigns that align with best practice
- Ongoing monitoring of effectiveness, particularly with priority groups
- Implement in context of comprehensive tobacco control strategy



Designed to KILL

It's just like every other tobacco product...

AN AUTHENTIC MĀORI KILLER
TUPEKA
MK
TOBACCO
MADE FOR MĀORI TO KILL MĀORI

MAORI KILLERS
MAORI KILLERS
MAORI KILLERS
MAORI KILLERS
MAORI KILLERS
MAORI KILLERS
MAORI KILLERS

MĀORI KILLERS

No hidden agendas.
If it smells like, looks like, tastes like... then it is a Māori Killer.

Te Reo Mārama
Kōwhiri Tupuāke Kōwhiri - Te Reo Mārama

www.resist.co.nz

auahi kore



Acknowledgements

- We would like to thank the HPA and the Quit Group for providing us with data and allowing us to access their reports.



Kia ora

Thank you

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