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Yes Behavioral Change Can Be Sold Like Soap: An Assessment of Tobacco Control Policies

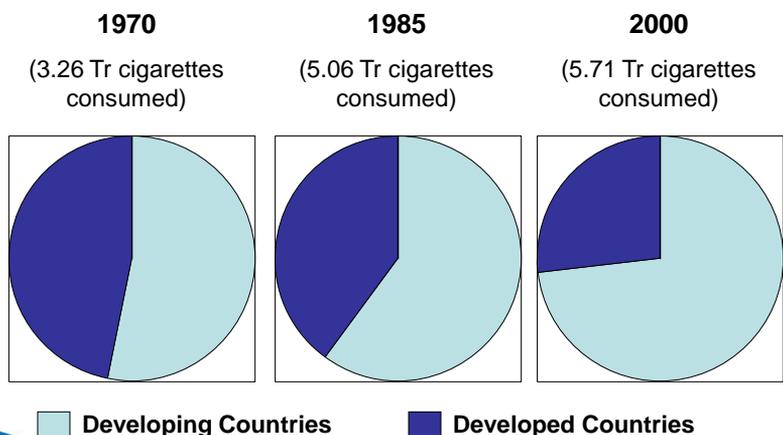
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Social Marketing

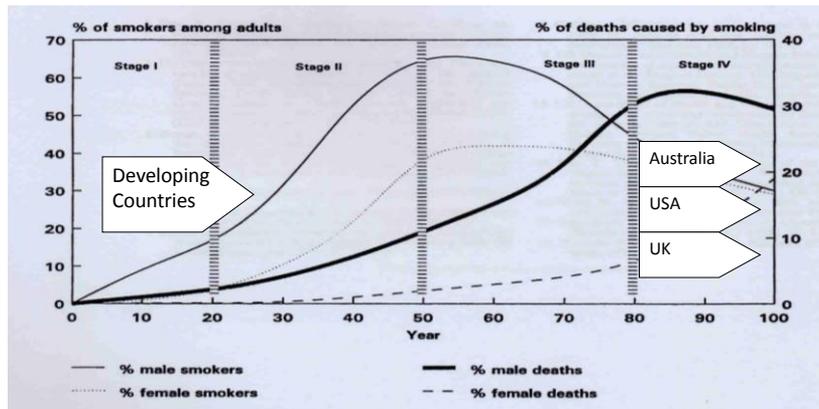
Social marketing is a process that applies marketing principles and techniques to create, communicate, and deliver value in order to influence target audience behaviors that benefit society (public health, safety, the environment and communities) as well as the target audience

(Philip Kotler, Nancy Lee and Michael Rothschild ,2006)

Trends in Global Cigarette Consumption 1970, 1985, 2000



Stages of the Tobacco Epidemic



Methodology

- Literature review was undertaken of academic databases to provide a synopsis of the key tobacco control measures.
- Eighteen articles were selected on the basis that they included most of Andresen's benchmarks of developing a social marketing program.

Findings

Policy/Strategy	Author (s)	Results
Mass Media Education Campaigns		
<ul style="list-style-type: none"> ✓ Florida Truth Campaign -USA 	<ul style="list-style-type: none"> • Sly, D.F, Heald, G.R, Ray S.(2001) • Niederdeppe ,J, Farrelly, M.C, Haviland, M. L.(2004) 	<ul style="list-style-type: none"> ✓ Nonsmokers who confirmed seeing one to three ads were 1.27 times more likely to remain nonsmokers than the nonsmokers who confirmed not seeing the ads. ✓ Florida teens were less likely than their national counterparts to have smoked in the past 30 days.

Policy/Strategy	Author (s)	Results
Mass Media Education Campaigns-continued		
<ul style="list-style-type: none"> ✓ California Tobacco Control - USA 	<ul style="list-style-type: none"> • Pierce, J.P, Gilpin, E.A, Emery, S.L, (1998) • Rohrback (2002) • Messer, K., Pierce, J.P, Zhu, S.H, (2007) 	<ul style="list-style-type: none"> ✓ From 1989 - 1993, the annual rate of decline in monthly per capita consumption increased significantly in California, from -0.42 to -0.64 pack ($P<.001$) ✓ Among 10th graders, there were significant decreases in prevalence rates of 30-day cigarette smoking and indoor environmental tobacco smoke exposure ✓ For smokers aged <35 years, quitting rates in California were higher than in either comparison group of New York and New Jersey ($p<0.05$).

Policy/Strategy	Authors(s)	Results
Mass Media Education Campaigns-continued		
<ul style="list-style-type: none"> ✓ Australia National Tobacco Campaign – Quit Now 	<ul style="list-style-type: none"> • White V, Tan N, Wakefield M and Hill D.(2003) • Wakefield M, Flay B, Nichter M, Giovino G. (2003) 	<ul style="list-style-type: none"> ✓ 85% of adolescent smokers thought the campaign was relevant to them. ✓ 53% of adolescent indicated that the campaign had led some teenagers to at least try to quit ✓ 85% thought it made smoking seem less cool and desirable. ✓ 88% confirmed recognition of the advertisement in 2000. ✓ Graphic advertisements had the highest recall.

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Price Control

Author (s)	Results
<ul style="list-style-type: none"> • Chaloupka and Grossman (1995) 	<ul style="list-style-type: none"> ✓ Price elasticity of cigarette demand of -1.15, and an elasticity of smoking participation of -0.62.
<ul style="list-style-type: none"> • Evans and Farrelly (1995) 	<ul style="list-style-type: none"> ✓ Smoking participation elasticity for young adults of -0.36
<ul style="list-style-type: none"> • Lewit, E.M, Coate, D, and Grossman, M. (1981) • Lewit and Coate (1982) 	<ul style="list-style-type: none"> ✓ Overall price elasticity of cigarette demand was -1.44 for 12 to 17 year olds ✓ Young adults, ages 20 to 25 years, were relatively more price
<ul style="list-style-type: none"> • Grossman (1983) 	<ul style="list-style-type: none"> ✓ 59% reported engaging in a high price avoidance strategy including 34% regularly purchase from a low or untaxed venue

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Tobacco Promotion Bans

Author (s)	Results
Saffer and Chaloupka (2000)	<ul style="list-style-type: none"> ✓ A comprehensive set of tobacco advertising bans can reduce tobacco consumption ✓ A limited set of advertising bans will have little or no effect
Braverman and Aaro (2004)	<ul style="list-style-type: none"> ✓ About half in each cohort reported exposure to marketing
Quentin (2007)	<ul style="list-style-type: none"> ✓ Tobacco advertising bans can reduce tobacco consumption

Restricting Access

Author (s)	Results
<p>Stead and Lancaster (2000)</p> <p>Carried out a systematic review of the effectiveness of interventions to reduce underage access to tobacco by deterring shopkeepers from making illegal sales</p>	<ul style="list-style-type: none"> ✓ Review of 27 studies highlighted that giving retailer's information was less effective in reducing illegal sales.

Implication

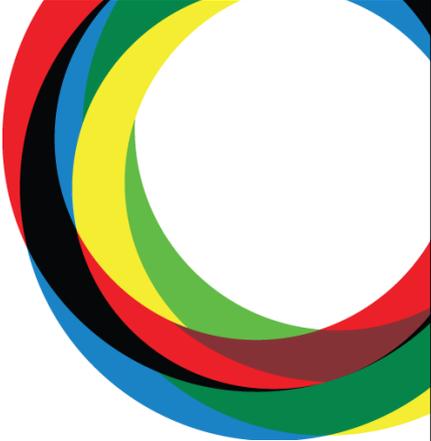
- Significant changes in smoking prevalence require mass media campaigns and other regulatory measures such as price control, bans on promotions and restrictions on access to tobacco products.
- Tobacco control initiatives used in USA, Australia and Europe can be used as a guide for policy makers in developing countries who wish to limit the damage done to their communities by tobacco smoking



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