



Use of Digital Media in Tobacco Control Campaigns

Karen Gutierrez

World Cancer Congress, Montreal

August 2012

Current situation



- Many NGOs and health ministries are using digital media to reach their target audiences
 - Examples:
 - Websites
 - Blogs
 - Banner ads
 - Links on others' websites
 - Text messaging
 - Social media
- However, very few are measuring their impact
 - “process” measures easy to find (e.g., # visitors to site, # text message responses, time spent on site, retweets, FB posts)
 - “outcome” measures more difficult (e.g., increases in knowledge, changes in attitudes, changes in behaviors)

International Review of Lessons Learned from Digital Campaigns



Country Case Studies:

- Australia (2)
- Canada (3)
- China
- Denmark (2)
- England (5)
- European Union
- Germany
- Israel
- Netherlands
- New Zealand (2)
- Norway
- Singapore
- Switzerland
- United Kingdom
- United States (7)

#1: Separate digital strategy needs to be developed



- Audiences, vehicles, messages and interventions may be different, so digital plans can't be an afterthought or just a tactic
- Staffing decision is important
 - Internal or external
 - Ongoing focused staffing to be responsive to audience and keep material fresh
- Evaluation plans need to be developed from the beginning, just like with any other effort

#2: Digital media can reach diverse audiences



Examples:

- New Zealand: Maori and Pacific populations and lower-socio-economic strata audience
- England: Routine and Manual workers
- Singapore: Parents of young children
- Many countries: teenagers, young adult smokers, all smokers

Singapore “Kids Watch. Kids Learn.”



<http://www.oureverydaythings.com/2009/08/smoking-kids-watch-kids-learn/>



<http://www.babyandpapa.com/forums/forum113/thread1470.html>

Influential Blogger Engagement



Chat to an advisor
 If you're having a challenging time with quitting, you can get help online.
 Our NHS Stop Smoking advisors will be online for you to talk to in real time via Windows Live Messenger and you can ask them any question you have directly.

- Home
- celeb Videos
- Chat to an advisor**
- Real Life Quitters
- Support in your area



The advisors will be online between 7pm and 9pm every evening from April 13 to June 21.
 Add all three Advisors as your Messenger buddies to increase your chance of chatting to an available advisor. At the appointed time, the advisors will be online and ready to answer your questions and offer support.
 You may have a question for them about:
 - preparing to quit
 - managing your cravings
 - the best tools to help you quit
 The specialist advisors have years of experience in offering detailed advice to help people go smokefree. NHS Stop Smoking advisors come from a variety of backgrounds including youth workers, social workers, counsellors, health, education and community workers.
 If a messenger buddy is not available and you would like to speak to an NHS Stop Smoking advisor call 0800 389 7911.
 Lines are open from 7:00 am to 11:30pm 7 days a week.
 Knowing someone is available when other support is not, really helps people to remain smokefree. - Tracy Davis (NHS Stop Smoking Advisor)
 If you don't have Windows Live Messenger installed, you can download it here.

- Click here to add Advisor 1 to your buddy list
- Click here to add Advisor 2 to your buddy list
- Click here to add Advisor 3 to your buddy list

The map shows the locations of local NHS Stop Smoking Service centres running group and one-to-one support sessions in many different venues throughout your local area.
 Select your local centre by entering your postcode or use the map controls to zoom in to your area. Then call the number to find out about the sessions and venues nearest to you.

Please enter your post code:



Found Results
 1 result found in postcode sw12bn
 Contact your local centre to find out about the sessions and venues nearest to you.

Wandsworth Stop Smoking Service
 London
 0800 389 7911 / 020 8725 0961
[View more details](#)

Full Details
 Wandsworth Stop Smoking Service

Contact Details	
Services	
Catchment Area	
Referral Method	

Contact Details	
Helpline number	0800 389 7911 / 020 8725 0961
Helpline Times	Mon - Fri 9am - 5pm
Address	Wandsworth Stop Smoking Service

#3: People want to be engaged



Going smokefree isn't easy for anyone, but you are up to four times more likely to succeed if you use NHS support.

The NHS provides lots of free services designed to support you in your decision to quit. You can visit a local NHS Stop Smoking Service which offers group and one-to-one support, receive support by post, email, text and phone through the Together Programme and get advice from expert staff on the NHS Smoking Helpline.

- Home
- celeb Videos**
- Chat to an advisor
- Real Life Quitters
- Support in your area



Gary Lucy

Actor Gary Lucy went from teen drama Hollyoaks to patrolling in The Bill via a glamorous stint as Kyle Pearce in Footballer's Wives.

We followed Gary during his first week as he received advice from an NHS Stop Smoking advisor, set about making his home smokefree, and tried to break his habit of smoking at work.

Watch the first episode of Gary's video diaries here.

- DOWNLOAD VIDEO (10MB)
- SEND TO A FRIEND

[Click here to view Gary's diaries for the whole week.](#)

QUIT ALLTOGETHER

Ready to quit smoking? Want to cut back big time?
You're not alone. Join the team here and make the change.

TOGETHER IS EASIER

Join the NHS and Yahoo! in the Quit AllTogether campaign.

[MORE](#)

REAL LIFE QUITTERS

Get inspired by the success stories of others. You're not alone in this.

[MORE](#)

NEED MORE HELP?

Different quitting methods suit different people. What other support is there?

[MORE](#)

QUIT TOOLS

The NHS has loads of tools to help you quit. Take a look at all the cool stuff on offer.

[MORE](#)

VINAY MALE, 34, EAST LONDON X

WAS SMOKING? 20 A DAY
WHY QUITTING? BETTER HEALTH

IN HIS OWN WORDS
"I just got tired of feeling terrible every morning. And I know it was the smoking making that happen"

STATUS ON TARGET

TEAMS

PEOPLE



Yahoo! Tools	Answers	Messenger	Mobile	Groups
	invite friends to join Quit AllTogether			INVITE

#4: Participants like digital interacting because it's anonymous *and* personal



Xhale

...TØR DU! KAN DU! VIL DU!
...DROPPE SMØGERNE!!

Login | Start dit rygestop | Gode grunde | Fakta om rygning | Rædselskabinettet | Test | Om Xhale.dk | Tip en ven |
Rygning forringer konditionen

XHALE - DET DIGITALE RYGESTOP

Med et rygestopforløb på Xhale.dk sætter du selv en dato for dit rygestop og vil undervejs blive støttet med både e-mails og sms. Du har desuden mulighed for at debattere og dele dine oplevelser med andre rygestoppere.

[Bliv oprettet som bruger og sæt en dato for dit rygestop.](#)

BLIV VEN MED XHALE.DK PÅ MYSPACE

Nu er Xhale.dk på MySpace, og det er målet at få samlet kontakter, som f.eks. vil dele videoklip om (ikke) rygning.

[Besøg Xhales profil her.](#)

HVORFOR BLIVE RØGFRI?

Mangler du gode grunde til at stoppe med at ryge, så kig her eller se de skræmmende men sande billeder i [Rædselskabinettet](#).

Sundhedsstyrelsen • Indenrigs- og Sundhedsministeriet • Kræftens Bekæmpelse

Denmark

- Personal weight calculations
- Personal online advice (based on individual's input)
- Discussion forum
- Diary

Switzerland "Feelok" home page



Institut für Sozial- und Präventivmedizin - Universität Zürich
Züri Rauchfrei
Krebsliga Zürich
Tabakpräventionsfonds

The smoking prevention programme

Choose your feelok-programme

You smoke one or two cigarettes every now and then

- go to the programme for occasional smokers

You smoke regularly...

- ... and you don't want to stop
(go to the programme for smokers)
- and you think it would be good to stop smoking
(go to the programme for contemplators)
- ...and you are determined to stop smoking
(go to the programme for the decided)

You don't smoke any more

- go to the programme for ex-smokers

You have never smoked...

- ...and want to continue being a non-smoker
(go to the programme for non-smokers)
- ...and you think you might try out smoking one day
(go to the programme for the curious)

You are just looking for general information around the topic of smoking

- go to the general information section of the smoking programme



New Zealand “Quit” web banners



Smoking
in the
rain?



Quit now &
save \$310 on
patches, gum
or lozenges.

Order now »

Quit.org.nz

What
does
smoking
cost you?



Use the
Quit Smoking
calculator
to find out

Learn more »

Quit.org.nz

Wish you could say
'non-smoker' in your profile?

Quit.org.nz

We're here to help

Quit.org.nz

See how much money
you'll save by quitting smoking.



Quit.org.nz

#5: Variety of digital vehicles can increase participants' involvement



United Kingdom: Viral seeding and video sharing

US (Minnesota) "QuitCash" Recruitment Email Blast



View this email as a web page

If you're ready to quit smoking, here's some extra incentive to help get you started.



Quit smoking
and you could win
\$5,000

How's that for motivation?

ENTER TODAY



**FREE HELP
TO QUIT SMOKING.**
Everything you need from
a **FREE** personalized plan
to **FREE** phone coaching.

[visit quitplan.com](http://visit.quitplan.com) »



Register for The QuitCash
Challenge™ by September 2nd
and you could win
FREE TWINS® TICKETS!

[Register now](#) »



VISIT US AT THE FAIR
Free lung function testing,
mints and water bottles.

[visit quitcash.com](http://visit.quitcash.com) »

facebook

Become a fan of The QuitCash Challenge on Facebook.

Quitcash.com Sign Up for Text Messages



The screenshot shows the quitcash.com website. On the left is a navigation menu with links: Enter, Prizes, How to play / F.A.Q.s, Help to quit smoking, Official rules, Send to a friend, Quit Smoking Calculator, and a Facebook link. The main content area features a 'Enter Here' section with a registration form. The form includes fields for First name, Last name, Email, Phone, Birthdate (with dropdowns for Month, Day, Year), Address, City, State, and Zip. Below the form is a checkbox for 'Send me messages via text (optional)'. To the right of this checkbox is a 'Details' link. Below the checkbox is a 'Cell phone:' field with three input boxes, followed by the number '(555) 555-5555' and the text 'Standard texting fees apply.' At the bottom of the form is a 'SUBMIT' button. A light blue arrow points from the text on the right towards the 'Send me messages via text' checkbox.

Mobile Welcome Text Message is sent immediately after user provides cell phone number and hits submit.

Mobile Sign Up



Intro Text
Includes:
“click to call” to
the QUITPLAN
Services



WAP Signup Page

Scroll



Same entry fields
as online signup
page.

Choice of weekly
tips sent to email
or mobile phone.

Click to call
QUITPLAN & link
to website.



Quit Tips Email and Videos



The QuitCash Challenge™ Week 2

Dear Summer,

Welcome to week two of The QuitCash Challenge!

Congratulations, you're headed into week two of the challenge. If you haven't already discovered the positive effects of talking to others who are in the quitting process, visit quitplan.com for FREE access to online forums or visit us on [Facebook](#).

Week 2 Quit Tips:

1. **Give Your Car a Makeover:** Clean out your car and make it look and smell like a "smoke-free zone." This will help remind your senses of your new lifestyle.
2. **Create a Money Jar:** Put the money you would have spent on cigarettes in a jar for something you'd like to buy.

Good Luck this week!
—Your QuitCash Team

Get help to quit smoking at quitplan.com.



[Watch this week's Quit Tips video »](#)

[facebook](#) See what others are saying on our Facebook wall »

Presented by QUITPLAN® Services.



Singapore “Kids Watch. Kids Learn”: eDM sent to worksite health promo staff



 Health Promotion Board

KIDS WATCH. KIDS LEARN.

A study by researchers at Dartmouth College, USA, found that children whose parents smoke are 4 times more likely to buy cigarettes.

STOP SMOKING BEFORE YOUR CHILD STARTS.

Complimentary Quit Butts Program talks and counselling for workplaces available. Visit www.hpb.gov.sg/kidslearn to find out more.

#6: Digital campaigns inexpensive, but reach limited and measurement critical



- UK Youth Anti-Smoking Video Competition: 108K views of winning videos (\$1.63 per view)
- England: Yahoo Forum:
 - 300,000+ visitors (39,000+ visits of 5+ minutes)
 - Almost 4000 smokers pledged to quit smoking (each cost NHS 1/3 of what normal TV campaign costs to achieve)
- England: MSN partnership:
 - 160,000 unique visitors over 6 weeks
 - Cost per active response of approx. \$7.50 (the lowest of all media responses, including TV)
- Canada: Campaign for a Smoke-free Ride
 - Measured awareness, main message communication, attitudes & claimed behaviors

#7: Digital and traditional media work synergistically—both important



England “Smokefree United”

- Idea: men can ‘get more out of their game’ by going smoke free
- Talksport promoted SF United for 12 weeks with advertorials, live DJ reads, live quitting clinic on morning show
 - included competition inviting smokers to visit SF United site, pledge to quit and submit a ‘smokefree chant’—winner would chant on-air and win a party for their community

England



Smokefree United - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites

Address http://smokefree.nhs.uk/unity/

SIGN IN NHS

KICK THE HABIT FANZONE MY SMOKEFREE UNITED

Smokefree United
A club of fans who want to quit smoking. Get all the coaching you need to quit, and win top footie prizes.

SIGN UP

Tell Townsend
Get stuck in to our message wall and chat to others online.

Wrighty's Wrong 'uns
Sign up and get Wrighty to have a word with your

Done Internet

England SW “One-Way Street”



Digital media more cost-effective than broadcast at achieving active responses from smokers interested in quitting

However, in overall population, digital media not recalled; only traditional media associated with changes in attitudes and behaviors

A screenshot of the NHS Choices website for the 'Smokefree South West' campaign. The page features a blue header with the NHS Choices logo and a search bar. Below the header, there is a large red headline that reads 'Make quitting for good easier!'. To the left of the headline is a black signpost that says 'WAY TO SUCCESS'. Below the headline are two white boxes with text and buttons. The first box says 'Order your Free DVD & Support Guide' and the second box says 'Find your local NHS Stop Smoking Service in the South West'. At the bottom of the page, there is a yellow box with the text 'Take the confusion out of quitting!'. The background of the page shows a row of houses in a residential street.



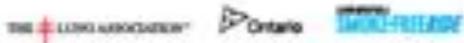
Canada "Smoke-Free Ride" Materials




Protect your kids by not smoking in the car. They'll thank you for it.

Campaign for a Smoke-free Ride is designed to give parents across Ontario the information and support they need to stay smoke-free when their kids are in the car.

For tips and information call 1-888-344-LUNG (5264) or visit smokefreeride.ca




www.smokefreeride.ca

HEALTH CARE PROFESSIONALS | MEDIA | CONTACT US | LEGAL

CAMPAIGN FOR A SMOKE-FREE RIDE

- Home
- Your Child's Health
- Tips for a Smoke-free Ride
- Thinking of Quitting?
- FAQs & Quick Facts

Ontario's Campaign for a Smoke-Free Ride



If you're a parent who smokes, you know it can be hard to resist lighting up in the car. But it exposes your kids to the risk of serious childhood illnesses. Even on short trips. Even with the windows rolled down.

By visiting this website, you are taking an important first step in finding out what you need to know to protect your children's health.

Campaign for a Smoke-free Ride is designed to give parents who smoke the information and support they need to give their kids a healthy, smoke-free ride. It may not be easy. But they'll thank you for it.

The campaign is brought to you by the Ontario Lung Association with support from the Government of Ontario.

The Lung Association is among Canada's longest standing, most respected not-for-profit health promotion organizations, and a leader in the prevention and control of chronic lung disease, asthma, tobacco cessation and prevention, as well as air quality and its effects on lung health. The Lung Association has invested more than \$27 million into lung health research carried out in this province.

Buttons on the page: Sign up for the e-newsletter, Click here to hear the Radio Ad, Click here to view the TV Ad

#8: For quitting campaigns, need to re-think what is considered “help”



- Traditional cessation help
 - Quitlines
 - Pharmacological products
 - Counseling
 - Doctors’ advice
- Help in digital world
 - FB posts; tweets
 - Blog entries
 - Interactive chats
 - Cell phone tips
 - Interaction via friend groups

*Has implications for measurement

US (Minnesota) "QuitCash Challenge" Facebook comments, wall posts, likes

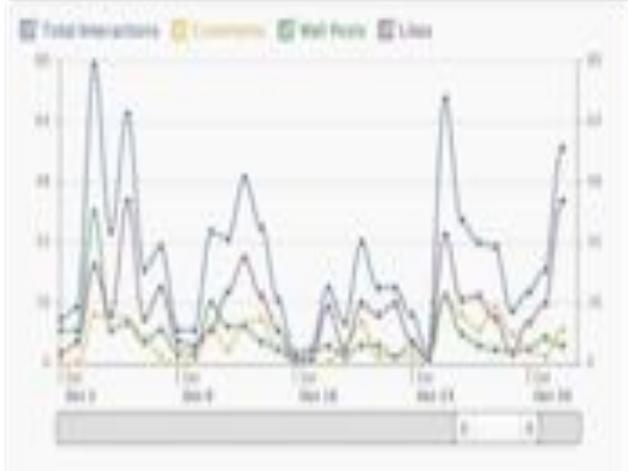


Facebook interactions

Recruitment period



Quitting period



Post-Challenge period



Facebook page



Marcy

What is wrong with me? Day 25 and still want to smoke. I dont smell better, Food doesnt taste better, I dont breathe easier when doing activities and the smell of someone else smoking makes my mouth water and to top it off have gained weight! Glad to hear that others are having happier times quitting and cant wait to start feeling some of the benefits of being smoke free!!!

October 25, 2010 at 2:38pm - Like - Comment

👍 2 people like this.



Cathy

Marcy, it will get better. We all know what your going through. Keep your head up, you're doing great. All that stuff will come it just takes time.

October 25, 2010 at 2:39pm - Like - 🗨 1 person



Robin

SoE some moments I would love one too! But,Smoking stressed me out more...Thinking of all the poison I was putting into my lungs! And all the cancer it causes! Think positive :)

October 25, 2010 at 3:01pm - Like - 🗨 1 person



Tera

I just checked in again, & dang, Marcy you made me bust out laughing!!! Also, just br...I had a serious strong urge to grab a smoke & run outside!!! Good thing...I don't have any smokes! Thanks for your honesty! I say Stop, Drop, & PRAY!!! Sure helps!)

October 25, 2010 at 4:10pm - Like - 🗨 1 person



Tera

Robin, it stressed me out when I was getting low on smokes. They owned my thoughts- horrible distraction!

October 25, 2010 at 4:42pm - Like - 🗨 1 person



Lisa

I couldn't agree more about the cigs stressing you out more. They would stress me out when I was getting low on them, when I couldn't have one whenever I wanted, when the same people kept asking to burn a smoke from you and you felt like say...

See More

October 25, 2010 at 6:01pm - Like - 🗨 1 person

#9: Digital media can build support for policies or build compliance



Canada (Ontario)—built awareness of smoke-free law; those aware of campaign reported less smoking in cars

Global Smoke-free Partnership— built global awareness and support of strong smoke-free Beijing Olympics policy

--collected 500+ signatures of support



#10: Internet opens your program to everyone in the world



- Benefits: inexpensive way to publicize your program and key messages
 - Also a way to help target a global problem
- Drawbacks: difficult to determine whom you are reaching and whether they are in the scope of your target audience(s)
 - Your cost per participant or per visitor may include people who you aren't interested in reaching

New Zealand “Smoking Not Our Future” Campaign

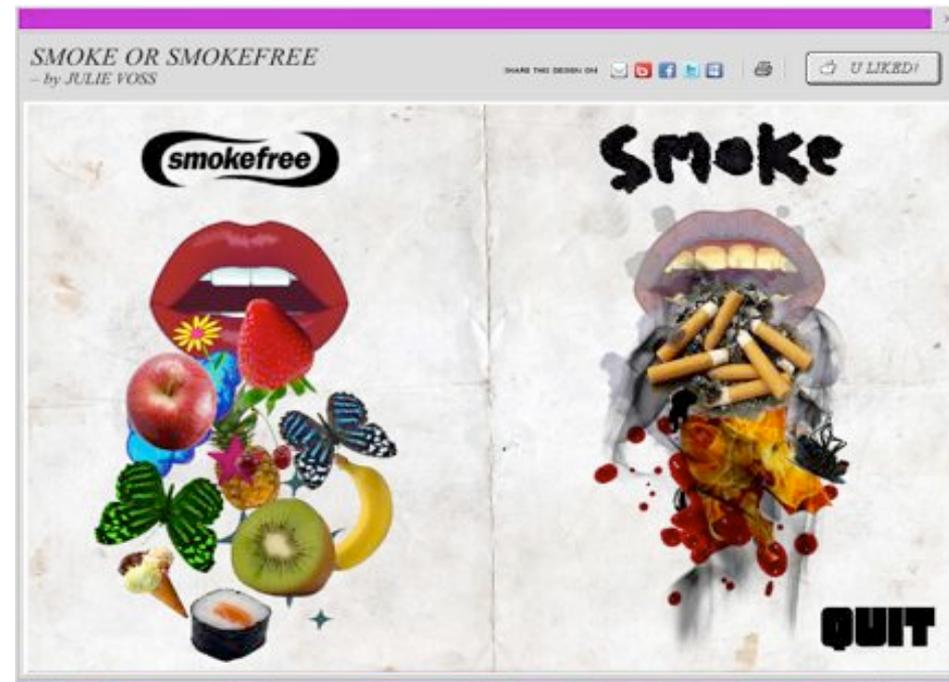


- Example – viral games developed in New Zealand

Kiss Off



Kanvas



Different results based on promotional approaches



Example 1: Kiss Off

- Application on FB, Bebo, and seeded into global viral gaming sites
- 450,000 visits, including 22,000 from NZ
- NZ visits ranked 6th

Example 2: Kanvas

- Linked to NZ campaign website
- 26,500 visits, including 25,000 from NZ
- NZ visits ranked 1st

Summary of Lessons Learned



1. Need a **well-thought-out digital strategy**
2. Digital media provide excellent means to **reach diverse audiences**, not just youth and high-income
3. **People want to be engaged**—want to **be heard and give advice** (e.g., stories and experiences), to **build relationships**
4. Participants like interacting digitally because it feels both **anonymous and personal/tailored**
5. A **variety of digital vehicles and relationships** (Internet, mobile messaging, IVR, etc.) can increase the participants' involvement and give them choices



6. Digital campaigns can reach many people **quickly and inexpensively**, however numbers typically in **thousands not millions**, and **outcomes are critical to measure**
7. **Digital media and traditional media work synergistically—**both important
8. In developing quitting campaigns, **need to re-think what is considered “help”**
9. **Digital media can be used to promote and build compliance with policies**, not just promote prevention and cessation
10. The **Internet opens your program to everyone in the world—**has benefits and drawbacks



Contact Information:

Karen Gutierrez

karen.gutierrez@comcast.net