What motivates tobacco users to try to quit? Effective messages about harms and risks and potential application to other health issues

Findings from evaluations of waterpipe campaign
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111M
Track 1
Disclosure of interest: None declared
Turkey

Context:
• Recently, the prevalence of tobacco consumption as hookah (water-pipe) smoking has significantly increased especially among young people

• In 2014 April, Turkey launched a public ad campaign against waterpipe smoking
Campaign Objectives

1. Raising awareness on the dangers of using hookah
2. Modifying formed or propagated false beliefs and attitudes concerning hookah
3. Raising awareness on the health risks of flavored hookah
4. Causing behavioral change
Approach

Pre-campaign analysis, planning

Concept and message development & testing

Application

Post-campaign analysis
Results

- Hookah smokers aged 18-64 = 7.3%
- Hookah smokers aged 18-25 =12 %
- Primary factors that led to start smoking hookah were “pleasing flavors” and “social influence.”
- 88% of hookah smokers preferred flavored hookah.
- 43% of their hookah sessions were alone, and 57% were shared with friends or family.
- Their awareness of the harms of hookah is lower than public awareness of the harms of cigarettes.
- At least 31% believe in the “hookah myths” commonly voiced in public concerning the use of hookah.
Campaign materials were developed based on results of pre-campaign quantitative and qualitative studies. Target population was involved in creative process by testing the intelligibility and effectiveness of the campaign messages on focus groups.

**Focus Groups:**

**The study was conducted with:**
- Those who frequently smoke hookah
- Those who frequently smoke cigarettes
- Those who don’t smoke hookah or cigarettes
- Aged between 18 and 44
- Men and women

- 6 group discussions were conducted within the scope of the study.
- Each discussion group consisted of 7 to 8 participants.
Application

1. Public Service Broadcasting
2. Billboard Advertising
3. Brochures and Handouts
4. Newspaper Inserts
5. Internet and Social Media
Spot II
Post-campaign Analysis

Main Purpose:
Evaluating
effect of the PSA on the intention to quit smoking hookah,
degree to which the campaign motivates quitting smoking hookah and tobacco
-whether action is taken for behavioral change after watching the PSAs.
-main messages that are retained from the PSAs
-inclusion of PSAs in the viewers’ daily conversations
-inclination to re-watch the PSA and to recommend it to others
Recall of the Campaign

Recalls at least one TV ad AND/OR heard of the CAMPAIGN

72.7%

Recalls NONE (neither TV ads nor campaign)

27.3%

 Heard of Campaign

<table>
<thead>
<tr>
<th>Heard of Campaign</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Watched at least one of the TV ads</td>
<td>71.9%</td>
</tr>
<tr>
<td>RECALL of Green Apple ad</td>
<td>37.2% 14.8%</td>
</tr>
<tr>
<td>RECALL of Hookah Embers ad</td>
<td>37.7% 8.8%</td>
</tr>
<tr>
<td>RECALL of Tea Glass ad</td>
<td>27.0% 15.8%</td>
</tr>
<tr>
<td>RECALL of Ice Cream ad</td>
<td>26.0% 12.4%</td>
</tr>
<tr>
<td>RECALL of Culture ad</td>
<td>24.2% 11.8%</td>
</tr>
</tbody>
</table>
Where did you see/from which sources did you hear about the campaign?

- Television: 98.5%
- Internet: 7.4%
- Radio: 4.8%
- Social media (Facebook): 4.7%
- Family/friends: 3.0%
- Newspaper: 2.9%
- Billboard/City Light: 1.5%
Evaluation of the ads

The ad(s) made me stop and think
- Disagree totally/Disagree: 12%
- Agree/Agree totally: 61%
- Neither...nor....: 25%
- No idea/No answer: 6%

The ad(s) is relevant to me and my life
- Disagree totally/Disagree: 31%
- Agree/Agree totally: 42%
- Neither...nor....: 25%
- No idea/No answer: 2%

The ad(s) taught me something new
- Disagree totally/Disagree: 10%
- Agree/Agree totally: 75%
- Neither...nor....: 16%
- No idea/No answer: 9%

The things that were mentioned/shown in the ad(s) were believable
- Disagree totally/Disagree: 14%
- Agree/Agree totally: 83%
- Neither...nor....: 16%
- No idea/No answer: 1%

(HOOKAH SMOKER) The ad(s) made me feel concerned about the effects of my smoking on my health
- Disagree totally/Disagree: 19%
- Agree/Agree totally: 57%
- Neither...nor....: 24%
- No idea/No answer: 10%

(HOOKAH NON-SMOKER) I felt concerned about the health of people who smoke hookah
- Disagree totally/Disagree: 8%
- Agree/Agree totally: 65%
- Neither...nor....: 24%
- No idea/No answer: 16%

The ad(s) was effective as to discourage the people smoking hookah
- Disagree totally/Disagree: 5%
- Agree/Agree totally: 77%
- Neither...nor....: 16%
- No idea/No answer: 1%
Smoking cigarettes/hookah is harmful to health

PRE-TEST (2013)

Disagree totally/ Disagree 72%  
Neither... nor..... 16%  
Agree/ Agree totally  0%  
No idea/ No answer 0%

POST-TEST (2014)

Disagree totally/ Disagree 88%  
Neither... nor..... 6%  
Agree/ Agree totally  0%  
No idea/ No answer 0%
To what extent is hookah harmful to health/The diseases caused by smoking hookah

(n1) To what extent is hookah harmful to health?
- Disagree totally/Disagree: 92%
- Neither...nor.....: 4%
- Agree/Agree totally: 4%
- No idea/No answer: 14%

(n2) The diseases caused by...?

<table>
<thead>
<tr>
<th>Disease</th>
<th>RECALLS CAMPAIGN/ TV ADS (%)</th>
<th>DOES NOT RECALL (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lung diseases</td>
<td>54,9%</td>
<td>50,5%</td>
</tr>
<tr>
<td>Cancer</td>
<td>28,6%</td>
<td>28,1%</td>
</tr>
<tr>
<td>Cardiovascular diseases</td>
<td>22,4%</td>
<td>15,5%</td>
</tr>
<tr>
<td>Lung cancer</td>
<td>13,8%</td>
<td>12,0%</td>
</tr>
<tr>
<td>COLD</td>
<td>6,0%</td>
<td>7,8%</td>
</tr>
<tr>
<td>Diseases spread through mouthpiece/hookah pipe</td>
<td>8,2%</td>
<td>0,8%</td>
</tr>
</tbody>
</table>
Awareness about the diseases and damages related to hookah smoking

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Hookah smoke is toxic</td>
<td>54% 29% 13%</td>
<td>72% 22% 4%</td>
</tr>
<tr>
<td>Sharing the hookah can spread hepatitis, tuberculosis and herpes</td>
<td>44% 30% 26% 5%</td>
<td>64% 29% 5%</td>
</tr>
<tr>
<td>Smoking hookah causes lung, mouth and bladder cancer</td>
<td>52% 29% 16%</td>
<td>71% 22% 4%</td>
</tr>
<tr>
<td>Smoking hookah causes lung diseases</td>
<td>58% 26% 13%</td>
<td>73% 23% 4%</td>
</tr>
<tr>
<td>Smoking hookah causes heart diseases</td>
<td>54% 29% 14%</td>
<td>71% 22% 4%</td>
</tr>
<tr>
<td>Hookah smoke generates secondhand smoke and causes harm to non-smokers</td>
<td>44% 32% 7% 17%</td>
<td>63% 24% 8%</td>
</tr>
</tbody>
</table>

- **Definitely true**
- **Probably true**
- **False**
- **No idea at all**
Hookah smoke is toxic

Sharing the hookah can spread hepatitis, tuberculosis and herpes

Smoking hookah causes lung, mouth and bladder cancer

Smoking hookah causes lung diseases

Smoking hookah causes heart diseases

Hookah smoke generates secondhand smoke and causes harm to non-smokers

<table>
<thead>
<tr>
<th>Statement</th>
<th>Recalls Campaign/ TV Ads</th>
<th>Does Not Recall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hookah smoke is toxic</td>
<td>76%</td>
<td>60%</td>
</tr>
<tr>
<td>Sharing the hookah can spread hepatitis, tuberculosis and herpes</td>
<td>69%</td>
<td>49%</td>
</tr>
<tr>
<td>Smoking hookah causes lung, mouth and bladder cancer</td>
<td>75%</td>
<td>59%</td>
</tr>
<tr>
<td>Smoking hookah causes lung diseases</td>
<td>77%</td>
<td>62%</td>
</tr>
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<td>Smoking hookah causes heart diseases</td>
<td>75%</td>
<td>60%</td>
</tr>
<tr>
<td>Hookah smoke generates secondhand smoke and causes harm to non-smokers</td>
<td>67%</td>
<td>52%</td>
</tr>
</tbody>
</table>

- **Definitely true**
- **Probably true**
- **False**
- **No idea at all**
Myths About Hookah

Smoking hookah is not as addictive as smoking cigarette

- PRE-TEST (2013): 15% Definitely true, 21% Probably true, 42% False, 22% No idea at all
- POST-TEST (2014): 13% Definitely true, 15% Probably true, 60% False, 12% No idea at all

Smoking hookah is less harmful than smoking cigarette because it contains flavor

- PRE-TEST (2013): 10% Definitely true, 21% Probably true, 48% False, 21% No idea at all
- POST-TEST (2014): 10% Definitely true, 13% Probably true, 71% False, 9% No idea at all

Less harmful than smoking cigarette because it is smoked less frequently

- PRE-TEST (2013): 12% Definitely true, 28% Probably true, 41% False, 19% No idea at all
- POST-TEST (2014): 19% Definitely true, 19% Probably true, 62% False, 9% No idea at all

Less harmful than smoking cigarette because hookah smoke is filtered through water, so it filters out any harmful ingredients

- PRE-TEST (2013): 10% Definitely true, 22% Probably true, 45% False, 23% No idea at all
- POST-TEST (2014): 7% Definitely true, 14% Probably true, 68% False, 11% No idea at all

It is hygienic smoking hookah because mouthpiece is changed in every person

- PRE-TEST (2013): 17% Definitely true, 28% Probably true, 27% False, 28% No idea at all
- POST-TEST (2014): 10% Definitely true, 22% Probably true, 56% False, 12% No idea at all

Germs live/ mucus accumulated in hookah pipe since it is used by many people

- PRE-TEST (2013): 45% Definitely true, 25% Probably true, 6% False, 24% No idea at all
- POST-TEST (2014): 59% Definitely true, 22% Probably true, 12% False, 7% No idea at all
(Current Hookah Smokers) Campaign/TV ads, made me more likely to quit hookah

(Hookah Non-Smokers) Decreased my willingness to try smoking hookah
Results and Learning

• Campaign established perceived risk of hookah, changed perception and attitudes, and developed intention of quitting smoking hookah.

• The mandated free publication of anti-tobacco PSAs in all local and national channels according to the Turkish Tobacco Control Laws positively affected the public access of the campaign.
Policy Implications

• Restrictions on production of flavored hookah tobacco would positively impact our struggle against prevalent hookah use, since pre-campaign analysis showed that 88% of users preferred flavored hookah

• Legal restrictions on fast spreading hookah cafes/bars could also reduce prevalence of hookah use, since hookah is perceived as a means of socialization in hookah cafes.

• Legal and environmental regulations and restrictions are necessary to prevent the hookah epidemic, in addition to the social marketing and awareness campaigns.
Thank You!
www.hookahfacts.net

worldcancercongress.org