

Awareness of Smoking Not *Our* Future Youth Insights Survey 2010

Background

Smoking Not *Our* Future is a youth-targeted tobacco control initiative that has been run by the Health Sponsorship Council (HSC) since 2007. It encompasses a series of ads and promotional activities, using celebrity testimonials to promote the idea that being smokefree is 'the norm', as well as social disapproval and supportive quitting messages. Smoking Not *Our* Future's target audience is people aged 12 to 24 years and includes non-smokers as well as current smokers, with the aim of preventing future smoking.

Since 2010, the HSC's tobacco control programme has had a particular focus on Māori youth. This focus reflects the disproportionately high smoking rates among Māori and the poor health and social outcomes experienced by Māori as a result. To ensure the best possible outcomes for young Māori, Smoking Not *Our* Future has concentrated its efforts on achieving higher reach with this audience.

To understand audience awareness of the campaign, in HSC's 2010 Youth Insights Survey (YIS), respondents were asked how often they saw the ads.

Overview of key findings

Almost all respondents recalled Smoking Not *Our* Future ads, and awareness of the ads was as high among smokers as non-smokers. Recall was higher among young

Māori, the key audience for the campaign.

Further information on the impact of HSC initiatives can be found at www.hsc.org.nz/researchpublications.html.

Methodology

In 2010, all respondents were asked, **during the past year (12 months), how often did you see advertisements or messages showing celebrities talking about smoking, being smokefree, and quitting smoking, like the example shown.** Response options were 'a lot', 'sometimes', or 'never'. A graphic of a Smoking Not *Our* Future poster (current at the time of the survey) was shown (see Figure 1).

Figure 1. Graphic from Smoking Not *Our* Future.



Overall responses are reported. Statistically significant differences ($p < .05$) by smoking status, ethnicity, and gender are reported.

Awareness of Smoking Not *Our Future* Youth Insights Survey 2010 (continued)

Detailed Findings

How often did young people see the ads?

In 2010, almost all (95%) respondents reported that they had seen the ads, with around two-thirds (64%) reporting having seen the ads 'a lot' and around one-third (31%) 'sometimes'. A small proportion (5%) responded that they had 'never' seen the ads.

Were there group differences in how often young people saw the ads?

- There were no differences by smoking status. Around two-thirds of both current smokers (63%) and never smokers (63%) reported having seen

the ads 'a lot', and around one-third of current smokers (33%) and never smokers (32%) reported having seen the ads 'sometimes'.

- Māori were more likely to report having seen the ads 'a lot' (70%) compared with non-Māori (63%), and less likely to report having seen the ads 'sometimes' (26%) compared with non-Māori (32%).
- Females were more likely to report having seen the ads 'a lot' (71%), compared with males (58%). Females were less likely to report having seen the ads 'sometimes' (26%) and 'never' (3%) compared with males (36% and 7% respectively).

About the Survey

- The YIS survey forms part of the New Zealand Youth Tobacco Monitor (NZYTM), a collaborative effort by HSC and Action on Smoking and Health (ASH).
- The YIS is a nationwide paper-based survey conducted in schools every two years, first carried out in its current form in 2006.
- The YIS collects data on smoking-related knowledge, attitudes, and behaviour, as well as data on students' interests, lifestyles, activities, and media use, and responses to tobacco control initiatives. It monitors the broad spectrum of risk and protective factors that relate to smoking uptake among young people.
- The 2010 YIS was conducted with a sample of 3,197 Year 10 students (14- to 15-year-olds). The school-level response rate was 79%, the student level response rate 85%, and the overall response rate was 65%. The sample included 1,708 NZ European, 639 Māori, 332 Pacific, 337 Asian people and 158 people of 'Other' ethnicity (prioritised ethnicity).
- The data have been adjusted (weighted) to ensure they are representative of the population of Year 10 school students.
- For this analysis, proportions and 95% confidence intervals were produced. Odds ratios were undertaken to compare responses between groups. The significance level used for statistical analyses was set to $\alpha=.05$.
 - Comparison groups for these analyses were as follows:
 - Smoking status (current smokers: those who smoked at least monthly, compared with never smokers).
 - Ethnicity (Māori, compared with non-Māori).
 - Gender (females, compared with males).
- A full description of the 2010 YIS methodology and further YIS publications can be found at www.hsc.org.nz/researchpublications.html.

About the HSC

The HSC is a crown entity that uses health promotion initiatives to promote health and encourage healthy lifestyles, with a long-term focus on reducing the social, financial and health costs of a number of health behaviours.

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