

## Awareness and Impact of Face the Facts Youth Insights Survey 2010

### Background

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Face the Facts is an adult-targeted tobacco control initiative that has been run by the Health Sponsorship Council (HSC) since 2009. It comprises a series of ads and promotional activities, using black and white photographs and a voiceover stating facts about tobacco and smoking. The overriding goal of Face the Facts was to put tobacco 'on the radar' of New Zealanders and to heighten tobacco's priority as a health issue. The more specific objectives of Face the Facts were to increase knowledge, dispel myths that prevent quitting or resisting initiation, and to prompt quit attempts. Face the Facts was developed for an adult audience and is placed in media that adults consume.

Although young people are not a target audience for Face the Facts, there is some cross over in media consumption so that young people are also exposed to adult-targeted messages. To understand the reach and impact of Face the Facts among young people, in HSC's 2010 Youth Insights Survey (YIS), respondents were asked how often they saw the ads, and were asked a series of questions to measure the impact of the initiative.

### Overview of key findings

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- Almost all respondents recalled Face the Facts, and awareness of the ads was as high among smokers as non-smokers, and as high among Māori as non-Māori.
- Around eight in 10 said that Face the Facts gave some good reasons not to smoke.
- Around six in 10 said that Face the Facts put them off smoking.
- Around six in 10 said that Face the Facts made them more concerned about smoking.
- Around two in 10 said that they had discussed Face the Facts.
- Never smokers, non-Māori, and girls, were more likely to report that Face the Facts gave them good reasons not to smoke, put them off smoking, and made them more concerned about the impact of smoking on New Zealanders.
- Māori were more likely to report having discussed Face the Facts. Smokers and non-smokers were equally likely to have discussed the ads, as were girls and boys.

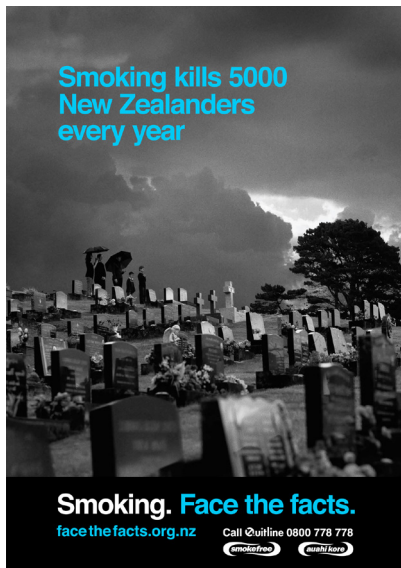
Further information on the impact of HSC initiatives can be found at [www.hsc.org.nz/researchpublications.html](http://www.hsc.org.nz/researchpublications.html)

## Awareness and Impact of Face the Facts Youth Insights Survey 2010 (continued)

### Methodology

All respondents were asked, **during the past year (12 months), how often did you see the ‘Face the Facts’ ads or messages, like the example shown?** Response options were ‘a lot’, ‘sometimes’, or ‘never’. A graphic of a Face the Facts poster (current at the time of the survey) was shown (see Figure 1). Overall responses are reported. Responses were also compared by smoking status, ethnicity, and gender, and are reported where significant ( $p < .05$ ).

Figure 1. Graphic of a Face the Facts poster.



All respondents were asked **thinking about the Face the Facts ads, please answer each question below, with response options ‘yes’, ‘no’, or ‘don’t know’.**

- Do these ads give some good reasons not to smoke?

- Did you talk to your friends or family/whānau about these ads at all?
- Did the ads put you off smoking?
- Did the ads make you more concerned about the impact of smoking on New Zealanders?

Proportions of ‘yes’ responses, for those who reported having seen Face the Facts ( $n=2,700$ ), are reported by smoking status, ethnicity, and gender, where significant ( $p < .05$ ).

### Detailed Findings

#### How often did young people see the ads?

Around nine in 10 (88%) respondents reported that they had seen the ads, with around four in 10 (43%) reporting having seen the ads ‘a lot’ and around four in 10 (45%) ‘sometimes’. Around one in 10 (11%) responded that they had ‘never’ seen the ads. There were no differences by smoking status, ethnicity, or gender, in how often respondents saw the ads.

#### Did the ads give some good reasons not to smoke?

Around eight in 10 (84%) of those who had seen the ads responded ‘yes’ that the ads gave some good reasons not to smoke (see Figure 1). Fewer than one in 10 (6%) responded ‘no’ and one in 10 (10%) responded ‘don’t know’. Those who were more likely to respond ‘yes’ were:

## Awareness and Impact of Face the Facts Youth Insights Survey 2010 (continued)

- never smokers (90%), compared with current smokers (65%)
- non-Māori (86%), compared with Māori (78%)
- females (87%), compared with males (81%).

### *Did young people talk to their friends/family about the ads?*

Around two in 10 (18%) of those who had seen the ads responded 'yes' that they had talked to their friends or family/whānau about the ads. Around seven in 10 (71%) responded 'no' and around one in 10 (11%) responded 'don't know' (see Figure 1). Those

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### *Did the ads put young people off smoking?*

Around six in 10 (64%) of those who had seen the ads responded 'yes' that the ads put them off smoking. Around two in 10 (17%) responded 'no' and around two in 10 (18%) responded 'don't know'. Those who were more likely to respond 'yes' were:

- never smokers (74%), compared with current smokers (24%)
- non-Māori (66%), compared with Māori (58%)
- females (67%), compared with males (61%).

### *Did the ads make young people more concerned about the impact of smoking on New Zealanders?*

Around six in 10 (65%) of those who had seen the ads responded 'yes' that the ads made them more concerned about the impact of smoking on New Zealanders. Around two in 10 (16%) responded 'no' and two in 10 (20%) responded 'don't know'. Those who were more likely to respond 'yes' were:

- never smokers (70%), compared with current smokers (46%)
- non-Māori (66%), compared with Māori (59%)
- females (68%), compared with males (61%).

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### 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](http://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.

#### Citation

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