

# DRIVE SMOKEFREE

— FOR TAMARIKI —

The logo for 'smokefree' is centered within a dark blue rounded rectangular shape. The word 'smokefree' is written in a lowercase, sans-serif font, with a white underline beneath the letters.

## Contents

<b>Audience insights</b>	<b>2</b>
<b>Campaign websites</b>	<b>2</b>
<b>Leveraging the national campaign in your community</b>	<b>3</b>
<b>Local communication channels and opportunities</b>	<b>5</b>
<b>Tips for working with media</b>	<b>7</b>

## AUDIENCE INSIGHTS

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Drive Smokefree for Tamariki aims to reach parents, caregivers and whānau who smoke in cars with tamariki present. Ensuring the message resonates with Māori, Pasifika and low-socioeconomic communities who are disproportionately affected by smoking prevalence.

Results from the 2018 Youth Insights Survey showed that around 15% of young people were exposed to second hand smoke in cars.

## CAMPAIGN WEBSITES

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**Campaign Landing Page:** The audience facing campaign landing page is [www.smokefree.org.nz/drivesmokefreefortamariki](http://www.smokefree.org.nz/drivesmokefreefortamariki)

It is hosted on the existing smokefree.org website and has been built with our audience in mind for helpful information on how to be smokefree in cars and information on when the law is coming and how those who smoke in cars with kids might be impacted. There is also information on the harm of second hand smoke and why the law has changed. The page has two campaign videos and a link to the Campaign Resources page with downloadable material to help share the message in communities.

**Campaign Resources Page:** This is designed for health promoters and the National Smokefree Cars Working Group and associated community groups hosted by Te Hiringa Hauora | Health Promotion Agency.

<https://www.hpa.org.nz/campaign/drive-smokefree-for-tamariki>

This page provides an overview of the National Campaign with links to downloadable materials, logo files, video and radio campaign material that can be used in their local activities to promote Drive Smokefree for Tamariki leading into the law change.

**Campaign Facebook page:** This is the campaign social page where posts can be shared directly community Facebook pages. It is designed as a material sharing channel to enable quick, efficient support to communities wanting to promote the smokefree cars national message in a consistent way. This platform won't be building a band of followers but is designed as an easy share channel. Drive Smokefree for Tamariki



# LEVERAGING THE NATIONAL CAMPAIGN IN YOUR COMMUNITY

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Te Hiringa Hauora is delivering a national Drive Smokefree for Tamariki campaign to support wider culture change and announce amendment to the law leading into November 2021. Meeting smokers in the moment of getting into the car, Drive Smokefree for Tamariki acknowledges it can be tough but it can be done, and the rewards are worth it for healthy tamariki.

See the campaign resource page:

- The national campaign is live and includes national messaging
- Campaign development includes development of a consistent brand and a suite of advertisements and promotional resources.
- The audience has been involved in the development of the campaign concepts.
- Communications objective: Drive impactful exposures of the behaviour change and education messaging, priming and preparing audiences for the law change. Using empathetic and educational messaging to help drive compliance
- The national campaign will run for eight months from 26 April to 10 December 2021 in 3 phases:
  - April – August: Encourage and mobilise behavior change. Provide helpful tips to change daily routines in cars
  - September – November: The law is changing. Providing law awareness and continuing to promote positive daily achievable changes to make cars with kids smokefree
  - November – December: The law has changed. Providing a clear and overt message to all smokers and wider influence groups.
- There will be a number of layers supporting these phases over the eight month period. These layers support the work communities are already doing:
  - National campaign Ads
  - Sector activations and sharing campaign ads
  - Partnerships to bring the message into everyday life
  - Positive and Proactive story telling with familiar kiwi faces to advocate the new norm of smokefree cars
  - Sector and community group toolkits to support regional activity
  - Grants for community groups to elevate regional activity



- Paid advertising channel mix and timing:

	Details	Timing
Social media	<p>Paid banner advertising on Facebook and Instagram.</p> <p>The campaign Facebook page will regularly post for you to share to your social pages.</p>	April 26 to December 10 2021 in pulses
Online	TVNZ OnDemand, Three now, YouTube, Bigmobile	April 26 to December 10 2021 in pulses
Radio	MaiFM, Edge, Flava, ZM, The Hits, Māori Media Network, Pacific Media Network	April 26 to December 10 2021 in pulses
Search	Always on	April 26 to December 10 2021 in pulses

The campaign is designed to work alongside community groups mobilising the message in their region.

Regional smokefree cars working groups and stop smoking services can leverage the campaign by:

- using advertisements in your channels – websites, social media and e-newsletters
- using the campaign resources in your communities – see [www.hpa.org.nz/drivesmokefreefortamariki](http://www.hpa.org.nz/drivesmokefreefortamariki)
- tailoring some of the resources for your community
- extending radio advertising using campaign advertisements.

We recommend that in the first instance you talk with your colleagues who are responsible for communications, to help you plan your local strategy for promoting the campaign and work out what local channels will work for you. See the information below for ideas.



## LOCAL COMMUNICATION CHANNELS AND OPPORTUNITIES

*Radio promos:* Key messages on local radio stations (commercial, community, Iwi, Pacific and student) can be a great way to connect with a local audience. You can contact your local producer (not sales team) to talk about the campaign, add any local points of interest, and help encourage them to talk about it through their channels. It can be a platform to reach whānau and key influencers, to promote the importance of driving smokefree for tamariki. Many stations offer a promotional mix including adlibs (presenter comments) or additional promotion on their social media sites, so it can be a cost-effective way to increase awareness and social acceptability of a topic.

The national promotional campaign includes radio promotion across national stations like Mai FM and Flava, and also Iwi and Pasifika stations. Radio concludes in mid-December, but a range of English and translated radio ads are available for you to use from our [campaign resources website](#). These could be used at any stage to extend presence from radio activity in your region.

*Outdoor media:* these can include billboards or street posters. These are a great way of integrating the message within your local community and helping to normalise a topic. Talk with your local suppliers about booking these spaces.

Billboard and poster artwork files are available from our campaign [resources website](#). If you require different billboard dimensions, please contact [communications@hpa.org.nz](mailto:communications@hpa.org.nz) and we will work with you to make sure you have suitable artwork.

Note, Te Hiringa Hauora | Health Promotion Agency can help with extending outdoor advertising in your area. Contact them at [communications@hpa.org.nz](mailto:communications@hpa.org.nz)

*Social media:* You can share content from the campaign Facebook page on your social media pages. It's also a great idea to promote outreach activity using your social media channels and let people know what activities you have on in your region. Echoing the national message through your social channels will help elevate the message.

You should anticipate keeping an eye on moderation when you post about the law change on social media. The [Q&As](#) will help you with responses.

*Local print media articles:* these include daily newspapers, online newspapers or the free weekly community papers. You can get your information into the newspaper using the 'Swiss cheese [Media release template](#) provided, to create your own media release. Or, you may wish to develop a story, set up a photo opportunity or secure an interview with a journalist using a local spokesperson. You may have someone in your community willing to talk about Smokefree Cars and the positive impact it has had on their life and whānau.



*Internal media channels:* Do you have intranet, noticeboards, newsletters or other channels where you can share the campaign message with other staff working in this area to help raise awareness of the campaign?

*Community partners channels:* You may have other community organisations or groups who are keen to help share information about the new campaign, for example cultural organisations, health provider groups, community groups, tertiary providers, employers or others. Who in your community might help share your message?



## TIPS FOR WORKING WITH THE MEDIA

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Sharing stories is a powerful way to connect with people. You can work with local news stations or local newspapers to create inspiring stories around Driving Smokefree for Tamariki.

When getting started, it's good to have a think about the news item and the 'angle' of the story, eg, what makes the story interesting or engaging, what is important, who does it affect? It's a good idea to create a photo opportunity with local people – line up a local family, sports or arts personality, or community leader who is willing to speak with media to promote the benefits of Smokefree cars or speak about personal experience. Make sure they understand the key messages you want to communicate but equally you want them to tell their story in an authentic way.

Make initial contact with the local newspaper and/or radio station – consider which presenter or reporter may be more interested in promoting your activity. It's best to phone a week or two beforehand – this gives the reporter plenty of time to organise the story. Contact a range of media outlets to help increase your campaign reach. For radio you can contact NZME, Radio New Zealand, Mediaworks, Māori Media Network and Pacific broadcasters, and for newspapers contact Stuff and NZME. Follow up – once you've spoken to the presenter or reporter, email them your media release or key messages. Appoint a spokesperson – the spokesperson will need to know the details of the campaign and the key messages, and they will need to be readily available to take media calls. Have your key messages prepared and be able to express them clearly. The spokesperson will need to keep their answers brief and to the point. Try not to reel off lots of facts and figures – personal stories or experiences are more likely to interest an audience.

## TIPS FOR MEDIA SPOKESPEOPLE

1. **Develop your message.** Knowing what you want to communicate is essential. Think about the three most important ideas or sentences that you want to convey – and practise how you want to say them.
2. **Be prepared.** You can take up media opportunities when it suits you—you don't have to respond immediately. If you get a call from a journalist, it is always best to politely arrange a time to call them back, and remember to ask them what areas they are interested in talking about. It's also good to know if the interview is live or recorded.
3. **Repeat, repeat and repeat.** Try to build at least one of your key messages into every response you make. You can do this whatever the question by, for example, using phrases such as "The most important thing to remember is..."



4. **Keep in real.** Use every day language rather than jargon or big words. Jargon creates a barrier for the listener or reader—remember this may be the first time they have thought about the issue.

Download the media release template [here](#)

