

Impact 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 and impact with this audience.

To understand the impact of Smoking Not *Our Future* with the audience, in HSC's 2010 Youth Insights Survey (YIS), respondents were asked a series of questions to measure the initiative's impact.

Overview of key findings

Smoking Not *Our Future* appears to have high impact, particularly among young Māori. Māori were as likely as non-Māori to report that Smoking Not *Our Future* gave good reasons not to smoke, made smoking seem less cool, and put them off smoking. Young Māori were more likely to report having discussed Smoking Not *Our Future*,

and knowing someone who had quit smoking because of the ads.

These findings were not due to higher rates of smoking among young Māori.

Findings suggest that Smoking Not *Our Future* reinforced the beliefs of never smokers, who reported greater impact compared with smokers. In addition, girls were more likely to report positive impact.

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: Thinking about these 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?
- Do the ads make smoking seem less cool?
- Have the ads led some young people you know to try to quit smoking?
- Did the ads put you off smoking?
- Are you getting a bit sick of the ads?

Overall responses are reported for those who reported having seen Smoking Not *Our Future* (n=2,932). Proportions of 'yes' responses are compared by smoking status, ethnicity, and gender, where significant ($p < .05$).

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

Detailed Findings

Did the ads give young people good reasons not to smoke?

Around eight in 10 (83%) of those who had seen the ads responded 'yes' that the ads gave some good reasons not to smoke (see Figure 1). Those who were more likely to respond 'yes' were:

- Never smokers (87%), compared with current smokers (66%).
- Females (87%), compared with males (80%).

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

Around two in 10 (17%) of those who had seen the ads responded 'yes' that they talked to their friends or family/whānau about the ads. Around seven in 10 (72%) responded 'no' and one in 10 (10%) responded 'don't know' (see Figure 1). Those who were more likely to respond 'yes' were:

- Māori (23%), compared with non-Māori (16%).
- Females (20%), compared with males (15%).

Did the ads make smoking seem less cool?

Around seven in 10 (68%) of those who had seen the ads responded 'yes' that the ads made smoking seem less cool. Around one in 10 (15%) responded 'no' and around two in 10 (18%) responded 'don't know' (see Figure 1). Those who were more likely to respond 'yes' were:

- Never smokers (73%), compared with current smokers (48%).

- Females (71%), compared with males (64%).

Did the ads lead young people they know to try to quit smoking?

Around two in 10 (24%) of those who had seen the ads responded 'yes' that the ads led some young people they know to try to quit smoking. Around three in 10 (32%) responded 'no' and around four in 10 (44%) responded 'don't know' (see Figure 1). Those who were more likely to respond 'yes' were:

- Current smokers (38%), compared with never smokers (19%).
- Māori (35%), compared with non-Māori (21%).
- Males (27%), compared with females (22%).

Did they ads put young people off smoking?

Around six in 10 (58%) of those who had seen the ads responded 'yes' that the ads put them off smoking. Around two in 10 (22%) responded 'no', and around two in 10 (21%) responded 'don't know' (see Figure 1). Those who were more likely to respond 'yes' were never smokers (67%), compared with current smokers (21%).

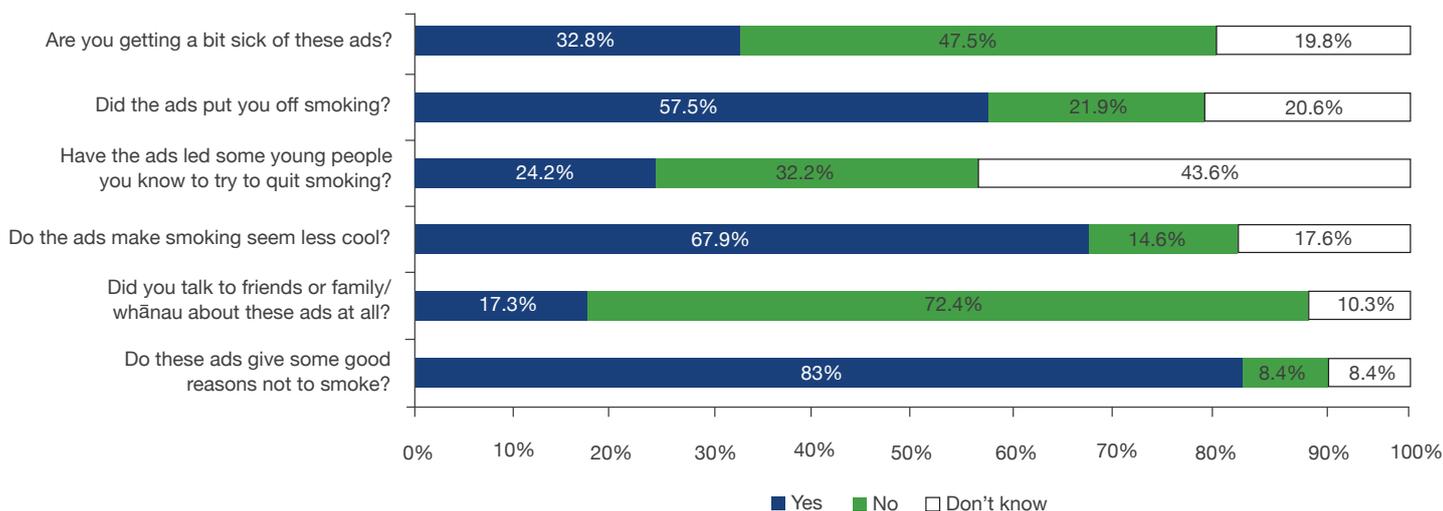
Are young people getting a bit sick of these ads?

Around three in 10 (33%) of those who had seen the ads responded 'yes' that they were getting a bit sick of the ads. Around one in two (48%) responded 'no' and one in five (20%) responded 'don't know' (see Figure 1). Respondents who were more likely to respond 'yes' were:

- Current smokers (53%), compared with never smokers (29%).
- Males (36%), compared with females (30%).

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Figure 1. Response to questions about Smoking Not Our Future ads.



Summary of Findings

Around eight in 10 young people, and a greater proportion of girls, said the ads gave good reasons not to smoke. Smokers were less likely to say that the ads gave good reasons not to smoke.

- Around two in 10, and a greater proportion of Māori, and girls, reported having discussed the ads with friends or family/whānau. Smokers were as likely to discuss the ads as non-smokers.
- Around seven in 10, and a greater proportion of girls, said the ads made smoking seem less cool. Smokers

were less likely to say that the ads made smoking seem less cool.

- Around two in 10, and a greater proportion of Māori, boys, and smokers, reported knowing someone who had quit smoking because of the ads.
- Around six in 10 said the ads put them off smoking. Smokers were less likely to say that the ads put them off smoking.
- Around three in 10, and a greater proportion of smokers, and boys, said they were getting a bit sick of the ads.

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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.

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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