

The impact of 'Smoking Not Our Future'

Research Facts



Preventing young people from starting smoking is one of the Ministry of Health's three main priorities for tobacco control in New Zealand. The Health Sponsorship Council (HSC) has developed the 'Smoking Not *Our Future*' initiative, which promotes de-normalisation, social disapproval, and supportive quitting messages to young people aged 12 to 24 years, via multiple mediums and promotional activities.

The messages are delivered via the personal testimonies of high-profile celebrities, who reflect a variety of media and music genres.

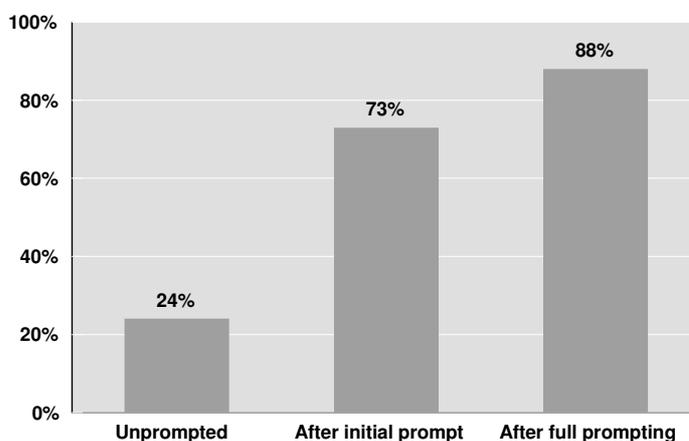
'Smoking Not *Our Future*' was evaluated in 2008 with a nationwide survey of 12 to 24-year-olds, carried out by Research New Zealand for the HSC. This factsheet reports on some of the key findings from the survey around awareness of the television commercials (TVCs), the impact of the TVCs on attitudes and beliefs about smoking, and the impact of the TVCs on discouraging smoking and encouraging quitting.

High awareness

There was high awareness of the 'Smoking Not *Our Future*' TVCs among young people.

- When fully prompted with the 'Smoking Not *Our Future*' tagline, most young people (88%) recalled the TVCs.
- Prompted and unprompted recall of the TVCs were mainly consistent across age, gender, ethnicity, and smoking status.
- Pacific young people were less likely to recall the TVCs, both unprompted (13%), and after full prompting (77%).

Awareness of the 'Smoking Not *Our Future*' TVCs



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High impact

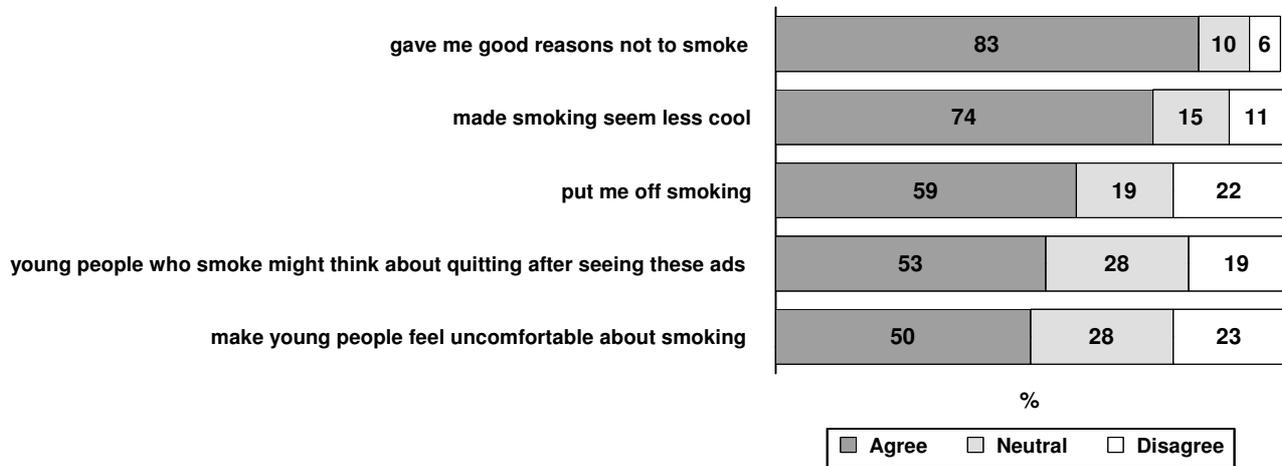
Findings suggested the TVCs had a high impact on young people, with most agreeing with positive statements about the impact of the ads. This was largely consistent across age, gender, ethnicity, and smoking status. Moreover, around one-half of current smokers said that the ads led them to thinking about quitting.

Impact Statements

All young people who had recalled the TVCs were asked for their levels of agreements with statements designed to measure the impact of the ads.

- The majority of young people agreed with positive statements about the TVCs, with the youngest age group (12 to 14-year-olds) showing particularly high levels of agreement with some of these statements.
- Current smokers were less likely to report that the ads put them off smoking and that the ads make young people feel uncomfortable about smoking.

Agreement with statements about the 'Smoking Not Our Future' TVCs



Quitting smoking

Young current smokers and young people who had quit smoking were asked about the impact of the TVCs on quitting smoking.

- Around one-half (47%) of current smokers said that the TVCs made them think they should try to quit smoking. Pacific young people who were smokers were more likely to agree with this statement (78%).
- Around two-fifths (41%) of young people who had stopped smoking within the last 12 months said that the TVCs actually lead them to quit smoking (note that only 47 people answered this question).

What we have learnt

There was high recall of the 'Smoking Not Our Future' TVCs among young people, across age, gender, ethnicity, and smoking status. Young people overall showed high levels of agreement with a series of statements designed to measure the impact of the TVCs, and again this impact was similar across age, gender, and ethnicity. Young people who were current smokers had as high levels of agreement with most of the impact statements, and many indicated that the TVCs encouraged them to quit smoking.

The full evaluation report can be downloaded from: <http://www.hsc.org.nz/researchpublications.html>

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