

Refocusing the Lens



Increase the effectiveness of your marketing programme for your audience.

Susie Robertson – Manager Youth Smokefree

Mere Wilson Tuala-Fata – Senior Marketing & Projects Manager

Health Promotion Agency

**TAKE
ACTION
TAKE
CONTROL
QUIT**

BEN MITCHELL
SHORTLAND STREET
TAINUI

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[facebook.com/notourfuture](https://www.facebook.com/notourfuture)

**SMOKING
NOT OUR
FUTURE**
WWW.NOTOURFUTURE.CO.NZ

arahi kore **smokefree**

What is SNOF?

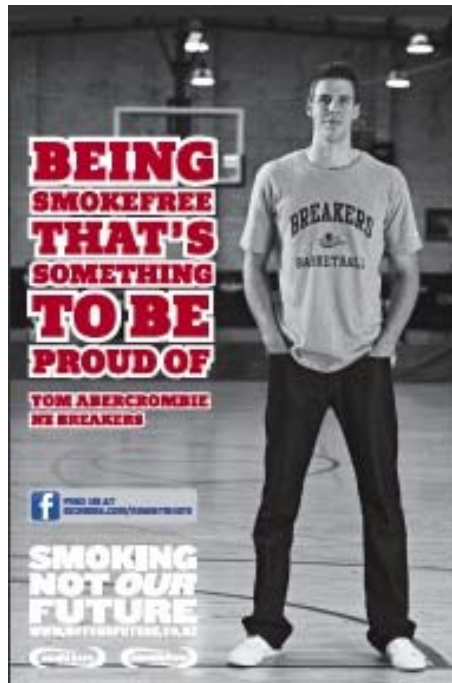
**SMOKING
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FUTURE**
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The Stats – ASH Year 10

	Daily smoking	Never Smokers
Asian	1.2%	88.3%
European	2.4%	76.5%
Pacific	5.9%	61.1%
Maori	10.3%	46.2%

The Research Process



THIS SURVEY IS CONFIDENTIAL - DO NOT PUT YOUR NAME ON THIS SURVEY

2010 IN-DEPTH SURVEY

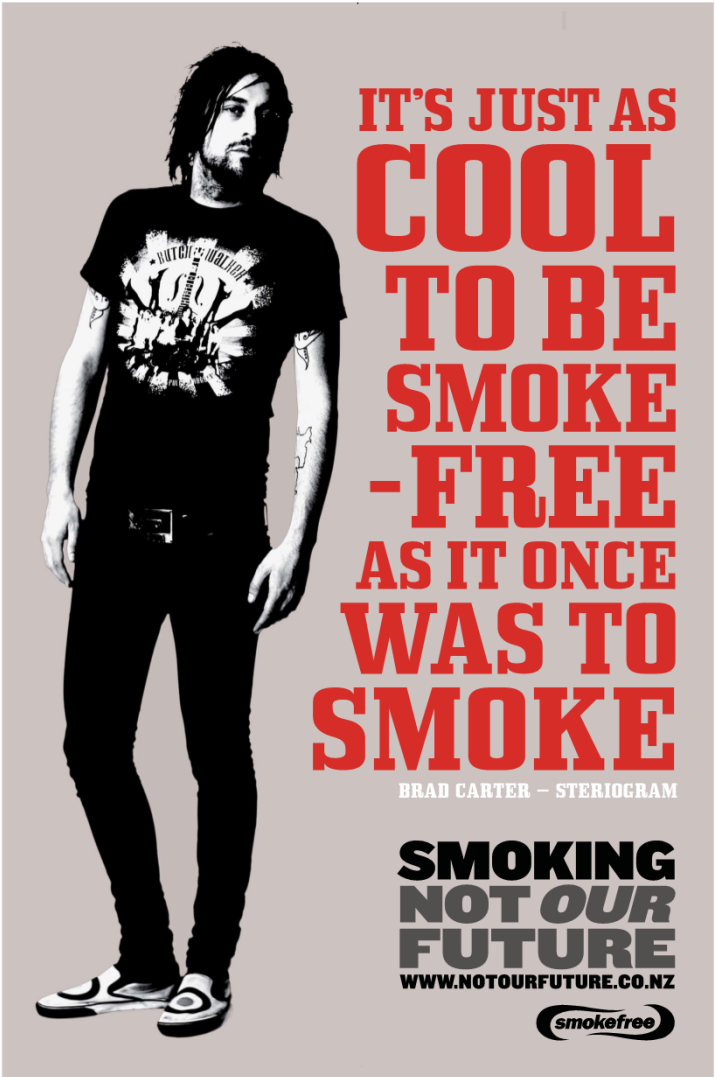
Please confirm that you agree to take part in this survey.
Your answers will be grouped with other students' answers
and nobody will be able to know your individual
answers in the survey reports.

If you agree, please tick the box below

I agree to complete the survey




Effective for Maori?



IT'S JUST AS
COOL
TO BE
SMOKE
-FREE
AS IT ONCE
WAS TO
SMOKE

BRAD CARTER – STERIOGRAM

**SMOKING
NOT OUR
FUTURE**
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**YOU'RE
ADDICTED
DON'T
LIE TO
YOURSELF**

YOUNG SID
ARTIST / MUSICIAN / NGĀPUHI
OTARA / SOUTH AUCKLAND

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NOT OUR
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The creative – reflective

- Past
 - male dominated
 - artist, actors
 - mixed level
 - smokefree logo
- Now
 - better gender mix
 - included sport
 - use of Te Reo Maori
 - mainly top level
 - Auahi Kore logo
 - Iwi



The placement – realigned



Health Promotion Agency

The social media effect

AS SOON AS WE GET RID OF SMOKING THE COUNTRY THE PEOPLE ARE GONNA BE BETTER OFF

CASEY WILLIAMS SILVERFERN/ NETBALLER

SMOKING NOT OUR FUTURE
smokefree smokefree

Smoking Not Our Future
79,866 likes · 2,372 talking about this

Website
Smoking Not Our Future is supported by kiwi celebs who all have something to say about smoking, being smokefree, and the tobacco industry.

About Photos Welcome Celebs

Highlights

SmokingNotOurFuture
@notourfuture
New Zealand <http://www.facebook.com/notourfuture>

Following 1,388 TWEETS
128 FOLLOWING
693 FOLLOWERS

Tweet to SmokingNotOurFuture

Tweets

- SmokingNotOurFuture (@notourfuture) 23h
The top 8 national finalists for SFRO have been announced! Check out who's made it on their page and don't forget... [to.me/12020emD](https://t.me/12020emD) Expand
- SmokingNotOurFuture (@notourfuture) 17 Aug
Plain packs... wanna know what all the fuss is about? Check out the vid below or go to the website... [to.me/159kuzad](https://t.me/159kuzad) [View video](#)
- plainpacknz (@plainpacknz) 17 Aug
Plain Packs Actores: Take action! [mp/Ngr6V](https://t.me/159kuzad) /plainpacks Expand
- SmokingNotOurFuture (@notourfuture) 14 Aug
And that makes six, shot NZ! [to.me/12020emD](https://t.me/12020emD) [View photo](#)
- SmokingNotOurFuture (@notourfuture) 14 Aug
And that makes six, shot NZ! [to.me/23M04cuGf](https://t.me/23M04cuGf) [View photo](#)
- SmokingNotOurFuture (@notourfuture) 13 Aug
We just found the coolest new app called Pass The Ugly Stick if your lucky enough to own an iPhone check it out... [to.me/11RD1Y8m](https://t.me/11RD1Y8m) Expand
- SmokingNotOurFuture (@notourfuture) 8 Aug
Know a smoker who could do with your support to quit? Or maybe you are ready to quit yourself? Goabout could be... [to.me/kuGubRf](https://t.me/kuGubRf)

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Evaluate

- Youth Insights Survey 2010
 - NZ Youth Tobacco Monitor
 - n= 3,197
 - 1,708 European. 639 Maori. 332 Pacific.
 - Yr 10 – 14-15yr olds

Better?

- SNOF appears to have high impact particularly with Maori
- Maori more likely to report having seen ads 'a lot' 70% vs 63% non-Maori (65% overall)
- Young Maori more likely to report having discussed SNOF – Maori 23% vs 16% non-Maori (17% overall)
- Knowing someone who had quit smoking because of the ads – Maori 35% vs 21% non-Maori (24% overall)
- Generally 95% young people had seen ads, 83% ads gave young people good reasons not to smoke
- 58% ads put them off smoking

Better still....



3 Key Messages

- 🔑 Define your audience, be specific
- 🔑 Find out where they are and what they need
- 🔑 If it's not working for your audience then don't do it.

The end

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Table 7: Trends in regular smoking for all students by ethnicity, 1999-2010

Year	NZ				
	European %	Māori %	Pacific %	Asian %	Other %
1999	27.2	42.7	28.5	11.9	19.5
2000	26.2	43.0	28.4	12.0	22.0
2001	23.1	38.3	26.2	9.4	16.1
2002	19.9	37.3	22.1	9.3	18.8
2003	17.8	37.3	23.3	8.8	12.4
2004	14.1	33.7	21.8	6.4	12.0
2005	14.0	31.7	20.9	6.8	9.8
2006	10.6	29.1	17.7	4.8	8.4
2007	9.5	26.7	16.4	5.8	7.0
2008	9.0	24.7	14.1	4.2	5.7
2009	8.4	23.3	11.7	4.4	5.7
2010	7.2	20.9	12.2	3.4	3.2

The Research Process

- Problem definition
- Formative research
- Pre-testing
- Monitoring implementation
- Evaluation
- Feedback to stage 1

