

Everybody Knows



CAMPAIGN REPORT

This report was prepared by Glenn Mitchell
for Quit Tasmania – A Smoking & Health Campaign Inc.
March 2009

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We would also like to thank the Cancer Institute of NSW for allowing the use of the *Everybody Knows* campaign to be aired in Tasmania.

Glenn Mitchell
Health Promotion Officer
Quit Tasmania

Executive Summary

Quit Tasmania receives the majority of their funding from the Department of Health and Human Services and is required to conduct 4 major campaigns this financial year. The *Everybody Knows* campaign was developed by the Cancer Institute of NSW and used under licence by Quit Tasmania and chosen to air as a major campaign for a 3-week period starting on March 9, 2009.

The *Everybody Knows* campaign advertisement was a 60-second TVC and was used in conjunction with Quit Tasmania's own *Quitline Service, Website and SMS* 15-second advertisements.

The number of TARPs achieved during this campaign was 792.5, an average of 264.17 per week. (*TARP stands for 'Target Audience Rating Point' and is the percentage of a specific target audience viewing a program at any one time*)

The *Everybody Knows* campaign that was aired in combination with the *Website* and *SMS* ads generated a total of 389 requests for a Quit Pack. Of these requests, 42.67% (166) were received through the Quitline, 33.68% (131) online through Quit Tasmania's website, 17.74% (69) via SMS and 5.91% (23) by other means. Of the requests received 42.16% (164) were from males and 57.84% (225) from females, 49.61% (193) of the requests came from the South, 20.31% (79) from the North and 30.08% (117) from the North West. There were 102 individuals that requested to speak directly with a Quitline advisor to receive more specific information to meet their needs or join our call-back service.

The number of television advertisements that were able to be purchased was less than we would normally receive because the costs associated to buy a 60-sec advertisement were much higher. Therefore, this had an impact of the overall number of requests received for quitting information. However, the feedback received from Quitline callers and the community in general was very supportive and positive, with many complementing the campaign and the health message which it conveyed.

The Pharmaceutical Society of Tasmania (PSA) through a State Government tender process were awarded funding to conduct a social marketing campaign to coincide with campaigns implemented by Quit Tasmania. The PSA, in partnership with Quit, developed and aired a television commercial to promote the utilisation of pharmacists as a readily available and accessible resource for smoking cessation, along with a Fax Referral system to enable Pharmacists to refer clients to the Quitline for additional information and support. There were 25 fax referrals received from 17 pharmacies during the 3-week campaign period.

Campaign Background

The *Everybody Knows* campaign was developed by the Cancer Institute NSW and presents a series of memorable scenes from the many existing campaigns that have been aired in Australia over the past few years in a 60-second television commercial that clearly shows the range of health consequences caused by smoking. The campaign recognises that smokers may already know the health consequences of smoking but still continue to smoke, highlighting the fact that quitting smoking can be hard and that smokers may need help to break their habit once and for all.

Campaign Aims and Objectives

The primary aim of the *Everybody Knows* campaign was to move smokers a step closer to quitting by encouraging them to put the words 'give up smoking' on their personal agenda for today rather than on the list of 'things I'll do in the future'.

The main objectives of the campaign were:

- To motivate smokers to quit immediately.
- To increase awareness of the health consequences of smoking.
- To greatly decrease smoking rates in Tasmania.

Target Audience

The campaign was aimed at all Tasmanian smokers aged 18 years and over.

Tasmanian Smoking Rates

In 2004, ABS National Health Survey data records the Tasmanian smoking rate at 25.4% which equates to approximately 86,400 smokers. This includes both daily or regular smokers (24.1%) and occasional smokers (1.3%). In comparison, the previous ABS National Health Survey in 2001 found the smoking rate to be 24.4%. Although statistically not significant, smoking prevalence has increased in Tasmania by 1% since 2001. The 2004 survey found never smoked and occasional smoking prevalence to have declined suggesting an uptake of daily or regular smoking by young people.

The 2004 survey found the highest proportion of current smokers to be males in the 18 to 34 age group (39.6%) followed by females (32.7%). The high rates of smoking amongst younger women of child bearing age is a major concern, according to the latest statistics available from the Perinatal Data Collection, in 2006 some 27.2% of Tasmanian women smoked while pregnant.

Mass Media Campaign

When planning any media buy for Quit campaigns, there is a need to look at all media options available to be able to best promote the campaign to the Tasmanian community whilst working within budget constraints. Historically, Quit campaigns in Tasmania have shown that television can be quite a powerful way of getting a health message out to a large cross section of the community. Therefore, Quit Tasmania concentrated its paid advertising budget on a statewide television buy to air the *Everybody Knows*, *Quit Tas Website* and *Quit Tas SMS* ads. In order to maximise our outcomes, an advertising buy on all three commercial television stations in Tasmania was implemented.

The number of television advertisements that were able to be purchased was less than we would normally receive because the costs associated to buy a 60-sec advertisement were much higher.

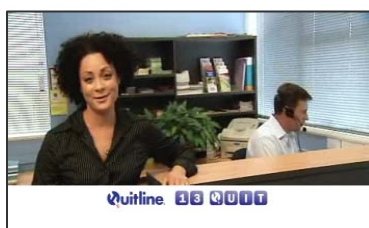


Television

The television campaign featured a 60-sec advertisement entitled *Everybody Knows*. It features a montage of well-known, smoking-related diseases taken from graphic anti-tobacco campaigns that have been shown in Australia over the last decade. It focuses on what everybody knows, but what some smokers still ignore. The minute-long advertisement ends by acknowledging that quitting smoking can be hard but help is available to break the habit once and for all with a 'call to action' to call the Quitline or talk to their GP or Pharmacist.



Three 'call-to-action' advertisements were used throughout the campaign. The 'call-to-action' ads were developed by Quit Tasmania to promote the Quitline service and also the ability to order an information Quit Pack online or via SMS.



Campaign Response

The main aim of a Quit campaign is to motivate and encourage smokers to consider quitting. Of those that have been motivated to quit smoking as a result of viewing the campaign, some will choose to go it alone, some may seek assistance from their Health Professional (GP or Pharmacist), and others may contact Quit Tasmania for more specific information or advice.

When people contact Quit, data is collected as to where the contact originated from (Quitline, Website, SMS or other) and more specific data is kept as to the gender of the person and the area which they live.

Pre Campaign

Quit Tasmania received 268 requests quitting information in the month leading-up to the campaign beginning on March 9 (approx 67 a week). Of these requests, 57.09% (153) were received through the Quitline, 10.82% (29) online through Quit Tasmania's website, 0.37% (1) via SMS and 31.72% (85) by other means.

Campaign

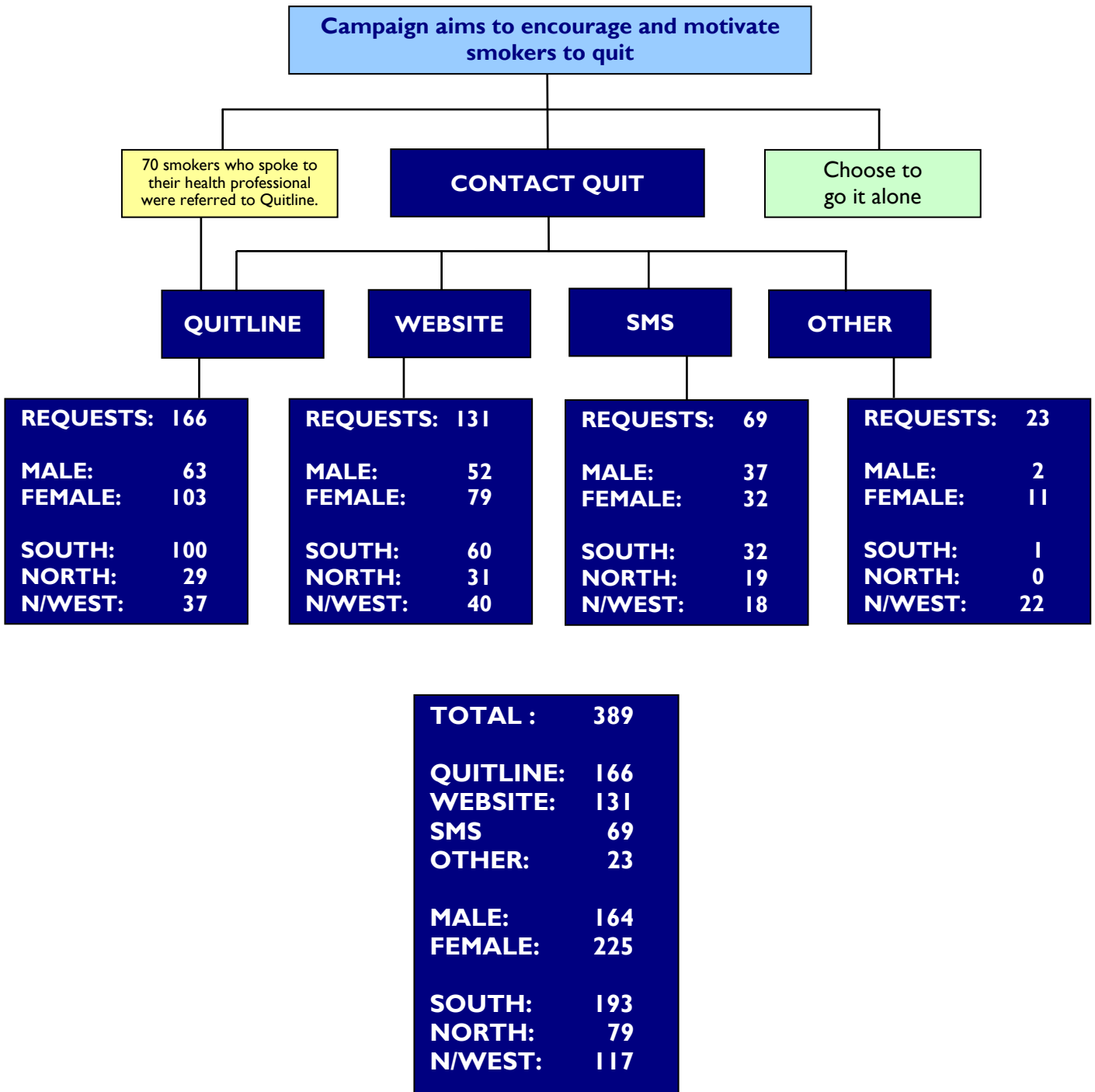
The campaign generated a total of 389 requests for a Quit Pack (129 per week). Of these requests, 42.67% (166) were received through the Quitline, 33.68% (131) online through Quit Tasmania's website, 17.74% (69) via SMS and 5.91% (23) by other means. There were 102 individuals that spoke directly with a Quitline advisor to receive more specific information to meet their needs, and 60 individuals registered to receive ongoing support through the Call-Back program.

Post Campaign

Quit Tasmania received 242 requests quitting information in the month after the campaign had finished (approx 60 a week). Of these requests, 78.92% (191) were received through the Quitline, 19.01% (46) online through Quit Tasmania's website, 1.24% (3) via SMS and 0.83% (2) by other means.

Overall, the feedback received was quite positive, with some Quitline callers commenting that the campaign was upbeat and showed the positive aspect of quitting instead of what might happen if they'd continued to smoke. The campaign was successful in increasing requests for quitting information and also in promoting Quit's Website facility.

Summary of the response to the campaign.



Quitline

The Quitline operates nationally and is accessible to callers for the cost of a local call (calls from mobiles are extra). As a result of an increase in volume of calls to the Quitline most states in Australia, including Tasmania, have engaged the services of a call centre to answer the Quitline as the first point of contact.

When a person first contacts the Quitline they can request a free self-help Quit Pack, where their details are taken down and emailed to Quit Tasmania's office for preparation & mailing. If the person requests to speak with an Advisor, they are patched directly through to an advisor based within Quit Tasmania's office.

In Tasmania, callers can speak with a Quitline Advisor during normal business hours, Monday to Friday. However, for the duration of this campaign, callers wanting to speak with an advisor could do so up until 9pm Mon-Fri, and between 9am and 6pm on weekends. For the majority of callers to the service, Advisors discuss individual quitting strategies, offer additional resources on giving up smoking and explain the Call-Back program.

A proactive Call-Back service is available to all clients of Quit Tasmania where a Quitline Advisor takes the caller through the process of quitting in a well structured schedule according to National Protocols. The Call-Back service can help keep clients to remain motivated during their quit attempt, as well as increase a person's chance of quitting successfully. A referral program for health professionals and other sources is integrated that enables all health professionals to refer clients to the Quitline.

If a caller to the Quitline only requests a Quit Pack, a letter in the pack outlines that ongoing support through the Call-Back program is available to them. If they wish to take up this offer at a later stage, all they need to do is call the service to register.

There were 102 individuals that spoke directly with a Quitline advisor to receive more specific information to meet their needs, and 60 individuals registered to receive ongoing support through the Call-Back program.



Website

The Quit Tasmania website, www.quittas.org.au, is another way that individuals can access information about quitting smoking. The website was promoted through a specific Website TV advertisement.

Visitors to the website are able to order a free Quit Pack online or download other quitting related material. During the campaign, the Quit Tasmania website received 4,824 visitors (approx 229 a day) with a total of 29,520 hits. Of the visitors to the website, 131 requests were received to order a Quit Pack.

SMS

As a result of the popularity in previous campaigns to order a Quit Pack via SMS it was decided to air the SMS 'call-to-action' television advertisement again. There were 69 requests received from smokers for quitting information during the campaign period.

Pharmaceutical Society of Tasmania Campaign

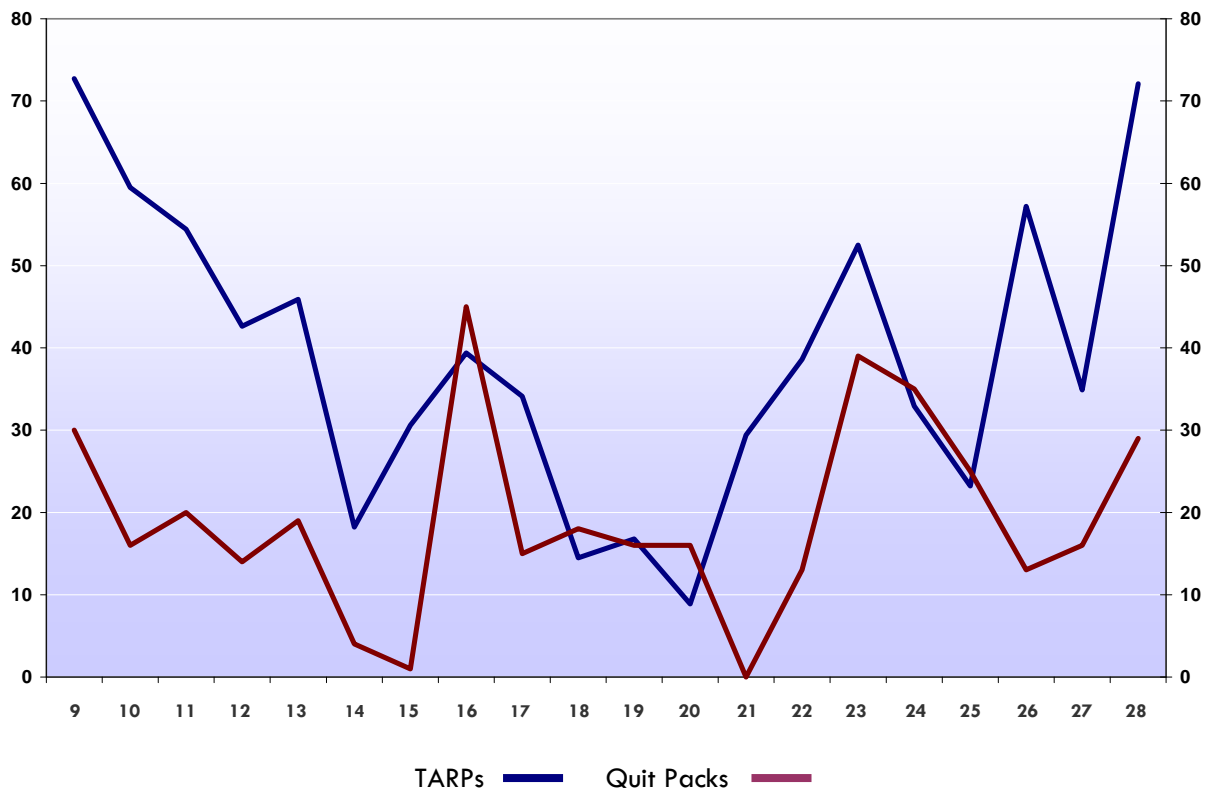
The Pharmaceutical Society of Tasmania (PSA) through a State Government tender process were awarded funding to conduct a social marketing campaign to coincide with campaigns implemented by Quit Tasmania in March and May 2009. The PSA, in partnership with Quit, developed and aired a television commercial to promote the utilisation of pharmacists as a readily available and accessible resource for smoking cessation. A Fax Referral system was also introduced to enable Pharmacists to refer clients to the Quitline for additional information and support. Five training seminars were conducted with Pharmacists and Pharmacy Assistants statewide to create awareness of the campaign and the fax referral system in the lead-up to campaign beginning. As a result of the training delivered prior to the campaign starting on March 9, there were 31 referrals received at the Quitline, with an additional 25 fax referrals received during the 3-week campaign period.



Media Campaign Results

The total number of ads aired during the campaign statewide on WIN Television, Southern Cross Television and Tasmanian Digital Television combined was estimated to be approximately 280 commercials including bonuses and CSAs with a TARP level of 792.5 (an average of 264.17 a week). Data provided by Southern Cross Television indicates that the campaign had an average reach of 56.1% with a frequency of 4.1 times viewed.

TARP* levels vs Quit Pack requests (March 9 - 28, 2009).



*TARP stands for 'Target Audience Rating Point' and is the percentage of a specific target audience viewing a program at any one time.

Resources

A number of resources are used during a campaign to make available to both individuals and organisations on request either through Quit Tasmania's office, the Quitline and also online through Quit Tasmania's website.

Quit Packs are available to individual smokers on request through either the Quitline, online, via SMS or from Quit Tasmania to support their quit attempt.

A Quit Pack consisted of the following material during the period of the campaign:

- A congratulations letter including details on call-back program
- The 'Quit Because You Can' booklet
- A 'Quitting Smoking – the first few days' fact sheet
- A 'Choosing the Best Way to Quit' booklet



In addition, Quit Pack material can be tailored to suit a callers needs eg: pregnancy, mental health etc. Quit Tasmania also made available resource material to organisations and individuals during the campaign on request.

Summary

A Quit campaign's primary aim is to target smokers and motivate them to quit immediately by making them think about the consequences of continuing to smoke. Smokers who were not considering quitting at this particular point in time are encouraged to think about putting quitting on their personal agenda, those who are contemplating quitting are encouraged to take action, and those who have quit, to maintain and reinforce their decision to quit. In addition to prompting smokers to take action, the Quitline, Website and SMS were promoted in association with the campaign message to encourage quitters to seek information to maximise their chances of success.

Quit Tasmania implemented a statewide mass media campaign aimed at all Tasmanian smokers to consider quitting while highlighting the various health effects caused by smoking. The feedback received from people, as well as the response to the Quitline from smokers requesting information about quitting, indicates that the campaign was successful towards achieving its objectives.

Utilising television advertising can be a cost-effective way of communicating an important health message to a large audience in the community. However, the airing of a 60-second television campaign impacted on the number of advertisements that were able to be purchased, particularly in the higher rating shows that can achieve maximum coverage. Therefore it is necessary, when planning any media buy, to look at the best possible "value-for-money" time spots.



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