

## ANALYSIS/DISCUSSION

### Media Components

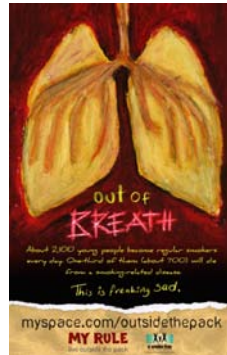
- “Date” television and radio commercial:
  - Message: normative non-smoking, negative attitudes towards smoking
  - Sample concept analysis comment: “There is a strong social normative component, especially from the opposite sex.”
  - Sample focus group comment: “The storyboard also had a significant impact on all of the participants and they related to it much more so than to the basketball one. They thought it was funny and entertaining and it captured their attention.”
- “Operation PUPPET” television and radio commercial:
  - Message: negative attitude towards smoking, collective attitudes against tobacco companies (social networking)
  - Sample focus group comment: “Kids don’t want to smoke but different people want you to. They are making it more addicting for kids to smoke, like puppeteers.”
- Booklet
  - Message: health consequences, and suggested messages (see Methods)
  - Modifications based on recommendations from young participants regarding the language/ images/ colors (e.g. modification recommended to remove childish language)
- School Activities
  - School teams have been organized to lead assemblies that include the cigarette character, a 7 minute presentation, a Smoke Free pledge wall, and distribution of booklets and promotional items.
- MySpace
  - Contests have been developed to include a wallpaper showdown, an anti-smoking commercial, a smoke free jam, a no puff pledge and naming of the cigarette character. Contests were posted on MySpace bulletins and blogs. Winners receive a Smoke Free prize pack that includes an iPod, a digital camera, a backpack, and other items.
  - The weekly change in views of the MySpace page is significantly correlated with friends joining the MySpace page, Spearman's  $r(11) = .66, p < .05$ . This suggests that, for those who actually visit the page, they are inclined to join as a friend. As of October 31, 2008 there were 208 friends.
- YouTube
  - “Date” was posted on YouTube June 2, 2008 and has since received 178 views. “Operation PUPPET” was posted August 25, 2008 and has since received 52 views.

### Future Directions

- Future directions include:
  - Continued media development and release
  - Interactive school based approach (e.g., peer skits)
  - Outcome based evaluation (e.g., smoking experimentation rates decrease)

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## The Development and Implementation of a Youth Tobacco Prevention Media Campaign

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## ABSTRACT

Nine out of 10 adult U.S. smokers initiate tobacco use before the age of 19 (US Department of Health and Human Services [USDHHS], 1994). As exposure to cigarette advertisements and early initiation increase the risk of smoking, incorporating community-wide anti-tobacco media efforts are integral to youth smoking prevention (Substance Abuse and Mental Health Services Administration [SAMHSA], 2002a).

*My Rule: Live Outside the Pack* is a youth tobacco prevention media campaign with a target demographic of over 540,000 predominantly Hispanic youth aged 10-15 years within the border region (El Paso, TX; Cd. Juárez, México; Las Cruces and Alamogordo, NM). Empirical evidence and relevant behavior change theory guided campaign planning and development. Namely, known predictors of smoking initiation (e.g., lack of resistance skills, positive attitudes toward smoking), and effective vs. ineffective prevention strategies (e.g. community involvement, synergistic approaches) were examined. Youth-relevant principles of the Social Network Theory and the Theory of Planned Behavior supported the following aims: to increase resistance skills and negative attitudes toward smoking and initiation, increase awareness of non-smoking as normative in youth, and ultimately aid in preventing smoking experimentation, initiation, and/or regular smoking in the border region.

Multiple formative evaluation processes were utilized to increase the likelihood the campaign elements were empirically and theoretically based and appealed to the target audience. Experts provided content analyses of messages to ensure empirical and theoretical foundations. Focus groups of children in the target age range were conducted to assess message awareness, message appeal, and the likelihood messages would be remembered. Revisions were made based on formative evaluation elements. As youth smoking initiation peaks during summer months (SAMHSA, 2002), the media campaign was launched just prior to the summer season. Culturally adapted and age-appropriate messages were used in the following media forms: 2 radio spots (English and Spanish), 2 television commercials, one highway and 38 convenience-store billboards near elementary and middle schools, interactive prevention booklets for school students, and MySpace ads as well as the MySpace profile: [www.myspace.com/outsidethepack](http://www.myspace.com/outsidethepack). Thus far, the MySpace profile boasts 208 friends who provide peer support, as well as 230 YouTube views of the two television spots.

Future directions entail regional school based assessments of campaign awareness and satisfaction, as well as smoking attitudes and behaviors to explore differences in smoking rates since prior to the campaign's inception. The current project is the first to employ thorough research and planning for broad media coverage with the aims of decreasing smoking behavior and initiation in the predominantly Hispanic youth of the border region.

## INTRODUCTION

### Empirical Considerations

- Nine out of 10 adult U.S. smokers initiate tobacco use prior to age 19, while individuals who do not start by adulthood will likely never smoke (US Department of Health and Human Services [USDHHS], 1994)
- Each day in 2007, an average 6,100 individuals at least 12 years of age initiated smoking (SAMHSA, 2008)
- Smoking rates increase steadily by year of age up to 21 years—1.7% at age 12 to 43.5% at age 21 (SAMHSA, 2003)
- Youth are more likely to initiate cigarette use during June and July than during other months (SAMHSA, 2002b)
- Of 12 to 17 year olds who smoke, 33.7% are daily smokers (SAMHSA, 2002a), suggesting a pathway to addiction that has likely begun at or before the age of 15.
- Risk factors for smoking initiation include:
  - Forming positive attitudes and normative beliefs about tobacco use
  - Experimentation
  - Peer and family approval and/or use of tobacco
  - Lack of parental involvement
  - Lack of resistance skills
  - Exposure to cigarette advertisements (Alexander et al., 2001; Dalton et al., 1999; Epstein et al., 2003; Flay et al., 1999; USDHHS, 1994)
- Similar risk factors have been found among Hispanic inner-city adolescents (Epstein et al., 2000a, 2000b; Epstein, Williams, et al., 1999; Kaplan et al., 2001)

### Theoretical Considerations

#### Social Network Theory (SNT)

- Social networks refer to targeted populations identifiable by coherent markers, such as children in a particular classroom or neighborhood (Kobus, 2003)
- Individuals in the social network serve as reference points for each other that may influence decision-making, attitudes, perceptions, and behavior
- Using a reversal of tobacco companies' target-market strategies, SNT is of value to a smoking prevention media campaign in that messages targeting refined groups (e.g. families, peer groups, *MySpace* friends) may influence more young individuals within the various networks than messages toward the population at large

#### Theory of Planned Behavior (TPB)

- Addressing *individual* cognitive processes, the TPB affirms that attitudes, social norms, and self-efficacy mediate behavioral intentions, which subsequently mediate behaviors
- TPB has been a useful approach to addressing smoking behavior (Conner et al., 2006; Harakeh et al., 2004)
- Smoking prevention media messages that increase negative attitudes toward smoking, change perceptions of subjective social norms, and improve self-efficacy in resisting smoking initiation may reduce intentions to smoke, thereby influencing non-smoking behavior

## METHODS

### Media Campaign Planning and Development

- A thorough market research paper guided message planning and development for stakeholders (The Laster Group, Paso del Norte Health Foundation, Evaluators)
- The market research paper entailed:
- Empirical considerations
  - Theoretical considerations
  - Audience segmentation and input
  - Effective and ineffective media campaign strategies
  - Message, settings, channels, sources, and senders
  - Communication methods and evaluation
- With stakeholder input, a creative brief was completed for the introduction and selection of concepts to be fully developed (e.g. tagline, images)
  - Expert evaluators analyzed concepts for empirical and theoretical appropriateness
  - Target youth focus groups assessed message appeal and effectiveness
  - Stakeholders suggested the following content for booklet media: coping strategies, peer modeling/pressure, resistance skills, legal ramifications of smoking, positive expectations of smoking, behavioral intent, addiction/quitting difficulty, and quit-line/resources for youth with friends or family who smoke

### Media Components

- To increase youth engagement, increase negative attitudes toward smoking, and promote self efficacy, the following tag line and character were adopted:

*My Rule: live outside the pack*



- The following mediums were launched May 26, 2008:
  - 39 Billboards (38 convenience store, 1 highway)
  - 2 Television commercials (“Date” and “Operation PUPPET”)
  - 2 Radio spots
  - A MySpace website and YouTube commercial posts
  - Posters (for display in middle schools)
  - Interactive booklets for school students

## FOCUS GROUPS RESULTS

### April 2008 Report

<b>Age (n)</b>	<b>15yrs (6)</b>	<b>14yrs (5)</b>	<b>13yrs (3)</b>
<b>Gender (n)</b>	<b>Male (3)</b>	<b>Female (11)</b>	
<b>Ethnicity(n)</b>	<b>Latino (11)</b>	<b>Non-Latino (2)</b>	

- Tagline, cigarette character, booklet pages, posters, billboards, “Basketball” and “Date” commercial storyboard and audio commercials were evaluated

Participants' Reaction to Media Pieces	
Components	Results
Tag line - My Rule: live outside the pack	Positive
Cigarette character	Positive
Booklet cover - original	Confused
Stress	Mixed
Smoking Can Control Your Life	Positive
Out of Breath	Positive
It Stinks	Positive
No Ifs, Ands or Butts!	Positive w/ recommendations
Be Yourself	Negative
Stickers	Positive
Choose to Refuse	Positive
Pledge	Positive w/ recommendations
Coupons	Positive
Cut It Out	Positive
"Date" Radio	Positive
"Date" Storyboard	Positive
"Basketball" Radio	Negative
"Basketball" Storyboard	Negative
Billboards	Positive
Posters	Positive

### July 2008 Report

<b>Age (n)</b>	<b>14yrs (8)</b>	<b>13yrs (9)</b>	<b>12yrs (5)</b>
<b>Gender (n)</b>	<b>Male (10)</b>	<b>Female (12)</b>	
<b>Ethnicity (n)</b>	<b>Latino (13)</b>	<b>Non-Latino (9)</b>	

- Evaluated “Marionette” and “Operation PUPPET” storyboards, two options for booklet cover and pages, and school activities

Participants' Reaction to Media Pieces	
Components	Results
“Marionette” storyboard	Mixed
“Operation PUPPET” storyboard	Positive
Booklet cover – Version A	Positive
Booklet cover – Version B	Positive
Do.Achieve.Live	Positive
Smoking Can Control Your Life	Positive
Out of Breath	Positive
It Stinks – Original Version	Positive
It's Fedunky – Modified Version	Positive
No Ifs, Ands or Butts!	Positive
Outside the pack	Positive
Stickers	Positive
Choose to Refuse	Positive
Pledge	Positive
Coupons	Positive
Cut It Out	Positive
Pledge Wall	Positive
Scavenger Hunt	Positive
Classroom Activities	Negative
Assemblies	Positive