

ABORIGINAL TOBACCO SOCIAL MARKETING CONCEPT TESTS TOP LINE REPORT

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Report prepared for:

Health Canada ✓

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EXECUTIVE SUMMARY

- This research consisted of a series of mini-groups conducted amongst First Nations, Métis and Inuit in order to test two creative concepts and recommend the best suited approach for the Aboriginal Tobacco Social Marketing Campaign, convincing the audience of the negative effects of SHS and motivating behavioural changes.
- Mini-groups were held in Iqaluit, Yellowknife, Trois-Rivières and Vancouver.
- Overall, Aboriginal peoples perceive these two creative concepts as mainstream advertisements and fail to understand how or why they would be specifically targeted.
- Participants feel that, within their communities, Health Canada should target anti-smoking messages to youth because they perceive that people start smoking at a much younger age these days.

- Both messages were perceived as very generic and repeating information participants already knew.
- In order to be effective, the message should focus on two specific elements that are both credible, have impact, and can motivate behavioural change:
 1. Children have a higher probability to smoke when their parents do.
 2. Focus only on a few typical household toxic substances that people know and fear.
- The vertical format is inadequate and difficult to handle and the visuals are lacking the impact needed to attract attention or motivate readership.

SERIOUSNESS OF TOBACCO AND SHS ISSUES

- First Nations, Métis and Inuit perceive tobacco and SHS as a serious problem for all Canadians and consider mainstream society to be as much at risk as themselves.
- Some participants claim they are more aware than ever of the negative effects of smoking, particularly of SHS, and are more careful in avoiding smoking in other people's houses or even in their own houses. A few say they now smoke exclusively outdoors.
- Participants seem to get their information about the effects of tobacco and SHS in the media in general, mainly on TV. A few participants recalled advertisements they had seen and referred specifically to MORGUE.

POSTERS EVALUATION

MESSAGE CONVEYED BY THE VISUALS

- The message was perceived as very generic, repeating information they already knew about the risks related to smoking and SHS.
- Many say the visual is not dramatic enough and would not really catch their attention.
- Most participants noted that people start to smoke at a much younger age and gave examples of youth 7-9 or 11 years old who had started smoking. With this in mind, most participants strongly suggested that Health Canada should target its anti-smoking messages specifically to this age group thus preventing they start smoking.

“It’s not later, when you are already addicted, that you should focus....for most adults, it’s difficult to quit.”

“People are now starting to smoke much earlier in life than they used to.”

PREGNANT BELLY CONCEPT

- The majority of participants thought this concept was targeted to pregnant women and thus disassociated themselves from the message.
- Even women who had children felt they would only be concerned if they would become pregnant again:
 - “It does not reach everyone. If you want to show it is harmful for the baby, show a fetus inhaling inside the belly.”
 - “...need to see the visual effects of smoke when you are pregnant.”
- The tag on the pregnant belly was often overlooked and, when probed, participants said they could not read the copy because the type size was much too small. Some wondered why there was a tag on the belly.

YOUNG BOY WITH TRUCK CONCEPT

- Some felt that the truck was too big compared to the size of the child and say they noticed it before they noticed the boy behind it.

“The toy is too big, you focus on the truck rather than on the kid.”

- The notification posted on the truck was too small to be read therefore this part of the message was ignored.
- The visual is not catchy enough and many feel the sub-heads should be more obvious on the smokes-rings background. Overall, this visual seems to lack punch and does not invite readership.
- Yet participants felt it was easier to relate to a child situation because they all had children. In the North (Iqaluit), participants thought it was awkward to see only one boy playing alone as they have more than one child per family.

MESSAGE NEEDED

- Participants felt they knew all this information and that the information was not really convincing them to change behavior.
- Many suggested that the campaign should stress that, if the parents smoke, there is a much higher probability that their kids will as well. This message is felt to be very credible. Therefore, putting an image that would portray this message would help people realize that their actions will affect the behavior of their kids in the future.

“Monkey see, monkey do.”

PORTRAYAL OF ABORIGINAL PEOPLES

- Participants feel this campaign is mainstream and do not identify specifically to it as portraying Aboriginal peoples. Neither the boy nor the belly are seen as reflecting their communities more than any other.
- The lingering smoke or the smoke rings are perceived as background pictures that simply say that the topic is smoking. Many failed to see the smoke in the background of the “Belly” concept while the smoke rings in the background of the boy concept could be perceived as fun when it should be lethal.
- Smoke rings are also considered lucky by some First Nations so they would be inappropriate in an anti-smoking theme.

REVIEW OF COPY

“WHAT IS SECOND HAND SMOKE?”

- Participants in all groups thought they knew what second hand smoke was and paid little if any attention to this block of copy.

“WHAT MAKES IT SO DANGEROUS?”

- Participants feel that the list of chemicals is too long and contains a lot of unknown elements which they don't relate to.
- In all groups, participants suggested focusing on chemicals that most people know and fear like arsenic, carbon monoxide or benzene.
- Some participants felt it was important to repeat that smoking in another room is dangerous because SHS remains in the environment and is still toxic regardless of such “precautions”.
- Some suggest repeating the smoking outdoors message in this section of the copy.

“WHY IS IT BAD FOR MY FAMILY?”

- Many quoted their own experience to dispute the first two paragraphs.

“My parents smoked when I was a kid and I don’t have health problems myself.”

“I smoke and yet my kids are alright.”

- The last paragraph was felt to provide very important and credible information.

“WHAT CAN I DO?”

- This last section gave information that everyone knew but, as a summary, most participants did not resent the repetition.

APPROPRIATENESS OF HEADLINE AND SIGNATURE

ENGLISH HEADLINE

- The English headline “Please don’t smoke around those you love” was felt to be adequate and to the point. The signature “That’s the good that you can do” was also felt to be appropriate.
- The tone was described as a gentle and/or warm call to action but most participants felt it would be too mild to convince people who are hooked to change behavior.

FRENCH HEADLINE

- The French headline “Plus vous en savez au sujet de la fumée secondaire...mieux vous pourrez protéger votre famille, vos enfants” (The more you know about SHS...better you will be able to protect your family, your children) was described as long, wordy and not striking.

- The alternate headline “S’il-vous-plaît ne fumez-pas en présence de ceux que vous aimez” (Please don’t smoke in the presence of those you love) was preferred because it was clear, direct and called to action.
- In Trois-Rivières, participants suggested that the statement on the last page “Pour votre santé, et pour l’amour des autres, vivez sans fumée à la maison” (For your health, and for the love of others, live without smoke in your house) could also be a very effective headline and that it would focus on a smoke-free home immediately.
- The signature “c’est ce que vous pouvez faire de mieux” (It’s the best you can do) was felt to tie in with the headline and a few participants suggested linking both statements at the end e.g. to repeat the headline before the signature.

LAYOUT AND READABILITY

- The long-narrow poster format was disliked and felt to be very difficult to handle. Participants almost unanimously suggested a horizontal rather than vertical fold out. Some also simply suggested producing a standard type leaflet, yet some felt they would not read this document whatever format it might take because it was not attractive and informative enough.
- Many felt that “Belly” was easier to read because the white letters were on a darker background and because the type face selected was much easier to read.
- Many also suggested using red for the sub-heads on each page like on the “belly” concept to at least attract their attention and make them aware of the nature of the message that followed on each page.

MOTIVATION AND IMPACT

- Overall, both concepts seem to generate very little motivation. Participants say they “know it all” and the visual is not powerful or dramatic enough to convince them to take action.
- These concepts would not become conversation pieces and would probably not be used. They stand a chance of being thrown away in the recycling bin very quickly without being read.

COMMUNICATION

- Direct mail is generally perceived as one of the best ways to reach the target audience.
- Participants feel they are already aware of the issues related to tobacco and SHS and have gotten this information through a variety of means: mainstream electronic media (such as TV, radio, newspapers) as well as leaflets at community or friendship centers in their community or the health care network (doctor's offices, nurses, hospitals or CLSC).
- In Eastern Canada, participants prefer to receive this type of information in an envelop while Westerners have a slight preference for plastic wrap.

THE INAC UPDATE

- This publication is unknown everywhere but in Trois-Rivières where it was very well liked because it was not partisan.

SUGGESTIONS MADE BY PARTICIPANTS

- Many wish that this document focused more on SHS and suggested indicating this clearly at the beginning by saying:
“What you need to know about
second hand smoke.”
- The majority of participants suggest making the message more punchy, more appealing both in terms of visual and in terms of copy.
- Many repeated that Health Canada should target its anti-smoking messages to 7-11 year olds before they start smoking.
- The fact that kids that have parents that smoked have a much higher propensity to smoke really hit home strongly and might convince some parents who smoke to quit.
- Both in Iqaluit and Trois-Rivières, it was suggested to possibly add a statement on how harmful smoking can be for pets as well (especially for those who are not pregnant or who don't have kids). For many, pets are also part of the family.

CONCLUSIONS

- Overall, both concepts are perceived as mainstream as opposed to belonging into aboriginal social marketing campaigns.
- These concepts are perceived as repeating well known information and lacking the visual impact needed to motivate readership or behavioural change.
- It is also perceived as focusing on pregnant women or young children when participants feel Health Canada needs to target tobacco and SHS programs to 7-11 years old, before they start smoking.
- The vertical format is judged inadequate and difficult to handle. These concepts are not perceived as posters and would not be used as such.
- In order to be efficient, the message content should focus on two specific elements:
 - the fact that kids will copy their parents and thus that children who live with parents who smoke have a much higher probability to become smokers themselves
 - using only a few toxic substances to create a dramatic impact without destroying credibility because the list becomes overwhelming.

CAMPAGNE DE MARKETING SOCIAL CONTRE LE TABAC ÉVALUATION DE CONCEPTS FAITS SAILLANTS

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BINGHAM



FAITS SAILLANTS

- Cette étude a été effectuée sous forme de mini-groupes de discussion réalisés auprès des Premières Nations, des Métis et des Inuit afin d'évaluer deux concepts et de recommander l'approche qui convaincra le mieux les autochtones des effets nocifs de la fumée secondaire et qui les motivera à changer de comportement dans le cadre de la campagne de marketing social contre le tabac.
- Les mini-groupes ont eu lieu à Iqaluit, Yellowknife, Trois-Rivières et Vancouver.
- Globalement, les autochtones perçoivent que ces deux concepts ciblent le public canadien en général et n'arrivent pas à saisir comment ou pourquoi ils devraient être visés de façon spécifique.
- Les participants estiment que, dans leurs communautés, Santé Canada devrait cibler les jeunes de façon particulière parce qu'ils remarquent que les gens commencent à fumer de plus en plus jeunes.

- Les deux messages sont perçus comme génériques et répétant de l'information qu'ils connaissent déjà.
- Afin d'être efficace, le message devrait être centré sur deux éléments spécifiques qui sont à la fois crédibles, ont de l'impact et sont susceptibles de susciter des changements de comportements:
 1. Il est beaucoup plus probable que les enfants fumeront si leurs parents fument.
 2. Choisir un nombre restreint de substances toxiques que l'on retrouve dans des foyers typiques et que les gens craignent pour ne pas en diluer l'impact.
- Le format vertical est inadéquat et difficile à manipuler. Les images manquent d'impact pour attirer l'attention et susciter la lecture.