

South Dakota Department of Health Tobacco Control Program
2008/2009 Advertising Evaluation Study
“Be Tobacco Free South Dakota” Campaign

Executive Summary



Prepared by:
Tara Buehner, Graduate Research Assistant and Project Manager
Department of Journalism and Mass Communication
South Dakota State University

Roxanne Lucchesi, Professor
Department of Journalism and Mass Communication
South Dakota State University

Dr. Lyle Olson, Professor
Department of Journalism and Mass Communication
South Dakota State University

July 10, 2009

Executive summary and implications

The South Dakota Department of Health Tobacco Control Program funded a study to evaluate the effects of the 2008-2009 “Be Tobacco Free South Dakota” (BTFS) advertising campaign. This executive summary highlights the objectives, methodology and findings of the campaign evaluation. Advertising was scheduled in two flights during November 2008 and January 2009. The study was designed to measure consumer perceptions of businesses that have smoke-free policies and compare consumer attitudes about wanting smoke-free public environments before and after exposure to the advertising campaign. It was also designed to measure recall and attitudes about the advertisements in the campaign. Telephone surveys were administered before and after the campaign ran. Respondents represent a statewide sample, with over 400 surveys completed during each survey period.

Recall of advertising about secondhand smoke and smoking in public places increased significantly between the pre and post-campaign surveys. Over 80% of respondents recalled seeing advertisements about secondhand smoke during the past 30 days in the post-campaign survey. This represents a significant jump compared to the pre-campaign recall of 38%. When prompted with a more specific question about recall of advertisements related to smoking in public places, 48% of post-campaign respondents noted seeing or hearing advertisements compared to 24% of pre-campaign respondents.

Question: In the past 30 days have you seen or heard any advertisements about ...

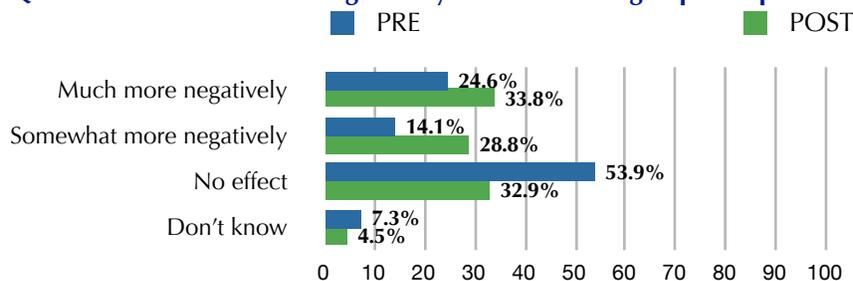
Survey*	Prompt #1: secondhand smoke	Prompt #2: smoking in public places
Pre campaign survey	38.3%	24.3%
Post campaign survey	80.5%	47.6%
<i>Percentage-point change</i>	42.2%	23.3%

*Results weighted by gender

The “Be Tobacco Free South Dakota” campaign represented the majority of recalled advertisements for the open-ended questions about secondhand smoke and smoking in public places. The *Heather Crowe* advertisement achieved 40% of mentions with the secondhand smoke prompt and an additional 14% of mentions for the smoking in public places prompt. The *Escape* ranked second with 18% and 14% of mentions. The *Debate* advertisement achieved 15% and 9% of mentions when asked these general prompts.

The recalled advertisements impacted how respondents viewed smoking in public places and workplaces. The pre-campaign survey revealed that 25% of respondents who saw advertising related to this topic viewed smoking “much more” negatively while the post reported that 34% of respondents who saw the advertising viewed smoking “much more” negatively. There was a significant decrease in those who felt the advertising had “no effect” on how they viewed smoking in public places, with a reduction from 54% to 33% of respondents between the survey periods.

Question: Did the advertising make you view smoking in public places and workplaces ...



Aided recall of the BTFSD campaign advertisements was significantly higher than unaided recall, with 73% recall of the *Heather Crowe*, 63% recall of the *Escape*, and 62% recall of the *Debate* advertisements. The campaign slogan was recalled by 49% of respondents overall, but had a higher 63% recall among respondents age 18-34. The newspaper advertisement was recalled by 10% of respondents.

Comparison of recall rates for advertisements in the Be Tobacco Free South Dakota advertising campaign

	<i>Heather Crowe</i>	<i>Escape</i>	<i>Debate</i>	<i>Slogan</i>	<i>Pop Quiz</i>
Total Survey*	73.1%	62.7%	61.6%	49.3%	9.8%

*Weighted by gender

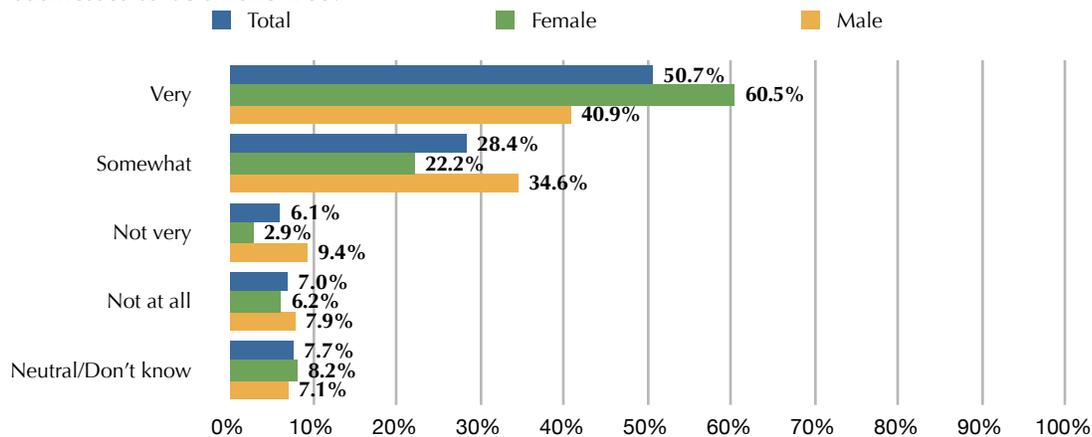
The BTFSD campaign reached 90% of survey respondents. Reach among females was slightly higher at 92% compared to reach among males at 88%. These numbers reflect those respondents who recalled one or more of the campaign advertisements.

BTFSD overall campaign recall of one or more advertisements

Total - weighted by gender	90.0%
Gender	
Female	92.0%
Male	87.9%

The advertisements were effective at increasing respondents’ desire for businesses to be smoke-free. Approximately 51% of all respondents said the ads were “very” convincing and another 28% said they were “somewhat” convincing. Females reported that the ads were “very” convincing at a much higher rate than males (61% versus 41%).

Question: How convincing were the ads you saw or heard from this campaign at increasing your desire for businesses to be smoke-free?



The advertisements were also effective in changing respondents’ beliefs about secondhand smoke in public places, with 41% of respondents noting the ads were “very” convincing and 25% noting the ads were “somewhat” convincing. Females again reported the ads were “very” convincing at a higher level than males (49% versus 32%).

Respondents recalled seeing these ads on television and to a lesser degree in newspapers and on radio. However, a media mix is essential to reach different segments of the population. While all segments had high recall of the television advertisements, younger respondents and men had higher levels of recall for radio. Older respondents and women recalled newspaper advertisements at a higher level. When naming

their top media sources, respondents confirmed the need for a media mix. Television ranked first for all age segments; 61-65% of respondents named it as their top media source. Internet was mentioned as a primary source by 20% of respondents age 18-34 and 14% of respondents age 35-44. Newspapers were mentioned as the primary source by 16% of respondents age 45-64 and 19% of respondents age 65+.

Visitation to the web site was low at 4% of respondents. However, almost 7% of respondents age 18-34 and 5% of male respondents reported visiting the site.

After the campaign ran, there was a shift in how respondents felt about the effects of secondhand smoke in each of the environments they were asked about. In the post-campaign survey, 82% of respondents said it was a “serious” health hazard at home, 73% at work and 63% in public places such as restaurants, bars, shopping centers and sports venues. This represents about a ten percentage-point increase compared to the pre-campaign survey in each category.

% of respondents who feel secondhand smoke is a serious health hazard		
A home environment	Pre:	71.2%
	Post:	82.1%
A public place, meaning a restaurant, bar, shop, mall, shopping center, or sporting venue	Pre:	54.9%
	Post:	63.2%
A workplace	Pre:	65.2%
	Post:	73.1%

The most significant shift in attitude about where smoking should be allowed was related to bars. Prior to the campaign, 22% of respondents felt smoking should be allowed “everywhere” in bars. After the campaign ran, 15% felt this way.

Preferences for smoke-free environments was evident in both surveys, with 73% of pre-campaign respondents, 77% of post-campaign respondents and 80% of those who saw the campaign indicating they would be more likely to go to a restaurant where smoking was not allowed if all other variables were identical.

Implications of this pre/post campaign evaluation are that advertising can be effective in generating awareness and changing attitudes about secondhand smoke and smoking in public places. Using a mix of creative executions aids in the recall of the overall campaign and is important because different creative messages appeal to different segments of the population. While television is the dominant advertising medium, using a media mix is also important in increasing the reach of an advertising campaign. Strategic placement of advertising is essential in reaching younger consumers, men and smokers.

Acknowledgments

The South Dakota Department of Health (SD DOH) supported this advertising campaign evaluation study. Derrick Haskins, SD DOH Tobacco Control Program Coordinator, was the primary contact. The South Dakota State University Department of Journalism and Mass Communication supported the project. Special thanks goes to Department Head Dr. Mary Arnold and Senior Secretary Betty Nelson. Tim Weelborg, South Dakota Enterprise Institute, Brookings, SD, managed the call-center for this survey.