



MEDIA TRACKING SURVEY HIGHLIGHT REPORT

BACKGROUND

Tobacco use costs Hoosiers 9,700 lives and \$1.9 billion each year. With the seventh-highest adult smoking rate in the United States, Hoosiers must continue to take action in reducing the tobacco burden and reversing its devastating effects through the Indiana Tobacco Prevention and Cessation (ITPC) programs.

The Indiana Tobacco Use Prevention and Cessation Trust Fund and Executive Board exist to prevent and reduce the use of all tobacco products in Indiana and to protect citizens from exposure to tobacco smoke. Following the Centers for Disease Control and Prevention (CDC) Best Practices for Tobacco Control, Indiana established a tobacco control program that is coordinated, comprehensive, and accountable. The Hoosier model for tobacco control incorporates elements from all nine categories recommended by the CDC and has five major categories for funding. The Hoosier model consists of Evaluation and Surveillance; Community-Based Programs; Statewide Public Education Campaign; Enforcement of Tobacco-Related Laws; and Administration and Management.

Educating Hoosiers on the risks associated with secondhand smoke continues to be a primary goal of the public education campaign. Extending the “Right to Breathe” campaign, ITPC maintained the message that everyone has the right to breathe smoke-free air. The attitude persists among Indiana residents that while secondhand smoke is harmful, a “little bit” of secondhand smoke is not. The “Expert Does” television commercial addressed the damage that secondhand smoke causes in as little as 7 minutes. Identifying the need to help Hoosiers

recognize the harms of working in a smoky environment, ITPC reached out to national comedian René Hicks, whose comedy sketches now include bits related to the harms of smoking in June of 2005.

In its ongoing efforts to assess tobacco control initiatives, ITPC is conducting annual telephone surveys to gauge the effectiveness of the public education campaign. Survey questions measure awareness of anti-tobacco efforts and changes in important tobacco-related knowledge, attitudes, and beliefs among Hoosier adults, which have been demonstrated to be key predecessors to changes in behavior. This survey is part of the overall evaluation plan to assess ITPC’s comprehensive tobacco control program components.

The first of these surveys was conducted in September 2001 prior to the launch of the statewide campaign. Subsequently, surveys were administered annually in 2002–2005. ITPC uses the results to measure the effectiveness of countermarketing campaign in changing attitudes and beliefs in relationship to exposure to the ITPC media messages. The following highlights key findings from the 2005 media survey.

KEY SURVEY FINDINGS

Advertisement awareness is the first major step in an effective campaign because people must be aware of advertisements to be influenced by them. Findings from other state and national campaigns suggest that advertisement awareness increases anti-smoking knowledge, attitudes, and beliefs, leading to reduction in smoking.

- Overall awareness of the campaign remained at similar levels to previous years, despite substantial cuts in the advertisement budget. Although the results noted a 5% decrease from 2004, this decrease was not statistically significant. Notably, the confirmed awareness of television ads decreased only by 2%. However, confirmed awareness of radio advertisements declined significantly from 2004.
- Hoosier adults who were aware of at least one ITPC radio advertisement were 94% more likely to be knowledgeable about (strongly agree with) the dangers of tobacco use than those with no awareness of radio advertisements.
- Adults who were aware of at least one ITPC radio advertisement were more than twice as likely (222%) to strongly agree they would feel comfortable telling people their age not to smoke, refuse cigarettes if someone offered them, and they would participate in community activities against tobacco use.

DETAILED FINDINGS

Awareness of advertising is key to changing targeted knowledge, attitudes, and beliefs. The survey asked about specific advertisements in all utilized media. The measure utilized to assess awareness is confirmed awareness, defined as respondents’ ability to recall some detail about the ad they claim to have seen.

- Three out of four Hoosier adults (73.2%) can recall at least one ITPC anti-tobacco advertisement.
- Sixty-nine percent (69%) of adults could recall at least one television ad.
- Whereas confirmed awareness for any medium and television and billboards did not change from the previous year, awareness of radio declined significantly, reflecting smaller media buys.

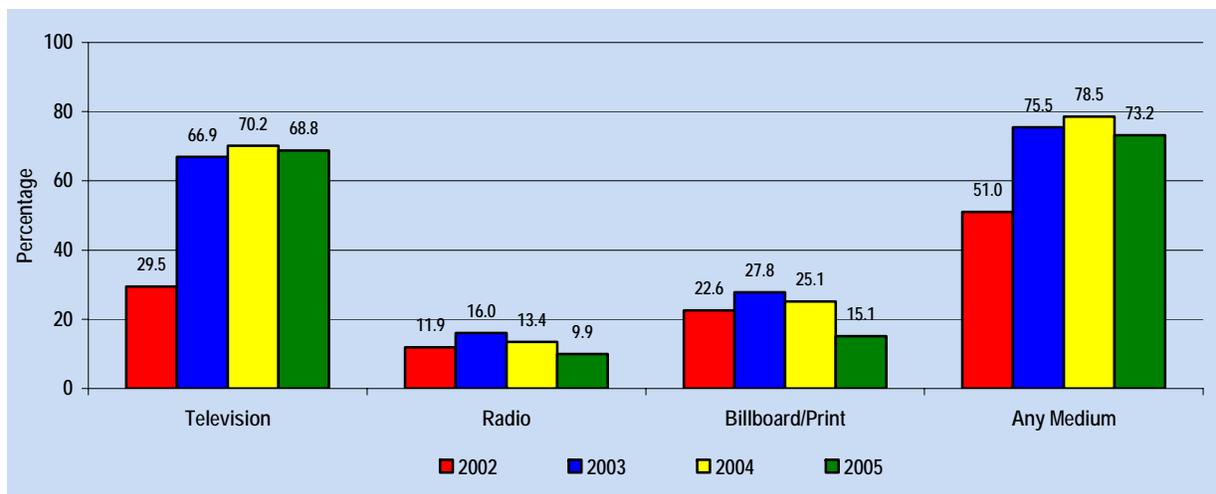


Figure 1. Confirmed Awareness of at Least One Advertisement by Medium and Year

CAMPAIGN EFFECTS ON CHANGING KNOWLEDGE, ATTITUDES, AND BELIEFS

Beliefs About Tobacco-Related Public Policy and Secondhand Smoke

The survey asked a series of questions about the problems of secondhand smoke and smoking policies in restaurants and at worksites.

- Thirty-nine percent (39%) of adults strongly agreed that all indoor work places (including restaurants) should be smoke free.
- Thirty-eight percent (38.5%) of adults strongly agreed that secondhand smoke is a serious problem, a significant increase from the baseline findings (30.3%).

Attitudes Toward Tobacco Companies and Tobacco Advertisement

Survey items gauged opinions about tobacco industry practices and respondents' feelings about tobacco companies and their influence.

- There was no relationship between media exposure and beliefs about tobacco industry. However, during this phase, the media campaign did not target tobacco industry beliefs.
- Approximately one quarter of Indiana populations believe that tobacco companies intentionally target minors and add chemicals to make their products more addictive.
- Only 12% of Hoosiers believe that tobacco companies should have the same rights as other industries to market their products.

Social Acceptability of Smoking and Social Empowerment

The survey asked a series of questions about the acceptability of smoking by family and friends. These questions were combined into a global measure of social acceptability. In addition, the survey asked whether one would be comfortable asking others their age not to smoke and take action against tobacco.

- Respondents who were aware of at least one ITPC billboard advertisement were 72% more likely to agree or strongly agree that smoking is not socially acceptable than those with no awareness of billboard advertisements.
- Respondents who were aware of at least one ITPC radio advertisement were more than twice as likely (222%) to strongly agree with the items comprising the social empowerment construct (i.e., that they would feel comfortable telling people their age not to smoke, that they could easily refuse cigarettes if someone offered them, and they would participate in community activities against tobacco use).
- In 2005, 52% of Hoosier adults believed that their family would prefer them not to smoke and 35% thought that their friends would not want them to smoke, both findings significant from the baseline results (41.1% and 28.6%, respectively), suggesting a shift in social acceptability of smoking in Indiana.

CONCLUSIONS

The overall awareness of the ITPC media campaign remained at similarly high levels as the year prior, with 73% of the population confirming awareness of at least one ITPC ad. As was the case before, about 69% of Hoosiers were able to recall at least one television ad. However, in 2005, awareness of radio ads declined significantly in comparison to 2004. In 2005, the findings yielded media-specific effects, with awareness of radio ads having a significant effect on social empowerment, and billboards and print ads affecting beliefs on dangers of tobacco use and social acceptability.