Information and Communications for Smoke-Free Environments

When you think of information and communications strategies, what comes to mind?
The most effective strategies depend on your audience and goals

- Who do you want to reach?
- What do you want to convince them to do?
- What message, messenger, and medium will be most effective in doing this?
Primary mass media communications strategies

- Paid mass media campaigns:
  - Reaches everyone, if you have sufficient resources
  - You can dictate the content, placement and timing of your messages
  - Best for general public

- Earned media (sometimes called “media advocacy”):
  - Reaches political audiences
  - Harder to control placement and content, but very cost-effective if done well
  - Best for decision makers
Other communications strategies

- One-on-one briefings of decision makers and opinion leaders

- Specialized information for specialized audiences: e.g. implementation guidelines directed at employers

- BEST STRATEGY: combine all of these!
Different stages, different messages

- Inform about coming law and how to comply; Build support for compliance
  - "Artery" (Australia, '96)
  - "Smoke-free works" (Ireland, '04)
  - Dangers of SHS exposure; Need for a law to protect; Benefits of a law

- Promote compliance successes and public support; Promote resources to quit
  - "Because we all breathe the same air" (Mexico, '08)
  - "Cigarettes Are Eating You Alive" (USA, '06)
  - Thank the public; Build further support for compliance

Counter tobacco industry misinformation

Source: World Lung Foundation Smoke-Free Media Messages timeline
Building initial awareness and support

- You want to raise awareness among the public
- You want to build support among decision makers (politicians and others) and opinion leaders (media and others)
- Message focus:
  - Harm caused by exposure to second-hand smoke
  - Why legislation is needed
  - Why designated smoking rooms don’t protect health
  - Success stories from other jurisdictions
Heather Crowe, Canada 1945 - 2006

MOVIE TEXT:

"I've been a waitress for 40 years to earn a decent living for my daughter and myself.

My doctor told me I had a smoker's tumor... and therefore, I'm dying.

I never smoked a day in my life. I never smoked.

The air was blue where I worked. And I'm dying of lung cancer from secondhand smoke."

The power of a personal story

- Framed the issue of smoke-free bars and restaurants as a workers’ health issue.
- Combined paid media campaign with earned media and personal meetings.
- In 2002, few provinces in Canada had smoke-free bar and restaurant legislation. In 2006, Canada’s two largest provinces became smoke-free, protecting 20 million people.

Preparing for implementation of legislation

- You want to raise public awareness of and support for the legislation
- You want to encourage compliance
- You want to prepare employers and managers to enforce
- You want to highlight the implementation date
Uruguay: Thanks a million

The Goal:
Collect a million signatures to say “thank you” to each of Uruguay’s smokers who would stop smoking in enclosed places beginning 1 March 2006.

Source: Ministry of Public Health, Uruguay
Uruguay: Thanks a million

The Process:

President Tabaré Vazquéd launches the campaign through a media videoconference

People could sign cards through an internet site or a toll-free telephone number

Ads promoted the campaign

Source: Ministry of Public Health, Uruguay
Uruguay: Thanks a million

The Result:

1.1 million signatures in two weeks

A moving billboard promoted the results

Source: Ministry of Public Health, Uruguay
Ireland: Smoke-free at work

MOVIE TEXT:

From March 29, enclosed workplaces become smoke-free by law.

Why? Because secondhand smoke causes serious and fatal diseases.

So even if you’re not working, remember, I am, and he is too.

Smoke-free works. Smoke-free, by March 29.

Office of Tobacco Control, Ireland. Website: Public Information Campaigns. Smoke-Free Workplaces.
http://www.otc.ie/communication_smokefree_camp.asp
Preparation of the public for implementation of smoke-free workplaces - particularly in bars and restaurants

Source: Ministry of Health, Norway

Source: Ministry of Health, Uruguay
United Kingdom: England

Source: Department of Health, U.K. Smokefree England
http://www.smokefreeengland.co.uk
After implementation

- You want to send the message that “the law is working” and “the law is popular.”
- Publicize enforcement efforts and emphasize high compliance
- Get business people in support of the law to speak with media
- Thank the public (and smokers in particular) for their compliance
Mexico

MOVIE TEXT:
When you breathe tobacco smoke, you inhale more than 250 toxic chemicals, like ammonia and arsenic.

How wonderful that we can now enjoy fresh air in enclosed public places.

Because we all breathe the same air.

Source: World Lung Foundation
"Because we all breathe the same air" (Mexico, '08)
United Kingdom
England: 97% compliance after two weeks

Smokefree England - One month on

97 per cent of premises inspected in the two weeks after 1 July were smokefree as required by the new law, data published today by the Department of Health reveals.

Minister of State for Public Health, Dawn Primarolo, said:

"When we introduced the smokefree law last month, we predicted that it would be largely self-enforcing based on experience elsewhere and the fact that three-quarters of the public supported the move.

"These figures confirm that, just as happened previously in Ireland then Scotland, England saw very high levels of compliance in the first few days. All the signs are that businesses and the public have taken the new law in their stride.

Uruguay: 80% support for law after 9 months

Knowledge and attitudes of Uruguayans regarding the decree prohibiting smoking

El conocimiento y las actitudes de los uruguayos frente al decreto que prohíbe fumar

Pero también hay un alto porcentaje de aceptación al decreto: el 80% de los encuestados se manifestó a favor del decreto, mientras que estaba en contra. Es bueno diferenciar en función de algunas circunstancias específicas. De acuerdo, como es previsible, son los fumadores. Aunque, medida. Ni que hablar los fumadores, con un 86% y, aún se nota es cuando se hace la pregunta según el personal están de acuerdo con el decreto, poco si lo del Frente Amplio.

80% of those surveyed were in favour of the decree and only 11% were opposed.

Equipos Mori. Estudio de "conocimiento y actitudes hacia el Decreto 268/005" (Regulación de consumo de tabaco en lugares públicos y privados). Organización Panamericana de la Salud, 2006. (Uruguay public opinion poll conducted by Mori research and sponsored by PAHO). http://www.presidencia.gub.uy/_Web/noticias/2006/12/OPS_Presentaci%C3%B3n
Targeted communications to institutions

- Meetings with key business associations, trade unions, and institutional management (such as government operations managers)

- Tailored and targeted materials:
  - Summarizing the law
  - Providing signs and sample communications to customers and employees
  - Clearly outlining institutional management responsibilities and enforcement mechanisms
Implementation guidelines: Ireland and United Kingdom - Scotland

**smoke-free bars**

**Guidelines for Bar Staff**

**The Law**
- From March 26, 2006, bars must be smoke-free.
- Smoking is not permitted in enclosed parts of the premises.
- Pub proprietors cannot permit customers to smoke in enclosed parts of the premises.
- On conviction, a person can be fined up to €2000.

**Why**
- Second-hand tobacco smoke causes cancer, respiratory disease, asthma, and many other serious diseases.

**If Someone Breaks the Law**
1. Draw their attention to the no-smoking sign.
2. Advise them that smoking is prohibited by law in the enclosed part of the premises.
3. Show them to any place where smoking is permitted, such as beer gardens or partially enclosed shelters.
4. Refuse service to anyone who continues to smoke and ask them to leave.
5. If a customer refuses to leave, follow usual procedures for dealing with anti-social behaviour.
6. If threatened seek the assistance of the Gardaí. Do not put yourself in danger.

**SMOKING IN THESE PREMISES IS AGAINST THE LAW**

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**Helping to get your business or organisation ready for the new law on smoking.**

A guide for employers, managers, and those in control of premises.

Guidance and signage.
Edinburgh, Scottish Government: Clearing the Air, Healthier Scotland, 2010
http://clearingtheairscotland.com/faqs/guidance.html

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Promoting a tobacco free society: publications.
Naas, Ireland, Office of Tobacco Control, 2010
http://www.otc.ie/nomm_pub.asp#signage.asp
Implementation Guidelines

The Tobacco Control Office of the Department of Health prepared implementation guidelines for managers of various statutory no smoking areas to implement smoke-free policy. The content of these guidelines include the steps and procedures as well as practical tips for managers to implement smoke-free policy.

United Kingdom
Smokefree England web site

Why smokefree?... What do I do?... Smokefree world... The latest.

A healthier England from July 1st 2007

On July 1st 2007 England introduced a new law to make virtually all enclosed public places and workplaces in England smokefree. A smokefree England ensures a healthier environment, so everyone can socialise, relax, travel, shop and work free from secondhand smoke.

This website provides you with information about the legislation and now you know how you can play an important part in maintaining smokefree England.

Members of the public who wish to report a breach of the new law should call 0845 587 5565.

More about compliance

England is now smokefree
Enjoy the smokefree

What do I do for a smokefree England?

Support & encourage

Smokefree workplaces

Smokefree events

Inform

Guidance and signage

Download guidance and signage to help you comply with the smokefree law

Sale of tobacco

From 1st October 2007 it became illegal to sell tobacco products to anyone under the age of 18.

At a glance

Smokefree regulations

Check guide

Smokefree Compliance Line

Stop smoking advice (toll free)

Smokefree England
– one year on


Use political champions as messengers

- Clear public commitment from senior political figures of their support for the law and their intention to support it
- High-level media and communications campaign highlighting this commitment
Office of Tobacco Control

Press Releases

Office of Tobacco Control launches television and radio campaign on introduction of smoke-free workplaces

A television and radio advertising campaign by the Office of Tobacco Control (OTC) to raise awareness about the introduction of smoke-free workplaces from 29 March next, was launched today (Tuesday, 2 March 2004) by the Minister for Health and Children, Micheál Martin TD. The creative work on the campaign was carried out by McCann Erickson Dublin and the campaign will commence on the country's television stations from today and local and national radio stations from Monday, 8 March next. The campaign will consist of two television ads – one based in a bar/restaurant and the other in an office – and a radio ad.

The campaign theme will be Smoke-free Works – in the sense that the legislation has been introduced to protect people from the adverse health effects of second-hand smoke while at work and that smoke-free works for health. The OTC's campaign will be part of the integrated Smoke Free at Work public information campaign.

"The first phase of the campaign will focus on informing the public about the adverse health effects of second-hand smoke – namely that it causes lung cancer and heart disease – as well as communicating the date on which the new smoke-free workplace legislation comes into force, 29 March next," the OTC's Director of Communication and Education, Valerie Robinson said.

Health Minister as champion
Micheál Martin TD

President as champion
Dr Tabaré Vázquez

Source: “Difusión de los Datos de la Encuesta Mundial de Tabaquismo en Adultos”, Presidencia de la República Oriental del Uruguay),
http://www.presidencia.gub.uy/WEB/fotos/2010/02/2010020902.htm

Image: Ministry of Public Health, Uruguay
Summary

- You can shape public opinion
- Lots of places have great experience to draw upon
- Spread the good news!