

The Ripple Effect:

Using Subnational Campaigns to Model Success for a National Effort in China

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WORLD LUNG
FOUNDATION

The China Context

One-third of all smokers in the world live in China.

That's 301 million people.

- 52.9% of men >15 smoke
- 7 in 10 n/s exposed to SHS weekly
- <1/4 aware of health risks assoc. with smoking/SHS exposure
- State Tobacco Monopoly + China National Tobacco Corp
- State-controlled media – strict censorship



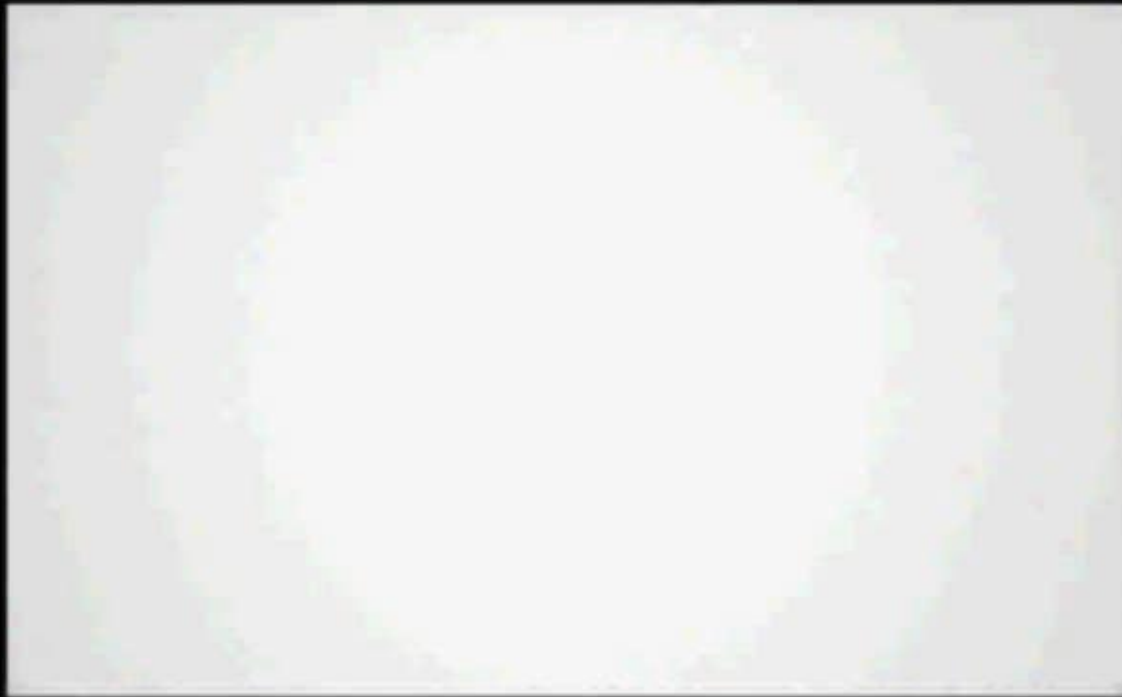
Opportunistic Beginnings



*and
others...*

2008

“BJG Directive”



Beijing Directive - Office



Partners	Beijing Patriotic Health Campaign Committee Beijing Municipal Health Bureau
Coverage	Beijing Municipality
Media	TV (Aug/Sep 2008) + OOH (Oct 2008 thru Jun 2009)

Campaign Evaluation (n=700)

- Ad was credible and relevant (99% and 100%, exposed)
- 98% would support banning smoking in public places
- Key messages:

SHS is harmful to health 46%

SHS causes respiratory diseases 34%



Sponge Takes Off

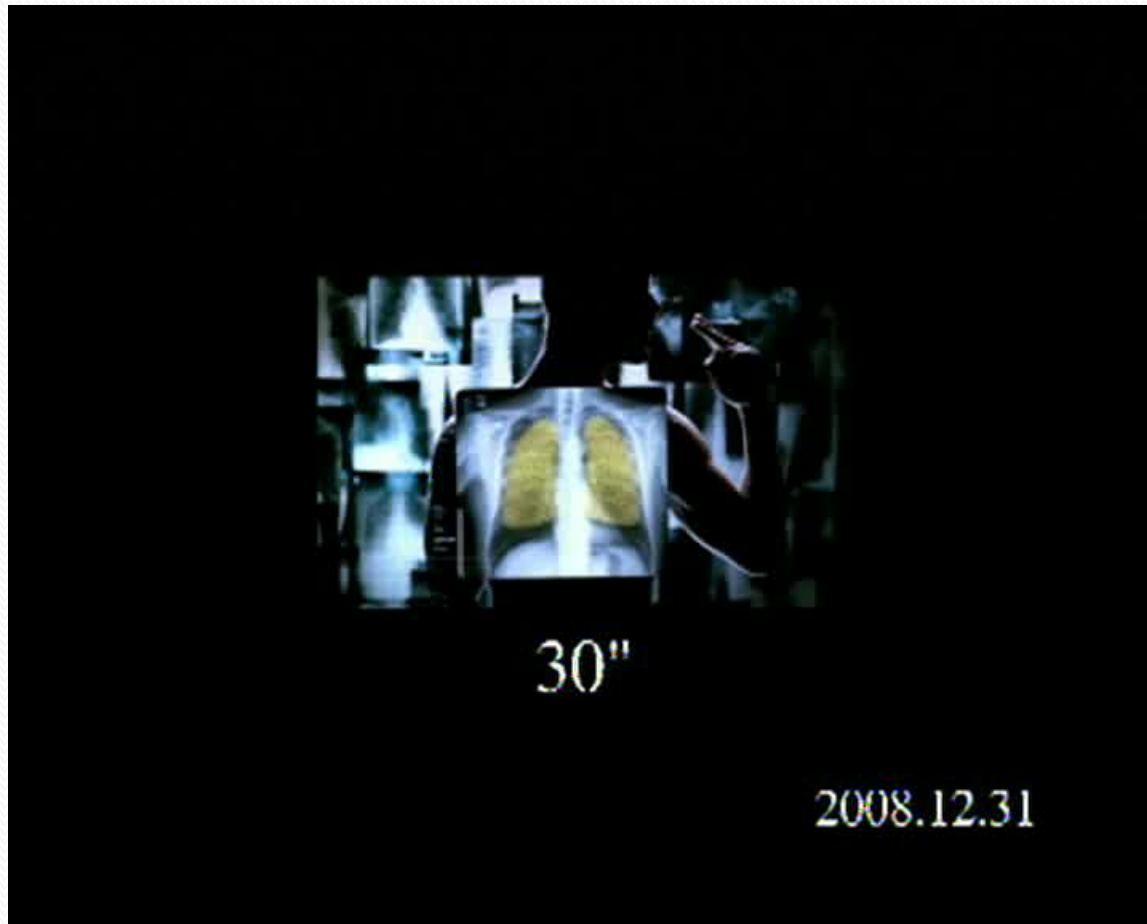


- Jan'09: First aired in Beijing on TV and Bus Mobile Media (4 wks)
- Immediately picked up by Tianjin District TV and OOH (8 wks)
- Evaluated strongly in both cities
→ both re-aired May-Aug'09

Subsequently adapted and shown in more than 30 other cities.

2009

Sponge



Sponge Takes Off

Why was Sponge so readily adopted?

1. Rigorously-tested for comprehension, acceptability, and effectiveness by FGDs in 2 cities; and
2. Beijing post-campaign evaluation showed:
 - Evaluated with 3 other ads, *Sponge* had highest aided recall rate (40%)
 - Respondents who saw the ad:
 - 95% felt ad was relevant to their lives
 - 97% felt ad was believable
 - 76% said might persuade others to quit smoking
 - 63% said would consider quitting themselves

Rise of Smoke-Free Cities



- Jan'10: China CDC 7 Cities
- Mar'10: Shanghai and Hangzhou
- Jun'10: Guangzhou
- Oct'10: Guangzhou airs *Invisible Killer-Office* on TV, mobile media, OOH, and online to promote awareness and compliance (4 wks)



Guangzhou *Invisible Killer*



Guangzhou *Invisible Killer*

Campaign Evaluation

(n = 1,000 HH)

- Overall increase in knowledge of smoking and SHS health harms
- More likely to support prohibiting smoking in public places
- Smokers less likely to expose others to SHS
- Non-smokers more likely to frequent restaurants/bars where smoking is banned

Ad has since been shown in 6 other major cities in China.



Subnational Campaigns



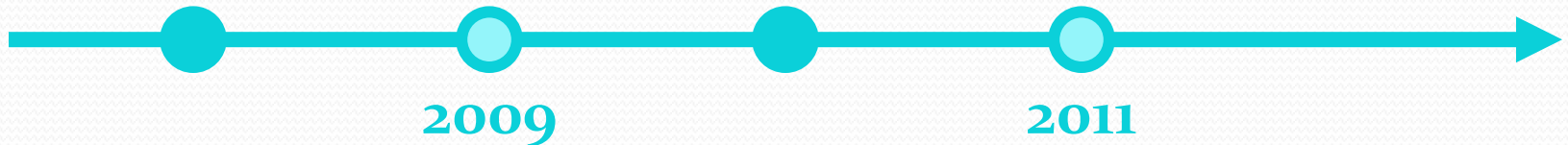
***Over 43 cities
have run at
least one
campaign.***



National Initiatives



- May'09: MOH nation-wide S/F hospitals decree
- Mar'11:
 1. 12th Five Year Plan includes clause banning smoking in indoor public places
 2. MOH revised ordinance to include indoor smoking ban



Finally, in Feb 2012...



- China MOH launched its first national campaign effort
- Aggressive broadcast on CCTV, CETV, and 7 satellite TV networks
- Additional coverage through social media and press activities



2012

Hospital

30"



SD

Groundbreaking Results

Nearly 1 in 4 (24%) respondents saw the ad!

- Vast majority said ad was personally relevant, provided new information, and made them stop and think
- Smokers and non-smokers more likely to take steps to reduce children's exposure to SHS (91% and 96%)
- Non-smokers more likely to protect selves from SHS (94%)
- Exposed smokers also reported increased desire to quit (66%) and actual quit attempts (48%)

Key Takeaways



Social norm change needs broad population exposure.

- Research and evidence are your allies – know them well!
- Evaluate, evaluate, evaluate – and promote your findings
- Health warning campaigns can support all tobacco control policy interventions
- A more informed public lends stronger support

THANK YOU

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