

Older Smokers'



response to quit campaigns in Australia

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Acknowledgements



Australian Government

Department of Health and Ageing



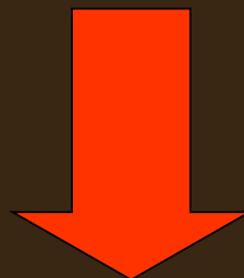
Background to the project

Literature review

- characteristics of older smokers &
- response to cessation-based campaigns

Analysis

of NTC evaluation data
for older smokers (41-69 years)



Increase understanding of older smokers response to quit campaigns & factors influencing smoking behaviour at this st(age) in life

Smoking indicators

- Self reported measures for smoking prevalence & cigarette consumption
 - National Household Drug Strategy Survey
 - Most recent 2001 (26,744 respondents)
 - National Health Survey
 - Most recent 2001 (26,863 respondents)

Smoking prevalence

- Daily smoking prevalence:
 - All ages: 19.5%
 - 41-69 year olds: 17.7%
- Smoking prevalence does not significantly decline until age 60

Cigarette consumption

- Mean no. cigarettes smoked per week:
 - All ages (109.4)
 - Highest in 40-49 year olds (129.2) & 50-59 year olds (140.3)

Australian quit campaigns

- Mass media quit campaigns since 1980s
- Mainly focused on adult smoking population
- Limited information on impact with older smokers

Australian quit campaigns

- Quit campaigns (VIC)
- Make Smoking History (WA)
- NTC (National)



VIC: Quit campaigns



- Janet Sackman 1994

- John Cleese 1995

- Excuses 1996

Targeted
adult smoking population

Evaluated by age group:
17-29 years vs 30-44 years
vs 45 years & over

VIC: Quit campaigns



'Janet' 1994	17-29 years	30-44 years	45 years and over
% recalling advertisement	94%	88%	80%
Thought-provoking	86%	83%	70%
Believable	96%	95%	88%
Relevant to you	71%	60%	55%
Encouraged to quit	63%	45%	39%

VIC: Quit campaigns



'John Cleese' 1995	16-29 years	30-44 years	45 years and over
% recalling advertisement	74%	72%	61%
Thought-provoking	71%	67%	62%
Believable	75%	77%	78%
Relevant to you	62%	70%	56%
Encouraged to quit	36%	36%	27%

VIC: Quit campaigns



'Excuses' 1996	16-29 years	30-44 years	45 years and over
% recalling advertisement	Not reported as no age differences found		
Thought-provoking	58%	63%	52%
Believable	88%	79%	77%
Relevant to you	74%	62%	53%
Encouraged to quit	26%	35%	22%

WA: Make smoking history



- Older smokers campaign (8th wave)
- Comprised tv, press, billboard ads
- Ran March-April 2004
 - TARPS delivery greatest to women
- Post-campaign evaluation
 - 200 respondents aged 45-64 years



WA: Make smoking history



- Unprompted awareness of TV ad: 58%
- Prompted awareness of TV ad: 66%
- TV advertising high cognitive impact
 - Convincing: 60%
 - Relevant: 62%
- Thought about quitting: 63%
- Discussed quitting with others: 39%
- Tried to quit or cut down: 33%

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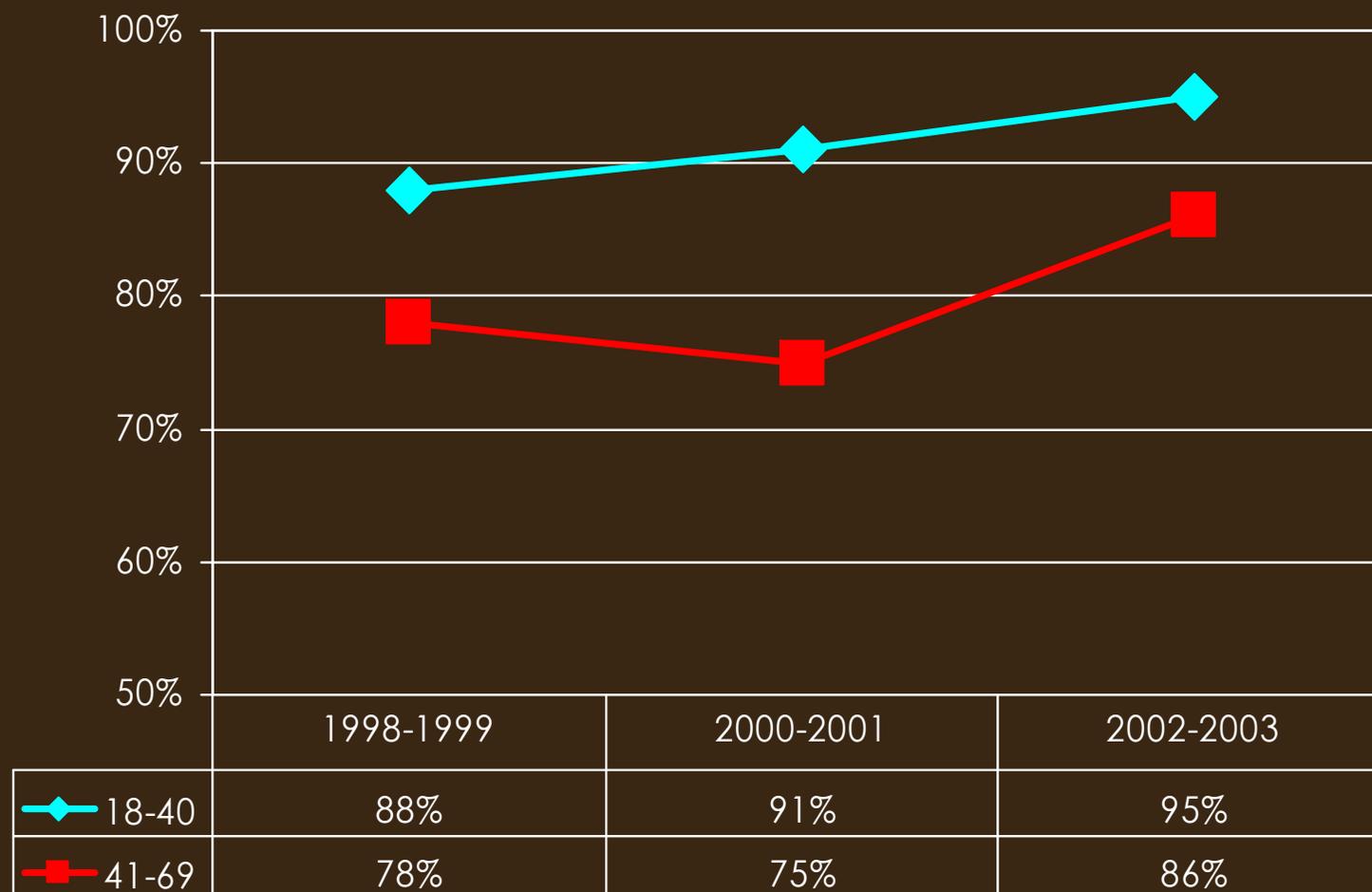
- Targets 18-40 year olds
- Demonstrates health effects of smoking to put quitting on today's agenda
- Promotes Quitline
- Commenced 1997 & run annually since
- Evaluated annually
 - Approx. 2800 respondents aged 18-69 years

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Prompted campaign awareness



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Campaign-attributed impact on quitting

18-40

41-69

1998-1999

49%

36%

2000-2001

49%

38%

2002-2003

49%

35%

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Campaign-related beliefs

18-40

41-69

Smoking blocks up arteries with fatty deposits (*Artery ad*)



1998-1999

78%

66%

2000-2001

81%

69%

2002-2003

85%

75%



Campaign-related beliefs	18-40	41-69
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Smoking blocks up arteries with fatty deposits (*Artery ad*)



1998-1999	78%	66%
2000-2001	81%	69%
2002-2003	85%	75%

Smoking causes damages to lung cell genes (*Tumour ad*)



1998-1999	70%	59%
2000-2001	72%	64%
2002-2003	75%	66%

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Campaign-related beliefs

18-40

41-69

Smoking causes blood clots in the brain (*Stroke ad*)



1998-1999

69%

50%

2000-2001

75%

57%

2002-2003

79%

60%

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Campaign-related beliefs

18-40

41-69

Smoking causes a build up of tar on the lungs (*Lung ad*)



2000-2001

97%

90%

2002-2003

98%

95%



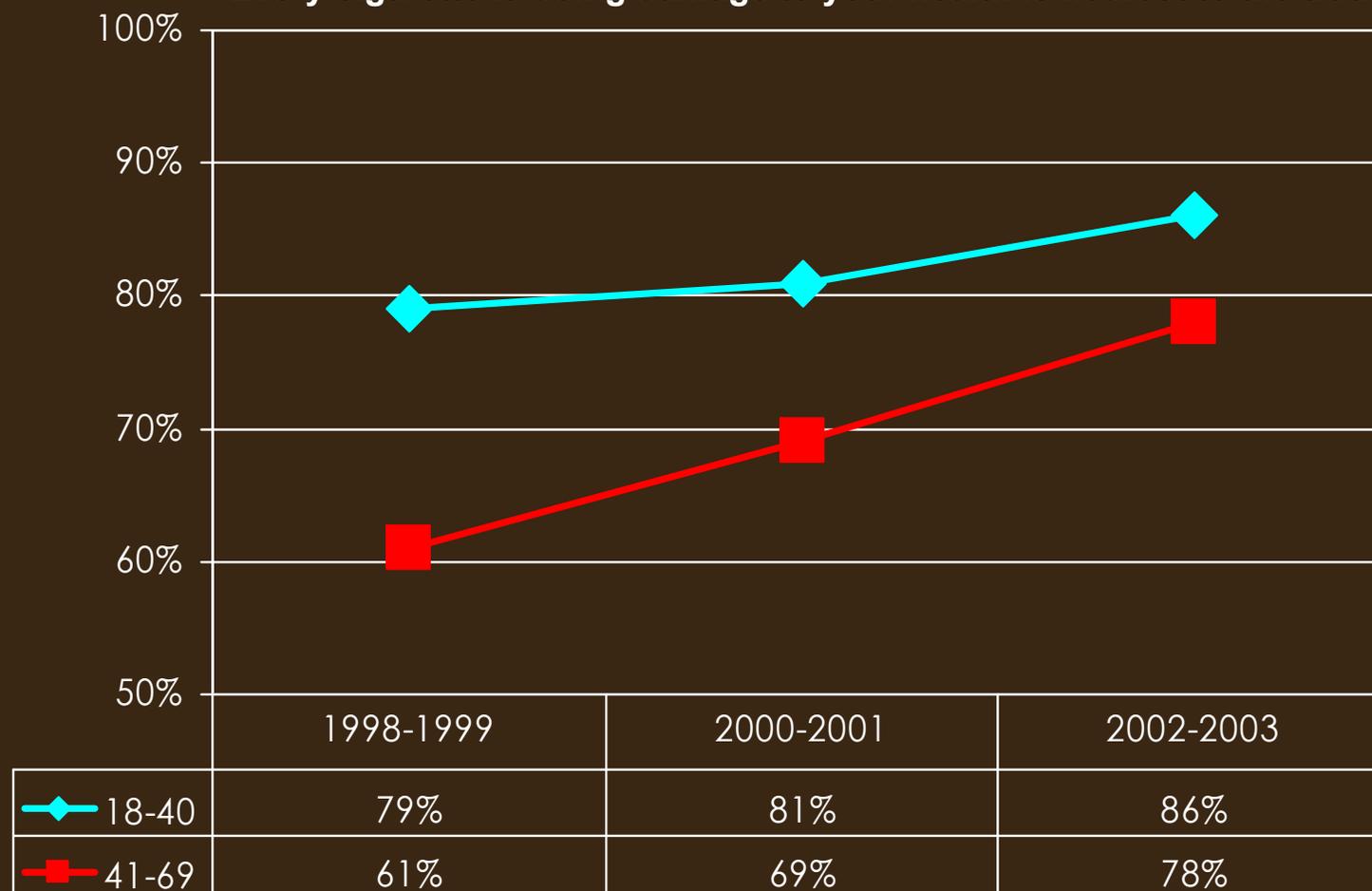
Campaign-related beliefs	18-40	41-69	
Smoking causes a build up of tar on the lungs (<i>Lung ad</i>)			
2000-2001	97%	90%	
2002-2003	98%	95%	
Smoking causes eye damage (<i>Eye ad</i>)			
2000-2001	56%	48%	
2002-2003	69%	53%	

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Every cigarette is doing damage to your health is nearest to the truth



Conclusions

- Considerable number of Australians are smoking in their 40s, 50s & 60s
- Cigarette consumption is greater among older smokers
- Quit campaigns have demonstrated positive impacts on older smokers
 - Positive impact of NTC also evident among teens (Tan et al 2000 & White et al 2003)

Conclusions

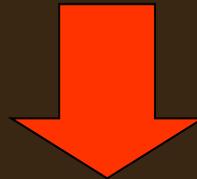
- However...
 - Quit campaigns (ie those which have not specifically targeted older smokers) have less impact on older smokers

Conclusions

- Of interest?
 - Recognition of the NTC was higher among older smokers than recognition of other broadly targeted VIC campaigns & the WA campaign (may be due to media scheduling differences; or may be due to more graphic nature of ads)
- But...
 - Impact on quitting greatest for WA campaign **which targeted older smokers**

Conclusions

- Quit campaigns believable
 - Changes in beliefs about smoking have moved in the desired direction (as demonstrated by the NTC for all age groups)



- Suggests campaigns using threat appeals to evoke negative emotions towards smoking are acceptable to older smokers

Practical implications

- Threat appeal messages which vividly depict the health consequences of smoking should be considered for older smokers
- Accompany messages that utilise threat appeals with strong efficacy messages
- Offer realistic portrayals of the health consequences of smoking & ensure messages are personally relevant for older smokers
- Consider potential of a broadly based adult campaign where funds do not permit targeting of specific groups such as older smokers
- Pretest with other age groups for targeted campaigns to ensure any effect on other age groups is not negative

Implications for future research

- Examine how to increase impact of quit campaigns for older smokers
- Examine reach, frequency & advertising weights for older smokers to ascertain level of exposure to a campaign
- Examine response to the Quitline among older smokers
- Employ larger samples of older smokers to permit examination of other factors (eg gender and socioeconomic status) to identify any segmentation opportunities