

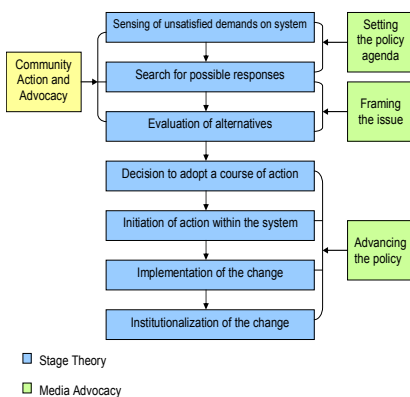
Development of a Statewide Media Campaign to Promote Tobacco-Free School (TFS) Policies

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BACKGROUND

- Comprehensive tobacco-free school (TFS) policies that are enforced
 - lead to significant reductions of youth tobacco use¹⁻³
 - are part of a comprehensive tobacco control program⁴
- Two basic approaches used by states to mandate TFS policies:
 - Statewide TFS legislation
 - District-level policy advocacy
- In early 2006, 64 of the 115 (56%) school districts in North Carolina (NC) had adopted comprehensive TFS policies through district-level policy advocacy
- 43 of these 64 (72%) districts passed policies after the NC Health and Wellness Trust Fund began to focus on this issue in 2003
- NC decided to launch statewide media campaign to promote TFS policies, becoming the first state to adopt this approach.

THEORETICAL MODEL



METHODS

Literature Review to generate initial list of potential themes

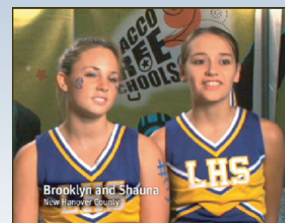
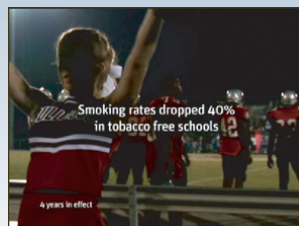
Interviews with 45 experts and stakeholders in TFS policy (Spring 2005)

Experts	Number	Description	Response Rate
	16	Across U.S.	94%
Stakeholders*	20	NC: from districts with & without TFS policies	54%
Legislators	9	NC: both parties, both houses	54%

* e.g., superintendents, School Board members, principals, teachers, etc.

Survey Tool assessed themes/messages that would be best for a statewide media campaign

Data Analysis Content analysis of responses for common themes; frequency of responses for which themes likely/not likely to work



RESULTS: RECOMMENDED THEMES FOR TFS MEDIA CAMPAIGN

A Positive Message about TFS Becoming the Norm

- Idea: Create a positive message about growing TFS movement as accepted norm
- Frequently chosen as best message
- Promote a website for viewers to get further information

Experiences of Successful TFS Districts

- Idea: Adults and youth from districts that have passed TFS policies talk about their success
- "Dispel myths" about TFS policy
- Highlight common and diverse districts (e.g. rural and urban)

The Importance of Adult Role Modeling

- Idea: Talk about teachers, staff, and parents serving as role models for youth

Personal Story from Youth Relating TFS Policy to Health Consequences

- Idea: "Put a face on the policy" by having a youth give his or her own story (e.g. band member with asthma exposed to SHS at football games)
- Would help people understand why policy important
- Youth chosen as most compelling people to feature in an ad (below)

Additional Themes

(Tested but ranked lower than recommended themes)

- Health effects of secondhand smoke
- Impact on youth smoking rates
- Serious health consequences of tobacco use
- Non-health impacts in schools without TFS policies

People to Appear in Ads

(Ranked potentially most effective for TFS ads)

- Youth (top choice)
- School administrators
- Parents
- Teachers

Must have a personal connection to or experience with TFS or tobacco

CAMPAIGN CREATION & CONCLUSIONS

After focus group testing, TFS media campaign launched fall 2006.

Ad Design

- Utilized two of the suggested themes: TFS becoming the norm in NC and experiences of successful districts
- Featured a diversity of people
- Directed at parents, though policy makers were a secondary target
- Included facts about impact of TFS on smoking rates, parental support for TFS
- Used taglines: "Is your child's school tobacco-free?" (for adoption ad) and "Support your child's tobacco-free school" (compliance ad)
- Directed viewers to a website to learn more and take action

Aftermath

- No political fallout from campaign (noteworthy in NC)
- Nine additional districts adopted TFS policies
- 17% of NC adults aware of campaign
- NC passed state legislation mandating TFS policies in all NC school districts in summer 2006 (to take effect August 2008)

Conclusion

- Formative research useful in guiding development of new campaigns
- Other states may wish to explore use of a targeted media campaign as part of comprehensive approach to promote tobacco-free policies

LIMITATIONS

- Snowball technique can lead to a selected sample of respondents
- Did not speak with TFS experts in all states
- Limited evaluation of the campaign



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