Social Marketing in the Fight against Increasing Smoking Rates

Perspectives in Developing Countries

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Oppressive Truth from WHO

- Approximately 5.4 million people die annually from tobacco-related illnesses
  - 90% of all lung cancer
  - 75% of chronic bronchitis and emphysema
- 250 million women are daily smokers (22% in developed and 9% in developing countries)
- Every day about 80,000-100,000 young people around the world become addicted to tobacco
  - 80% of smokers starts smoking as teenagers
WHO’s Epidemic Model_1

Source: Lopez et. al (1994) *A descriptive model of the cigarette epidemic in developed countries.*
Stage I
- Sub-Saharan Africa

Stage II
- China, Japan, Southeast Asia, Latin America, North Africa

Stage III
- Eastern and Southern Europe, Latin America

Stage IV
- Western Europe, UK, USA, Canada, Australia

Smoking and Its Motivations

Main Approaches

• Social Psychology
• Personality Related
• Learning Theory

Motives

• Psychological
• Sensorimotor
  • Indulgent
  • Stimulation
  • Sedation
  • Dependent
  • Automatic
Current Situation: Developing Countries

- Rapidly increasing rates of smoking
  - Tobacco expenditure per family represents up to 10% of total household expenditures
- Increasing body of research on attitudes towards smoking and risk-perception
  - Some awareness of tobacco-related illnesses
  - Increasing rates of smoking among women
  - Awareness among heavy smokers – a range of attitude, risk-perception, and willingness to quit
  - Positive attitudes towards anti-smoking programs among light-smokers
- Weak or low governmental regulation
Social Marketing

- SM is an adaptation of commercial marketing technologies to programs designed to influence voluntary behavior of target audience to improve their personal welfare and that of the society of which they are a part.

  (Andreasen, 1994)

- Key Characteristics of SM program
  - Behavior change is the benchmark to design and evaluation
  - Audience research to assess the need of the target-group
  - Segmentation
  - Intervention strategies
  - An attempt to apply 4Ps
  - Competitor monitoring

  (Andreasen, 2002)
Behavior Management

- Education
  - Attempts to inform/persuade without enforcing
- Marketing
  - Attempts to manage by offering reinforcing incentives and/or environments for a voluntary exchange
- Law
  - Uses the coercion to achieve behavior in a non-voluntary manner
## Behavior Management: Rothschild’s Framework

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<th>No</th>
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<th>No</th>
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<td>Opportunity</td>
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<td>No</td>
<td>Yes</td>
<td>No</td>
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<td>Ability</td>
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<td>resistant to behave</td>
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</tbody>
</table>

Source: Rothschild (1999): *Carrots, Sticks, and Promises* …
Benchmarking: Developed Countries

  - 1975 – 1st “Quit and Win” contest
  - Heavy public education programs
  - Economic tactics and sanctions
  - Technological innovations: filters
  - Strict regulations and bans
Effects of Globalization

- Quit and Win
  - 1994 – 60,000 participants in 13 countries
  - 2002 – 700,000 participants in 100 countries
- World No Tobacco Day (May 31)
  - 2008 : Tobacco-Free Youth
- Educational programs
  - School Tobacco Control
  - Nicotine Replacement Therapy
- Legislation
  - Advertising Bans, Smoke-free Areas
  - Health Warnings
  - Price
Benchmarking: Developing Countries

■ Social Marketing Campaigns
  • Anti - Smoking
    • “Bubble-wrap” – Tasmania
  • Anti - HIV / AIDS / STD (Sub-Saharan)
  • Family Planning (by Population Information Program)
    • 30 campaigns in 27 countries
  • Hygiene (India)
Conclusion

Social Marketing to help in:

- Educating businesses and a general public about the danger of smoking behavior
- Off-setting the advertising campaigns and programs of tobacco industry
  - “Life-Skills Training” (PM, B&W)
  - “Turn-off” advertising tactics
- Developing intervention programs tailored to each country or region
- Establishing collaborative relationships with business and governmental organizations
Thank You!

Any questions?
MPower: WHO 2008

- Monitor tobacco use and prevention policies
- Protect people from tobacco smoke
- Offer help to quit tobacco use
- Warn about the danger of tobacco
- Enforce bans on tobacco ads and sponsorship
- Raise taxes on tobacco
“Smoking in movies is responsible for addicting 1,080 U.S. adolescents to tobacco every day, 340 of whom will die prematurely as a result.” — Editorial, The Lancet, British Medical Journal, June 10, 2003

Watching popular movies is the No. 1 factor leading non-smoking teens to light up, say researchers from New Hampshire’s Dartmouth Medical School in a landmark 2003 study published in The Lancet. They found film character smoking more persuasive than traditional advertising, peer pressure or parents.