

Leave The Pack Behind: An Application of Social Marketing Principles

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Introduction

Established in 2000, Leave The Pack Behind (LTPB) is available on 100% of public universities and colleges in Ontario – reaching about 600,000 students and 155,000 smokers.

Purpose: To describe key factors in establishing a coordinated social marketing strategy, and to identify strategies for engaging young adults in health promotion activities on post-secondary campuses.

Marketing Mix

Product: Smoking cessation positioned as ‘personal choice’ in line with student values.

Price: Peer teams empathize with smokers and understand the costs of quitting to the smoker.

Promotion: Coordinated peer-to-peer communication; traditional & social media; clinician intervention.

Place: Campus clinics, gyms, pubs, welcome desks, counselling services, housing offices.

Policy: Outdoor designated areas, banning the sale of tobacco on campus, divestment of funds.

Partnerships: Student unions, other student interest groups; external partners with similar mandates.

Meeting Benchmark Criteria

CUSTOMER ORIENTATION

Understands audience based on research, combining different sources

- LTPB continuously reviews scientific and grey literature
 - Audience is involved in the development, implementation, and evaluation of messaging, resources and outreach strategies
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BEHAVIOUR

Clearly focuses on behaviour based on behavioural analysis, with specific behavioural goals

- LTPB “sells” behavioural control
 - LTPB uses principles of social marketing to establish smoking cessation as:
 - 1) a viable, *personal choice*, and
 - 2) a *personal choice* consistent with surrounding norms.
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THEORY

Is based on theory and draw from integrated theory framework

- LTPB social marketing campaigns, self-help, peer and clinic-based interventions are based on Stages of Change and Social Cognitive theories.

e.g., LTPB’s campaign to Prevent Initiation and Escalation of Smoking encourages smokers to consider the socio-environmental influences on their choice to smoke in social situations, and enhances efficacy and behavioural capability to resist smoking.

e.g., Clinicians and peer educators are trained to assess smokers’ readiness to quit, and to tailor cognitive and behavioural strategies for each smoker

INSIGHT

Focuses on what moves and motivates young adult smokers

- Evidence-based campaigns and interventions are guided by an understanding of young adult values

e.g., socially responsible, good global citizens who are accountable for their own personal wellness, peer-to-peer programming

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EXCHANGE

Incorporates an understanding of what the person has to give up to obtain proposed benefits

- LTPB trains clinicians and peer educators to understand a young adult smokers' actual and perceived costs of quitting.
- Motivational interviewing is taught in order to engage smokers in self-reflection.

e.g., Through engaging text and exercises, SMOKE|QUIT encourages the smoker to reflect on the physical, social and personal costs of the choice to quit or continue to smoke.

COMPETITION

Incorporates a 'competition' analysis to understand what competes for the time and attention of the audience

- LTPB competes for the attention of young adults by marketing the concept of 'personal choice.'
 - This focus contextualizes smoking within broader values while impartially stating costs/benefits.
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SEGMENTATION

Uses a developed segmentation approach.
Avoiding 'blanket' approaches

- LTPB social marketing campaigns and promotional materials speak differentially to college and university students, and to males and females.

*e.g., The **Your Way** section of LTPB's website was created with college students in mind, and in response to their direct input about priority issues in selecting cessation methods.*

METHODS MIX

Identifies an appropriate 'mix' of methods

- LTPB maximizes a variety of available channels and vehicles to establish smoking cessation as a viable, personal choice that is consistent with social structures and norms surrounding the individual

e.g., print media, 1-to-1 outreach, social media, electronic media, advocacy.

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