



# **Youth Appraisal of Anti-smoking Advertisements:**

## A comparative study in the US, Australia and Britain

---

Funded by:

State and Community Tobacco Control Initiative  
US National Cancer Institute  
and  
Victorian Health Promotion Foundation, Australia





# Research team

---

## **Australia:**

Melanie Wakefield, Russil Durrant, Kim McLeod  
*(Cancer Council Victoria)*

## **USA:**

George Balch, Erin Ruel, Sherry Emery, Glen Szczypka,  
Brian Flay, Sandy Slater *(University of Illinois at  
Chicago)*

Yvonne Terry-McElrath *(University of Michigan)*

## **Britain:**

Susan Anderson, Gerard Hastings  
*(University of Strathclyde)*



# Background

---

- Anti-smoking advertising can be an effective way of reducing smoking among youth
- Disagreement remains about characteristics of ads which are most likely to realise tobacco control objectives
- Most attention to date on ad themes ... but what about target audience and executional characteristics?
- Ads are expensive to make, so what possibilities for sharing ads between countries?

# Research questions

---

- Do youth in the US, Australia and Britain respond in similar ways to the same anti-smoking ads?
- How are anti-smoking ads with different characteristics appraised by youth in these three nations?



## Method: ad selection

---

50 anti-smoking ads aired between 1997-2001

**Audience:** teen; adult

**Sponsor:** tobacco control (37 ads); tobacco company (8 ads); pharmaceutical company (5 ads)

**Theme:** health effects; SHS; health benefits; cessation; industry manipulation, uncool; family guidance, other

**Executorial style:** personal testimonial, negative visceral element ('ugh!')



## Method: participants

---

- 8th, 10th, and 12th grade youth (aged approx 13-17 years)
- Susceptible non-smokers or experimenting smokers
- US: n=278; Australia: n=162; Britain: n=175



## Method: procedure

---

- Audience response methodology with follow-up component
  - Each youth participated in viewing session to appraise total of 10 ads
  - Each ad shown twice, then complete 1 page rating form
  - After 1 week, teen phoned to ask about recall of ads seen and other questions
- 



# Outcome variables

---

## Ad viewing session:

**How good:** % thought ad a good anti-smoking ad

**Stop and think:** % who nominated ad as most making them stop and think

## One week follow-up:

**Recall:** % who recalled the ad

**Thought about:** % who thought more about the ad

**Discussed:** % who discussed the ad with anyone

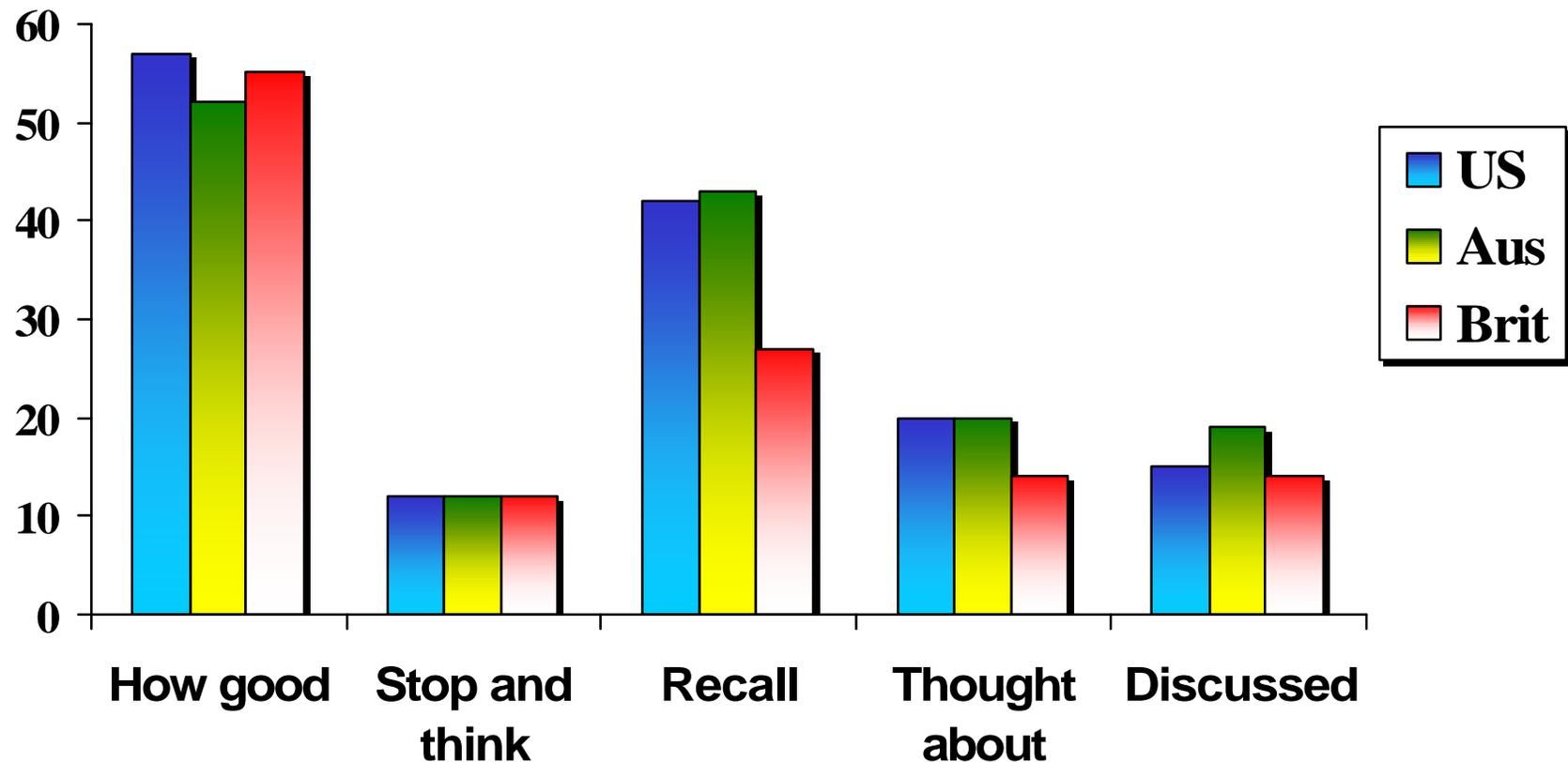


## Characteristics of anti-smoking ads (n=37)

---

	%
<b>Youth target audience</b>	54
<b>Executional characteristic</b>	
Personal testimonial	24
Visceral negative	8
None of the above	68
<b>Theme</b>	
Industry manipulation	32
Health effects	27
Second hand smoke	14
Cessation	8
Uncool	8
Health benefits	3
Other	8

## Mean percentage of responses for main outcome measures by country



## Correlations between countries for main outcome measures (p<.001)

	How good	Stop and think	Recall	Thought about	Discussed
US - Aus	.93	.89	.87	.69	.67
US - Brit	.87	.92	.82	.78	.78
Aus - Brit	.89	.89	.79	.75	.60

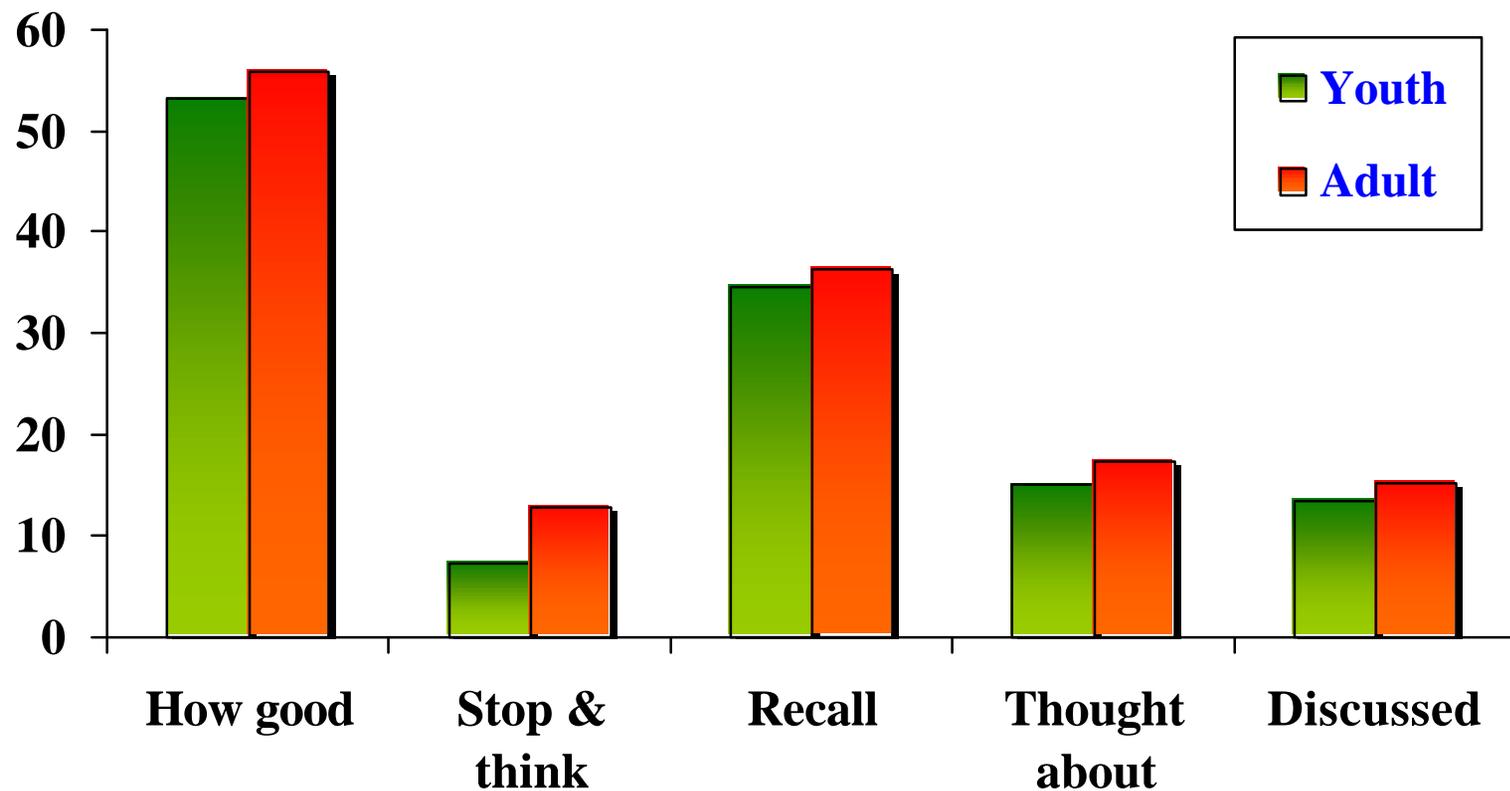


## Factors associated with outcomes

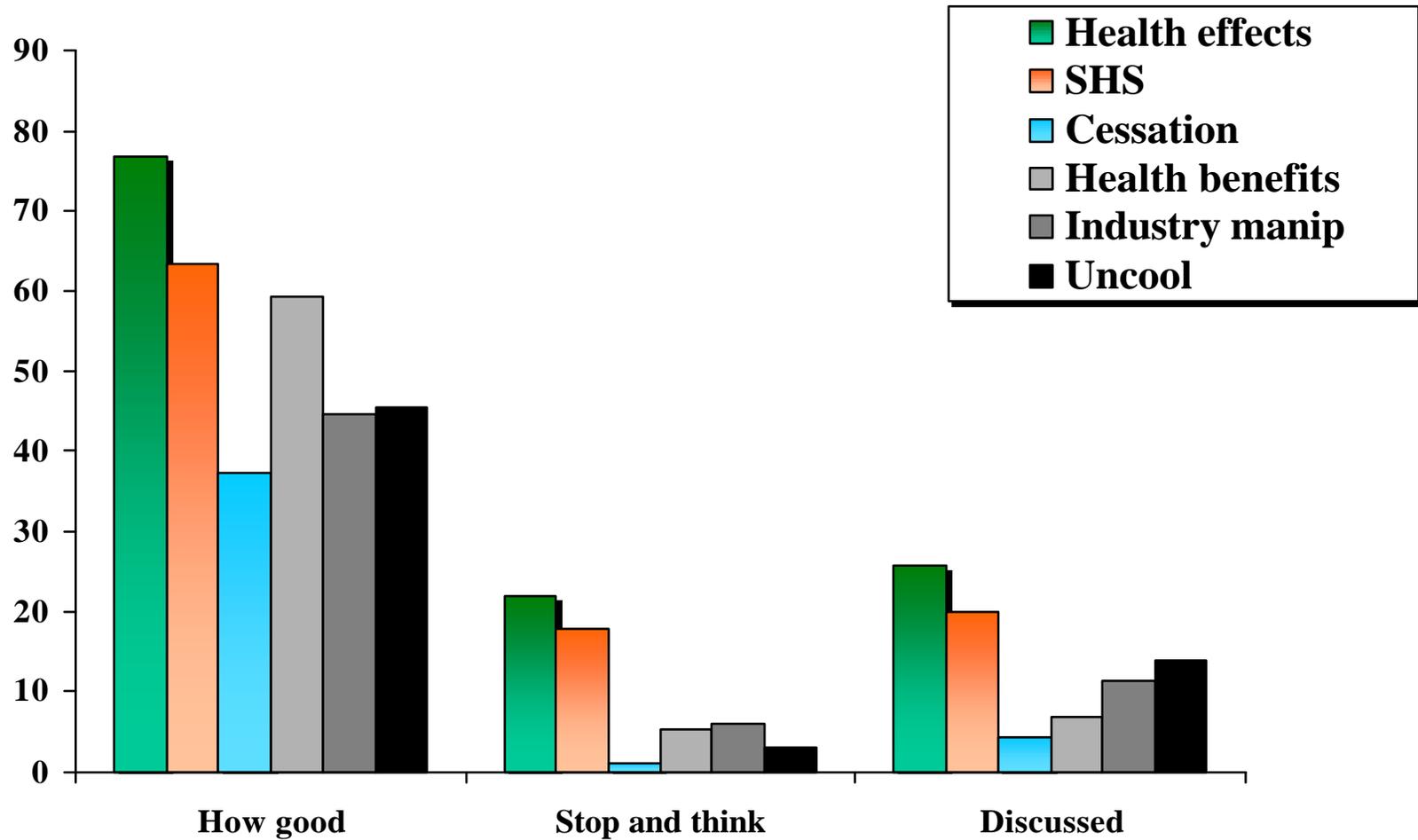
---

- No difference in outcome measures by target audience (youth vs adult)
  - No difference in outcome measures by for different ad themes
- 

## Mean % of responses for main outcome measures by ad target audience



# Mean % of responses for selected outcome measures by ad theme

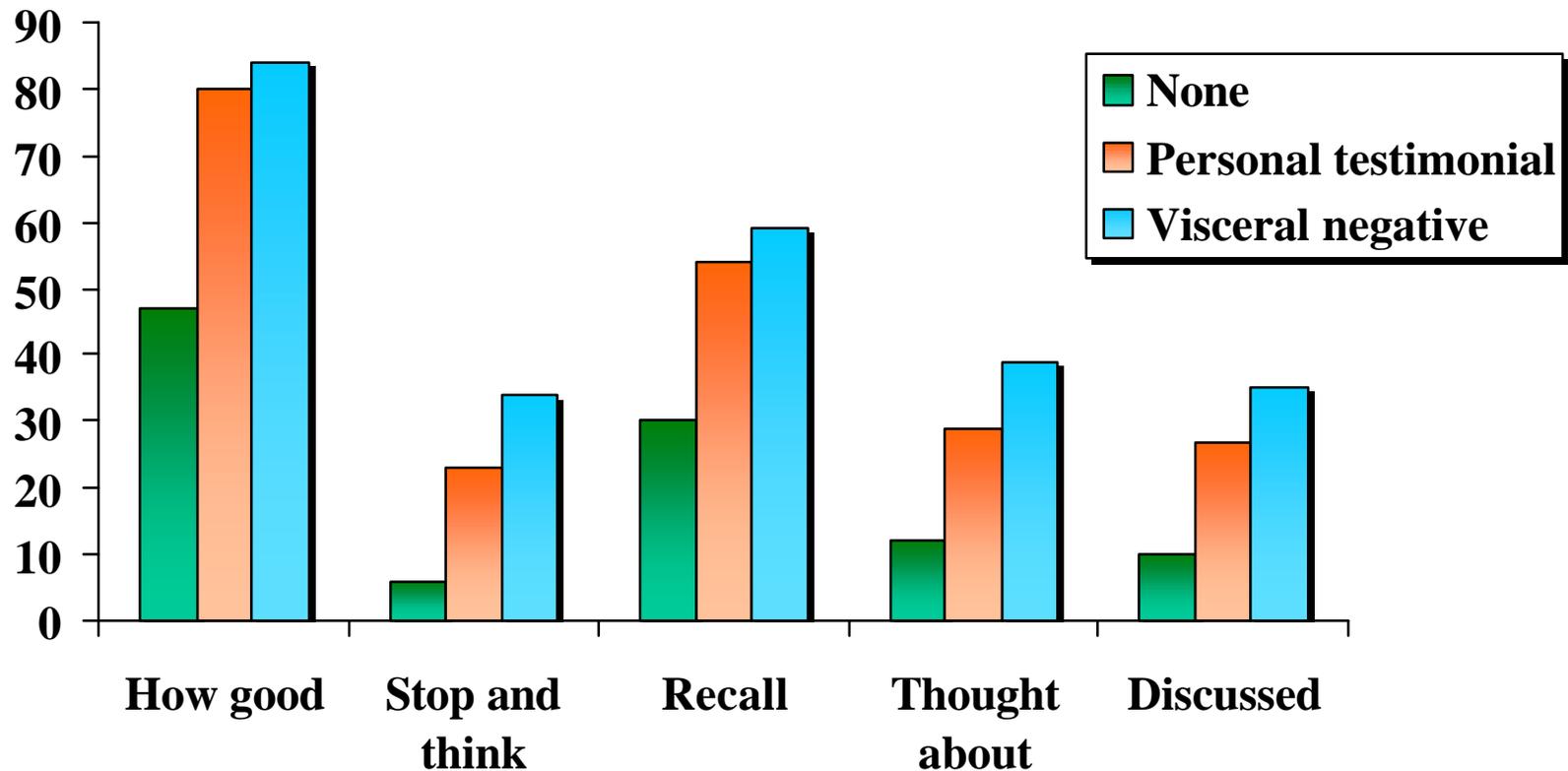


## Factors associated with outcomes

---

- Ads with personal testimonials or visceral negative characteristics more likely to be rated as *very good*, chosen as *stop and think* ad, *recalled*, *thought about* and *discussed*
- No significant interaction effects between country and audience, executional characteristics or ad theme

## Mean % of responses for main outcome measures by executional characteristics



## Ad impact score

---

- Sum of proportions for three key outcome measures for all participants: *how good, stop and think + discussed*
- (excluded *recall* and *thought about*, since they were highly correlated with *discussed*)
- Internal reliability of 3-item scale was high (alpha = .84)



## **Top 4 most highly appraised ads**

---

- Man cleaning laryngectomy stoma (PT, VN)
  - Fat being squeezed from artery (VN)
  - Man crying over dead wife, victim of his smoking (PT)
  - Janet Sackman tells how tobacco damaged her health (PT)
- 



## Artery (Australia)

---

- Example of visceral negative
  - Target audience = adult
  - Theme = health effects
- 



## Janet Sackman (Massachusetts)

---

- Example of personal testimonial
  - Target audience = adult
  - Theme = health effects
- 

# Conclusions

---

- Youth in the US, Australia and Britain responded in similar ways to anti-smoking advertising
- For participants in all countries, ads with personal testimonial and visceral negative executional characteristics were more favourably appraised and engaged in by youth
- These executional characteristics may be more important than target audience and theme



## For more information:

---

Copy of presentation, working papers on  
methods etc

[www.impactteen.org/media/home.htm](http://www.impactteen.org/media/home.htm)

Wakefield M et al. Appraisal of anti-smoking advertising  
by youth at risk for regular smoking: a comparative  
study in the United States, Australia and Britain  
Tobacco Control 2003; 12 (suppl II): ii82-86.

