
Social Marketing in the Fight against Increasing Smoking Rates

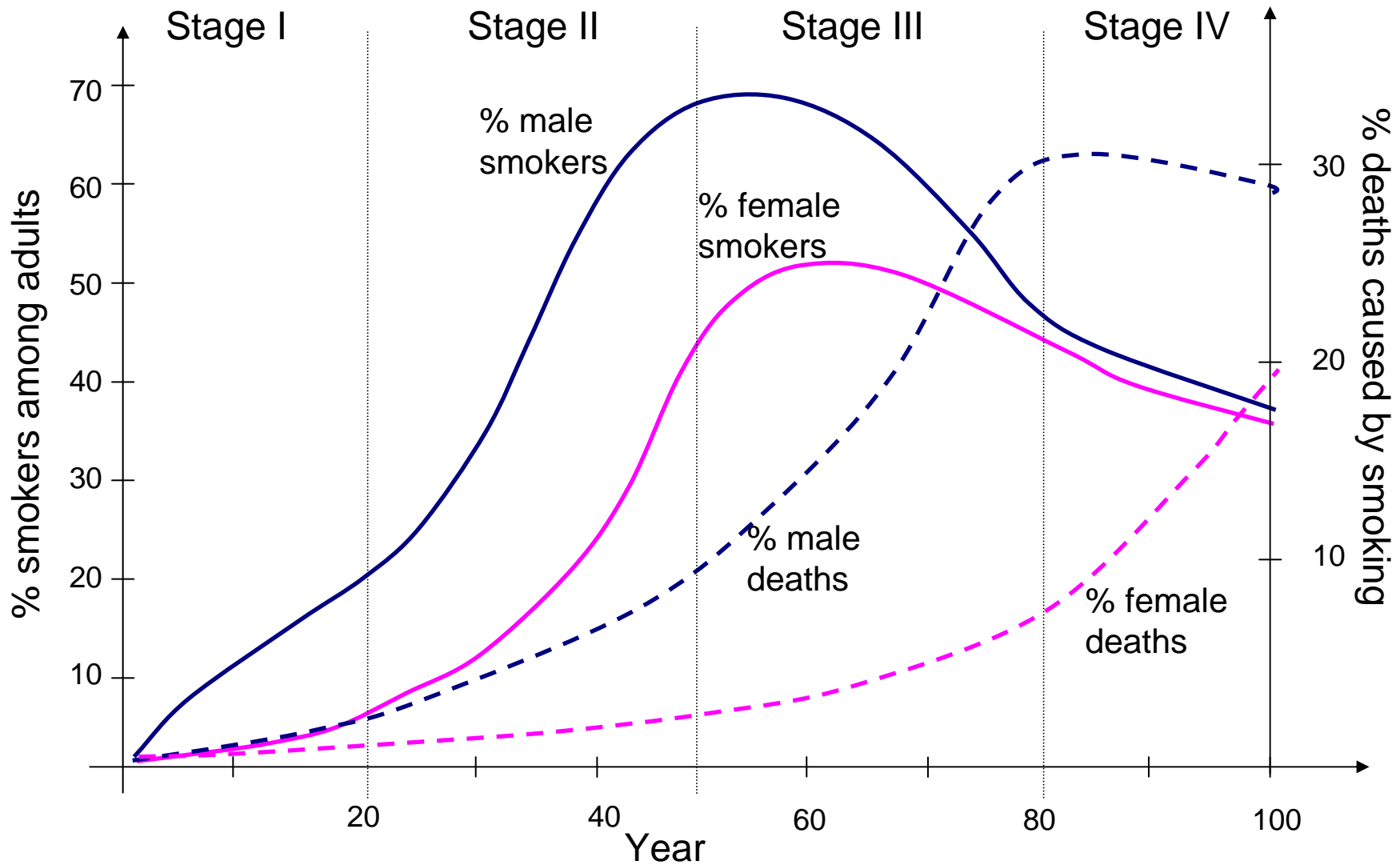
Perspectives in Developing Countries

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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.*

WHO's Epidemic Model_2

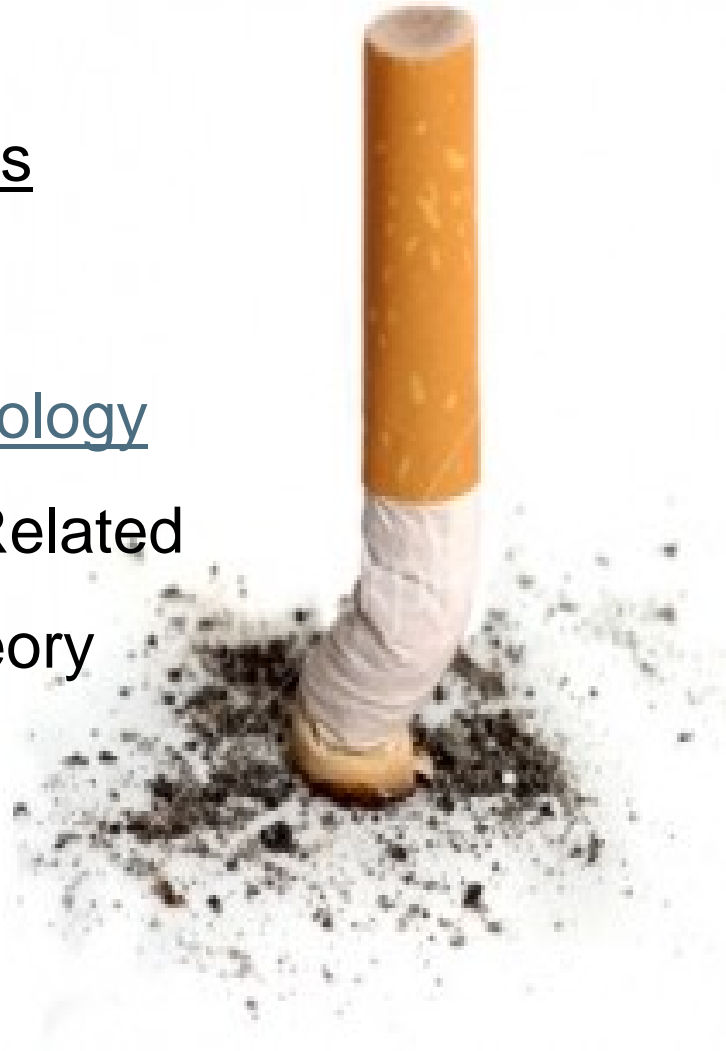
- Stage I
 - Sub-Saharan Africa
- Stage II
 - China, Japan, Southeast Asia, Latin America, North Africa
- Stage III
 - Eastern and Southern Europe, Latin America
- Stage IV
 - Western Europe, UK, USA, Canada, Australia

Source: Lopez et. al (1994) *A descriptive model of the cigarette epidemic in developed countries.*

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)

- 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



NO SMOKING

**IT IS AGAINST THE
LAW TO SMOKE IN
THESE PREMISES**

Behavior Management: Rothschild's Framework

Motivation		Yes		No	
Opportunity		Yes	No	Yes	No
Ability	Yes	<i>prone to behave</i>	<i>unable to behave</i>	<i>resistant to behave</i>	<i>resistant to behave</i>
		Education	Marketing	Law	Marketing, Law
	No	<i>unable to behave</i>	<i>unable to behave</i>	<i>resistant to behave</i>	<i>resistant to behave</i>
		Education, Marketing	Education, Marketing	Education, Marketing, Law	Education, Marketing, Law

Source: Rothschild (1999): *Carrots, Sticks, and Promises ...*

Benchmarking: Developed Countries

- 1970 – Surgeon general Report on smoking
 - 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

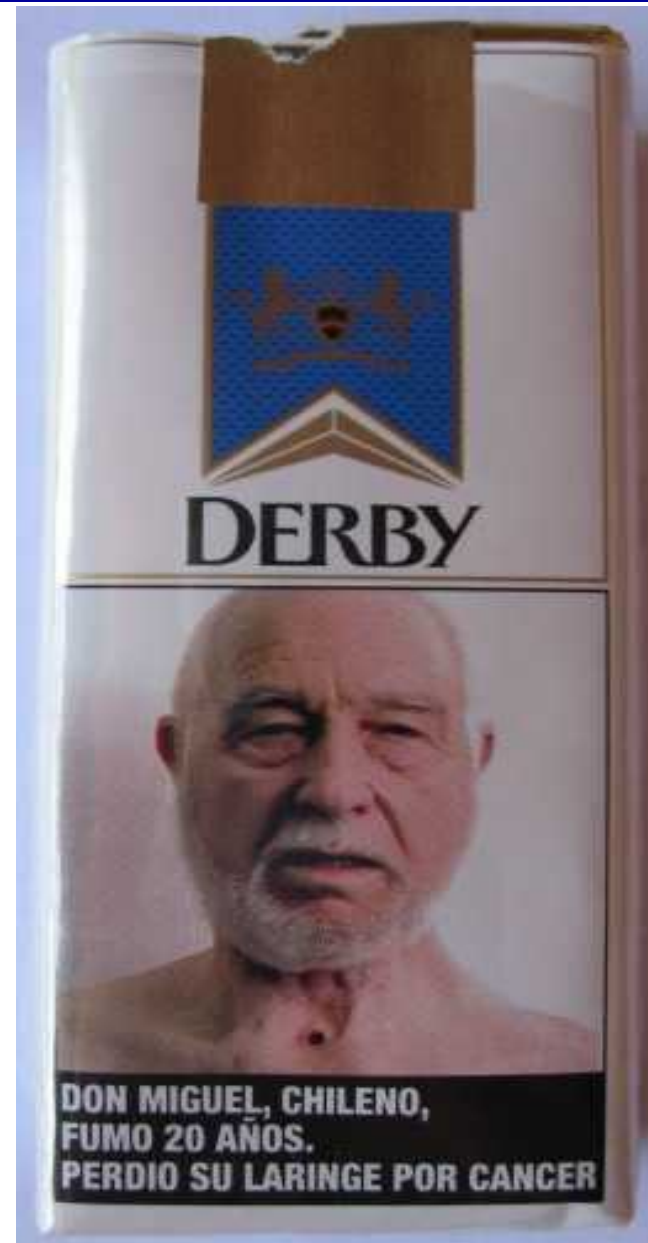
- Social Marketing Campaigns
 - Anti - Smoking
 - “Bubble-wrap” – Tasmania
 - Anti - HIV / AIDS / STD (Sub-Saharan)
 - Family Planning (by Population Information Program)
 - 30 campaigns in 27 countries
 - Hygiene (India)

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?

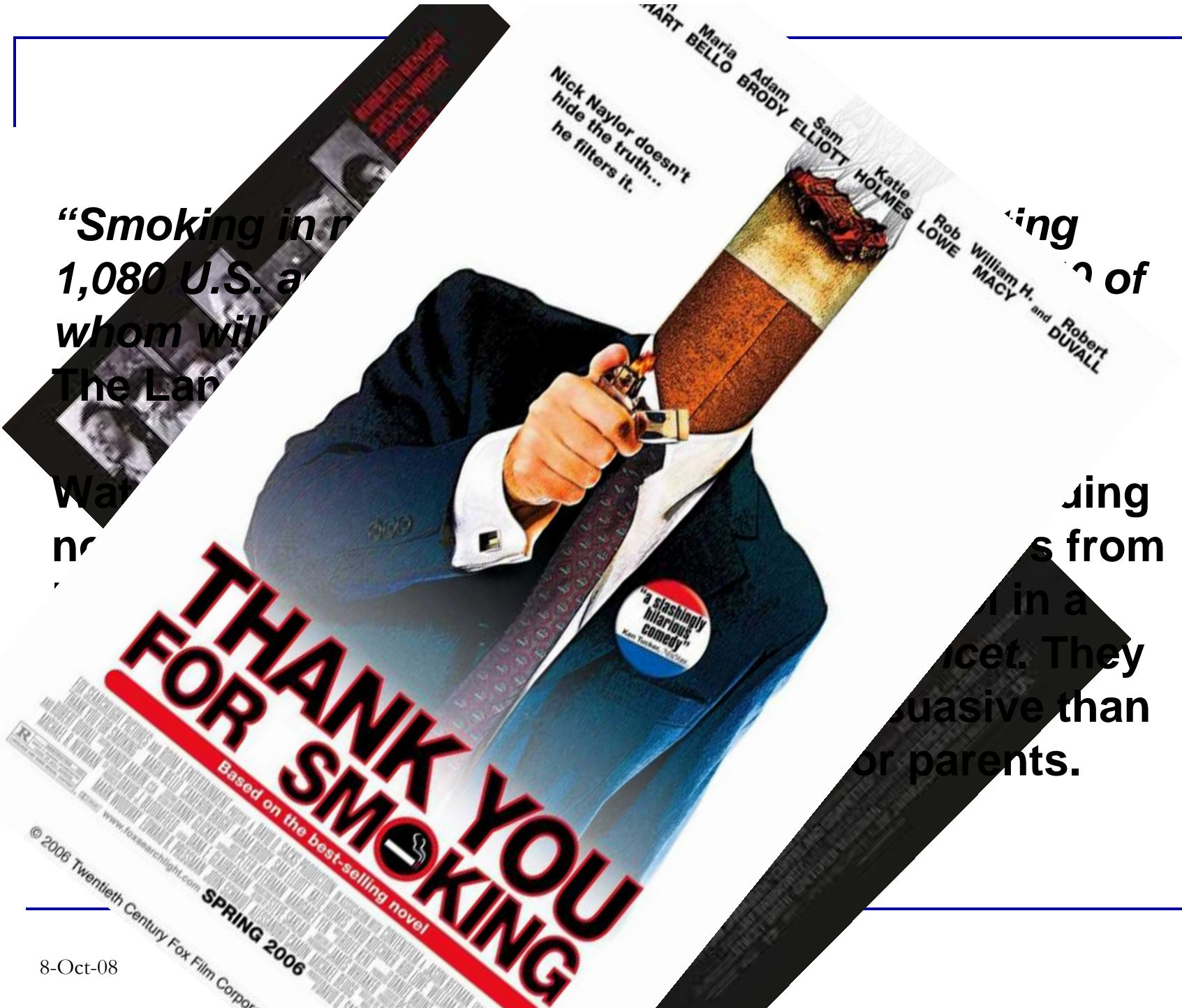


MPOWER: WHO 2008

- 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

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