

Appendix 11.1: How Environmental Factors Affected Participation Rates in German Smoke-free Campaigns

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The German “Smoke-free 2006” campaign was the largest smoking cessation campaign in Germany and part of the international “Quit and Win” contest for 2006. The goal of the campaign and contest was to create an opportunity for smokers to quit smoking for at least four weeks (May 1–28) as a start to a smoke-free life. At the end of the period, participants who registered were entered in a drawing for prizes.

In the 2006 contest, two categories were created for entrants: one for adults and one for those under the age of 18. Contestants in each category were eligible for a prize of 2,500 Euros (approximately \$1,850 USD), with their support person or coach winning an equal amount. In addition, contestants were eligible to win a European regional prize of 2,500 Euros and an international super prize of \$10,000 (USD).

The campaign was launched on March 1, 2006, with a press conference that was attended by the German Minister of Health. German media (newspapers, television and radio outlets) attended the event. Entry cards were available nationwide in retail, insurance, health and social service agencies, and on the Internet. A total of 75,000 campaign packages were distributed. Each campaign package included 50 entry cards, one poster, one showcase sticker and a display stand. Doctors’ offices, pharmacies and companies were the main channels for communicating the contest information.

Between 2000 and 2006, the smoke-free contests, run every other year, involved over 250,000 participants with over 90,000 participating in each of the 2002 and 2004 contests. In 2006, participation rates dropped to 44,636 participants. Quit and Win contests elsewhere (notably Finland) have also had fluctuations in participation over the years. German Smoke-free 2006 campaign organizers concluded that the decrease in participants may have been due to two environmental factors:

Competing Media Attention

In previous years, the media had covered the smoke-free campaign contest extensively. In 2006, there was a great deal of media attention on the EU-wide tobacco advertising ban and the German smoking ban in bars and restaurants. While the Smoke-free 2006 campaign was addressed in the political coverage, information about how to participate was frequently omitted. Moreover, because of extensive coverage of tobacco issues in the political news, health and advice columns of daily and weekly newspapers did not provide additional coverage of the tobacco issue or smoking cessation assistance.

Increase in Availability of Tobacco Cessation Programs

In recent years, there have been an increasing number of target-group specific programs for tobacco cessation that did not exist previously. New information on smoking cessation available through national health organizations, Internet quit smoking programs, promotion of the German smokers’ helpline on cigarette packages, and an increase in coverage and services supported by health insurance providers have provided numerous additional opportunities for German smokers to engage in smoking cessation. The availability of smoking cessation services year-round may motivate and support smokers to take action throughout the year rather than just during the smoke-free campaign period.

Appendix 11.2: Sample Communications Protocol

This protocol was developed by the North American Quitline Consortium Promotion's Task Force. For more information, please go to www.naquitline.org.

PURPOSE:

The North American Quitline Consortium (NAQC) seeks to unite health departments, quitline service providers, researchers and national organizations in the United States and Canada to enable these quitline professionals to learn from each other and to improve quitline services. A key objective of the Consortium is to provide leadership and a unified voice to promote quitlines. To fulfill this objective, NAQC established the Promotion Task Force (PTF). One of the goals of the PTF is to identify and establish a communications protocol (including channels and vehicles) between state or provincial quitlines, national funders and other relevant national organizations to facilitate an exchange of information on promotion activities. This communications protocol will ensure that quitline staffs know about promotional activity that may affect quitline call volumes.

PROPOSED COMMUNICATIONS PROTOCOL

The communications protocol outlined below builds on the existing communications protocol used by NAQC to communicate national promotional information to its members. There are four communications identified: a NAQC Promotion Alert, Promotion Communique, Promotion Detailed Brief and Call Volume Summary Quarterly Report.

1. Emailed NAQC Promotion Alert

- Identifies potential promotional activities as soon as NAQC becomes aware of the initiative.
- Includes brief information about the initiative including initiating organization (if possible), timeframe, communication channel (i.e., television, newspaper, radio, etc.), promotion message and content, and brief assessment of anticipated impact on quitlines.
- Identifies date when proposed promotional activity is anticipated to be finalized, if available.
- Provides email address and contact information for more information. (Please note: As the primary purpose of this notification process is to provide information on promotional activities for quitline operators and funders, queries regarding these initiatives will take precedence over queries for more information.)

Purpose:

- To identify potential national communications activities as soon as possible.
- Includes caution that further verification of the activity will follow as soon as possible.

Audience:

- To be determined.

Timing:

- As soon as tentative information becomes available.

2. Emailed NAQC Promotion Communique

- Identifies confirmed promotional activities as soon as NAQC becomes aware of the initiative.
- Includes a summary of the confirmed promotional activities, which includes brief information about the initiative, including initiating organization (if possible); timeframe; communications channel (i.e., television, newspaper, radio, etc.); promotional message and content; and more information based on brief assessment of anticipated impact on quitlines.
- Includes links to NAQC “Members Only” Web site with detailed information about the promotional activities, and email and contact information for further information. (Please note: as the primary purpose of this notification process is to provide information on promotional activities for quitline operators and funders, queries regarding these initiatives will take precedence over queries for more information.)

Purpose:

- To provide comprehensive information about confirmed national communications activities as soon as possible.
- To gather information about the impact of the promotional activities to inform future activities.
- Where an ongoing promotional initiative is identified, a communications plan specific to the initiative will be developed and communicated.

Audience:

- NAQC members.

Timing:

- As soon as confirmed information is available.

3. Emailed NAQC Promotion Detailed Brief

- Provides detailed operational information about promotional activities, including specific initiatives, timing and content.
- Requests reports on call volume statistics during the period of the promotion compared to the previous year’s call volume, if available. (Please note: A link on the NAQC Web site or form for completion will be emailed as an attachment with the Promotion Detailed Brief to obtain call volume information as a result of a promotion.)

Purpose:

- To provide more detailed, operational information to assist quitline operators with information that will assist in planning for staffing and other initiatives.
- To ensure that funders are aware of the operational issues resulting from promotional initiatives.
- To facilitate feedback on call volume statistics during the promotion period.

Audience:

- Quitline operators and funders.

Timing:

- As soon as confirmed information is available and ongoing during duration of the initiative as required.

4. NAQC Call Volume Summary Quarterly Report

- Provides a brief summary of reported call volume by province or state for each quarter by month for current year and previous year, where available.
- Information provided will be used to help understand and analyze impact of future promotions on quitlines and will be provided to quitlines to inform their planning activities.
- Emailed each quarter and archived on NAQC Web site.

Purpose:

- To inform NAQC membership of the impact of national promotional activities by quarter.
- To assist NAQC and quitlines in understanding impact of national promotional activities for future planning.

Audience

- NAQC members.

Timing

- Each quarter (January – March reported by April 15; April – June reported by July 15; July – September reported by October 15; October – December reported by January 15).