

## Appendix 4.1: Development of the First Stop Smoking Campaign for Māori in New Zealand

*This case study was provided by Helen Glasgow, Executive Director, The Quit Group, New Zealand.*

In 2000, The Quit Group received funding to develop the first Māori-focused smoking cessation campaign in New Zealand. (Māori are the indigenous population of New Zealand.) The Māori Smokefree Coalition was funded to provide advice and assistance and there was a high level of involvement from Māori health workers and researchers in the development of the campaign. The campaign's goal was to motivate Māori smokers to stop smoking and its target age group was 25- to 44-year-olds.

Although Māori were responding well to the "Every Cigarette" campaign (a series of ads developed in Australia that were adapted for the whole New Zealand population), a targeted campaign was considered necessary because of the high Māori smoking rates. The prevalence of smoking among Māori males age 15 years or older was 46 percent and smoking prevalence among Māori females was 54 percent, compared with 26 percent for other men of other ethnicities and 25 percent for women of other ethnicities.

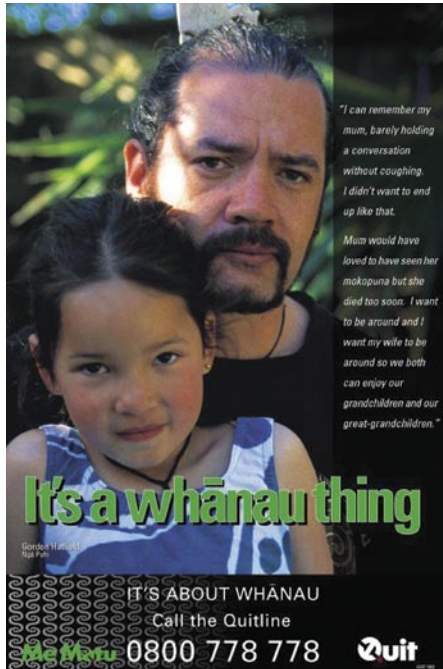
There was very little information to guide the campaign development, so four studies were planned: a literature review, a study to identify the strategy most likely to motivate a Māori smoker to quit, pre-testing of the advertising concept among the target audience, and ongoing monitoring of quitline callers, their ethnicity and from what source they obtained the quitline number.

A market research company conducted focus groups of smokers between 25 and 44 years old in several regions with large Māori populations. The research identified a key strategy for motivating Māori smokers to quit: personal health effects in conjunction with the effects on the family (whānau) and tribe (iwi) of premature deaths from smoking. Putting the continuation of the smoker's life in the context of his or her family was found to be more likely to motivate a Māori to quit smoking. Putting the health risk in the context of family enabled smokers to envision a future they wished to avoid. The Māori smokers realized they wanted to be around for the birthdays and weddings of their children and grandchildren.

The researchers determined that the tone of the television commercials should be engaging, enlightening and empowering. The images of Māori needed to be realistic and positive, and the person should be shown in his or her own setting. The ads should use some Māori language but not be totally in the Māori language.

The research was used to develop a creative concept entitled "Quit stories," which used real people who were introduced with their name, tribe and occupation. They shared their stories about quitting smoking, including mentioning the motivating factor such as "I wanted to be around for my children and grandchildren."

The concepts were tested in focus groups. Photographs of five Māori men and women with recordings of their stories were used for the testing. Focus group participants unanimously agreed that the messages were believable and that they could relate to at least one of the stories. They said the people shown in the commercials should come from a range of different tribes. Three closing lines were tested. The line, "It's a whānau thing," tested most positively, but using the word "thing" was seen as being too young, trendy and vague, as well as minimizing the issue. Following this testing, the closing line was amended to "It's about whānau."



Pauline Hauwai  
Te Karawa

A series of 12 “It’s about whānau” commercials were filmed, telling a range of different stories. Three composite commercials were also made. The advertisements began screening in New Zealand in August 2001, and they were found to be very popular with both Māori and other ethnicities for their positive and uplifting qualities. The level of Māori callers to the quitline rose significantly after the commercials began. Eighteen percent of quitline callers were Māori in June, with the proportion rising to 24 percent in August and September after the commercials began playing on national television.

An evaluation consisting of two baseline and two follow-up surveys was conducted. A follow-up survey was conducted in December 2001, and a second survey was completed in September 2002 to measure changes associated with the campaign. Awareness of television commercials about smoking had high levels of recall at baseline and follow-up. At both follow-ups, unprompted recall of “It’s about whānau” was 29 percent. Prompted recall was 75 percent at first follow-up and 85 percent at second follow-up.

High proportions of respondents found the commercials thought-provoking, relevant and believable, and thought they would make smokers likely to quit. Most of the smokers who said the campaign had a lot of influence on their attempts to quit smoking in the four months before the second follow-up found the commercials “very thought-provoking” and “very believable.”

Awareness of the quitline toll-free telephone service increased to reach 81 percent overall in the second follow-up. Correct name identification of the quitline increased across the surveys to reach 81 percent overall in the second follow-up from 39 percent at the baseline. Approximately one in three respondents who knew of the quitline had ever called, with health impacts as the main prompt to call at the baseline study and “own volition” followed by “whānau/family” as the main prompts at the second follow-up.