



Campaign Development Tool Kit

An International Guide for Planning and Implementing
Stop Smoking Campaigns

A Project of Global Dialogue for Effective Stop Smoking Campaigns



GLOBAL
FOR EFFECTIVE
STOP SMOKING
CAMPAIGNS
DIALOGUE

Production of this Tool Kit has been made possible through financial contributions from Health Canada, Pfizer, and American Cancer Society. The views expressed herein do not necessarily represent the views of the funders.



Financial contribution
from Health Canada

The advertisements and photos shown in this tool kit are for viewing purposes only. They cannot be aired or placed publicly without permission from the organizations that produced and sponsored them. For questions about use of any of the visuals, please contact info@stopsmokingcampaigns.org.

For more information, contact the Global Dialogue for Effective Stop Smoking Campaigns, info@stopsmokingcampaigns.org.

Suggested Citation:

Feltracco A, Gutierrez K, *Campaign Development Tool Kit: An International Guide for Planning and Implementing Stop Smoking Campaigns*. Brantford, ON: Global Dialogue for Effective Stop Smoking Campaigns; 2007.

Tool Kit Icons

In each chapter of the *Campaign Development Tool Kit: An International Guide for Planning and Implementing Stop Smoking Campaigns* we have included global examples, case studies, resources and in-depth definitions or explanations. These materials will help to bring to life the concepts and materials discussed in the Tool Kit. To help readers use the Tool Kit, below is a list of the icons and what they represent.



Case Study Icon

Used for individual international case studies that illustrate several concepts or ideas discussed in the Tool Kit.



Global icon

Used where we provide brief international examples to illustrate single concepts.



Magnifying Glass icon

Used where more in-depth detail and information is provided.



Resources icon

Used to identify additional resources of interest.

Table of Contents

Acknowledgements	III
Forward	VII
Chapter 1: Overview of Tobacco Control Marketing Campaigns	1.2
Chapter 2: Strategic Planning	2.2
Appendix	
2.1: Campaign Planning Worksheet	2.25
2.2: Sources of Information on Demographics and Tobacco Control and Use	2.30
2.3: Health Canada’s “Bob and Martin” Smoking Cessation Campaign Overview	2.32
Chapter 3: Target Audience Research	3.2
Appendix	
3.1: Sample Recruitment Screener for Intercept Interviews Regarding Smoking Cessation	3.30
3.2: Sample Recruitment Screener for Individual Interviews to Test Advertisements and Ad Concepts	3.32
3.3: Sample Recruitment Screener for Focus Group Discussion	3.35
3.4: Sample Moderator’s Guide for Focus Groups with Smokers	3.36
3.5: Sample Advertisement Testing Protocol	3.40
3.6: Sample Target Audience Profile	3.43
Chapter 4: Specific Populations	4.2
Appendix	
4.1: Development of the First Stop Smoking Campaign for Māori in New Zealand	4.16
Chapter 5: Campaign Evaluation	5.2
Appendix	
5.1: Sample General Outline for Qualitative Research to Evaluate Communications Material	5.23
5.2: Sample Evaluation Plan	5.25
5.3: Sample Quantitative Tracking Survey Questionnaire	5.29
5.4: Sample Quantitative Survey of Nonsmokers’ Attitudes, Knowledge and Beliefs about Tobacco Use	5.34
Chapter 6: Campaign Management	6.2
Appendix	
6.1: Managing the Request for Proposals Process	6.21
6.2: Elements of a Creative Brief	6.23
6.3: Sample Creative Brief for The Quit Group	6.26
6.4: Sample Creative Brief for the U.S. Centers for Disease Control and Prevention and the World Health Organization	6.30
6.5: Sample Creative Brief for QUITPLAN®	6.33

6.6: Sample Budget for Follow-Up with Smokers Registered for 2006 Quit and Win Program in Three Regions of Ghana	6.35
6.7: Sample Budget for Media Campaign in Canada	6.38
Chapter 7: Advertising	7.2
Appendix	
7.1: Sample Campaign Media Plan from Australia	7.28
7.2: Sample Campaign Media Plan from New Zealand	7.30
7.3: Sample Media Plan Summary, Including Earned Media from Canada	7.32
Chapter 8: Public Relations	8.2
Appendix	
8.1: Case Study on Supporting the Introduction of Smoke-Free Workplaces in Norway	8.29
8.2: Sample Editorial	8.31
8.3: Sample Letter to the Editor	8.32
8.4: Sample Op-Ed	8.33
8.5: Sample Press Release 1	8.35
8.6: Sample Press Release 2	8.37
8.7: Sample Fact Sheet	8.39
8.8: Sample Media Analysis Report (Executive Summary)	8.43
Chapter 9: Media Advocacy	9.2
Appendix	
9.1: Media Advocacy in Ireland	9.21
Chapter 10: Community-Based Marketing	10.2
Appendix	
10.1: Community Action through Faith Leaders in Cambodia	10.18
Chapter 11: Promoting Stop Smoking Services	11.2
Appendix	
11.1: How Environmental Factors Affected Participation Rates in German Smoke-free Campaigns	11.26
11.2: Sample Communications Protocol	11.27
Chapter 12: Funding Campaigns	12.2
Appendix	
12.1: The Need for Effective Mass Media Public Education Campaigns As Part of Comprehensive Tobacco Control Programs	12.13
12.2: Sample Stakeholder Briefing Paper	12.19

Acknowledgements

Many thanks to all of the individuals and organizations that made this campaign development tool kit possible.

Project Manager

Annamaria Feltracco, Feltracco Consulting, Canada

Technical Editor

Julie Jensen, freelance editor, United States

Managing Editors

Annamaria Feltracco, Feltracco Consulting, Canada

Karen Gutierrez, Global Dialogue for Effective Stop Smoking Campaigns, International

Graphic Design

Vance Merson, Shane O'Brien and Katarina Saric, The Graffic Link Design Studio, Inc., Canada

Funders and In-Kind Contributors

American Cancer Society

Campaign for Tobacco-Free Kids

Department of Health, England

Health Canada

International Non-Governmental Coalition Against Tobacco

Pfizer

Physicians for a Smoke Free Canada

Project Team and International Review Panel

Lisa Belluci, Pfizer, International

Cynthia Collard, Physicians for a Smoke Free Canada, Canada

Annette David, Health Partners, L.L.C., Guam

Marcus Frohe, National Cancer Institute, Brazil

Meg Gallogly, Campaign for Tobacco-Free Kids, United States

David Graham, Johnson & Johnson, International

Catherine Jo, American Cancer Society, United States

Katerina Langrova, Czech Coalition against Tobacco, Czech Republic

Wasim Maziak, Syrian Center for Tobacco Studies, Syria, and University of Memphis, United States

Krista Scaldwell, Johnson & Johnson, International

Jane Webb, Department of Health, England

Edith Wellington, Ghana Health Service, Ghana

Nan Yi, Centers for Disease Control and Prevention, China

Expert Reviewers and Contributors:

Linda Bailey, North American Quitline Consortium, United States
Eduardo Bianco, InterAmerican Heart Foundation, Uruguay
Lois Biener, University of Massachusetts, United States
Jack Boomer, Clean Air Coalition of British Columbia, Canada.
Brenda Bryan, North American Quitline Consortium, United States
Sharon Carothers, American Legacy Foundation, United States
Beatriz Champagne, InterAmerican Heart Foundation, International
Siri Christin Naesheim, Tobacco Control Department, Directorate for Health and Social Affairs, Norway
Greg Connolly, Harvard School of Public Health, United States
Jeffrey Costantino, American Legacy Foundation, United States
Trish Cotter, Cancer Institute New South Wales, Australia
Deena Crawley, McKee Wallwork Cleveland Advertising Agency, United States
Steve Crone, QUIT UK, United Kingdom
Donna Czukur, Canadian Cancer Society – Ontario Division, Canada
Annette David, Health Partners, L.L.C., Guam
Anita Dessaix, Cancer Institute New South Wales, Australia
Mariette Dreher, ClearWay Minnesota, United States
Lorie Dunbar, Office of Programs and Mass Media, Tobacco Control Programme, Health Canada
Nancy Dubois, Du-B-Fit Consulting, Canada
Debra Efrogmson, HealthBridge, Bangladesh
Larry Elmore, Tobacco Use Prevention and Control Program, New Mexico Department of Health, United States
Kristin Engdahl, Edelman Public Relations, United States
Evelyn Fang, Beijing United Family Hospital, China and University of California San Francisco – Fresno, United States.
Michael Fiore, Center for Tobacco Research and Intervention, University of Wisconsin School of Medicine and Public Health, United States
Geoff Fong, International Tobacco Control Evaluation Survey Project, University of Waterloo, Canada
Marcus Frohe, National Cancer Institute, Brazil
Meg Gallogly, Campaign for Tobacco-Free Kids
Helen Glasgow, The Quit Group, New Zealand
Alissa Guy, Quit Victoria, Australia
Carol Hall-Walker, Rhode Island Department of Health, United States
David Hammond, Department of Health Studies, University of Waterloo, Canada
Todd Harper, VicHealth, Australia
Carter Headrick, Campaign for Tobacco-Free Kids, United States
Fenton Howell, Public Health Medicine, Royal College of Physicians, Ireland
Laurent Huber, Framework Convention Alliance, Switzerland
Kari Huseby, Tobacco Control Department, Directorate for Health and Social Affairs, Norway
Clare Hutchinson, AMV BBDO Advertising Agency, United Kingdom
Lisa Kelly, Tobacco Control Program, New York State Department of Health, United States
Nancy Korstanje, Ontario Smokers' Helpline, Canadian Cancer Society – Ontario Division, Canada
Niki Legge, Cessation Initiatives and Tobacco Control, Lung Association of Newfoundland and Labrador, Canada

Ruth Loewen, International Tobacco Control Evaluation Survey Project, University of Waterloo, Canada
Wasim Maziak, Syrian Center for Tobacco Studies, Syria, and University of Memphis, United States
Rich McCracken, Clarity Coverdale Fury Advertising Agency, United States
Danny McGoldrick, Campaign for Tobacco-Free Kids
Jeffrey McKenna, Centers for Disease Control and Prevention, United States
Kiann McNeil, Alberta Alcohol and Drug Abuse Commission, Canada
Christine Megerdichian, Harvard School of Public Health, United States
Kristin Mosaker Granborg, Communication and Documentation Department, Directorate for Health and Social Affairs, Norway
Narine Movsisyan, Center for Health Services Research and Development, American University of Armenia, Armenia
Andrea Mowery, ClearWay Minnesota, United States
David Newton, AMV BBDO Advertising Agency, United Kingdom
Gillian Parrish, Edelman Public Relations, United States
Anita Peter, Cancer Patients Aid Association, India
Paula Pasquali, Community Health Programs, Department of Health and Social Services, Government of Yukon, Canada
Todd Phillips, Academy for Educational Development, United States
Krzysztof Przewozniak, Cancer Center and Institute of Oncology, Poland
Lezli Redmond, Center for Tobacco Research and Intervention, University of Wisconsin School of Medicine and Public Health, United States
Robin Reece, Canadian Network of Smokers' Helpline, Canada
Abby Rosenthal, Office on Tobacco or Health, Centers for Disease Control and Prevention, United States
Gary Saffitz, Center for Communication Programs, John Hopkins University - Bloomberg School of Public Health
Jonathan Santos, Tobacco Free Initiative, WHO/Western Pacific Regional Office, Guam
Kawaldip Sehmi, Health and Equality, QUIT UK, United Kingdom
Patti Seikus, Health Communications Branch, Centers for Disease Control and Prevention, United States
Karen Slama, Operational Research in Tobacco Control, International Union Against Tuberculosis and Lung Disease, France
Cilla Snowball, AMV BBDO Advertising Agency, United Kingdom
Jin Sook Choi, Korean Association on Smoking and Health, Korea
Sandra Soria, California Department of Health Services, Chronic Disease and Injury Control
Penny St. John, The Quit Group, New Zealand
Colleen Stevens, California Department of Health Services, Chronic Disease and Injury Control Division, Tobacco Control Section, United States
Linda Tasi-Mulitalo, The Quit Group, New Zealand
Sarah Tukua, Clarity Coverdale Fury Advertising Agency, United States
Melanie Wakefield, Centre for Behavioural Research in Cancer, The Cancer Council Victoria, Australia
Edith Wellington, Ghana Health Service, Ghana
Nan Yi, Centers for Disease Control and Prevention, China

Forward


This is an exciting and fascinating time to be part of the international tobacco control community. We have learned how to reduce tobacco use and exposure to secondhand smoke, even as we continue to fight the formidable influence of the tobacco industry with our relative lack of resources. The health gains resulting from our interventions, contrasted with the high health costs associated with tobacco use, have also generated greater interest in tobacco control on the part of new international partners. A significant challenge amid these successes is to leverage the lessons we have learned and disseminate them more broadly so all countries can make progress toward reducing smoking and exposure to secondhand smoke.

As the international community continues to learn about and effectively conduct comprehensive tobacco control programs, several components have emerged as keys to success, and one of them is tobacco control marketing campaigns. These public education campaigns, conducted through the mass media and other channels, can increase awareness of tobacco use issues, build relevant knowledge, change beliefs and attitudes, and contribute to behavior changes. Moreover, Article 14 of the Framework Convention on Tobacco Control compels parties to the convention to design and implement effective programs aimed at promoting tobacco use cessation. To support effective public education campaigns internationally, and stop smoking campaigns specifically, the Global Dialogue for Effective Stop Smoking Campaigns has developed the ***Campaign Development Tool Kit: An International Guide for Planning and Implementing Stop Smoking Campaigns***.

The tool kit shares “lessons learned” about content of tobacco control marketing campaigns as well as a process for developing such efforts. It has been designed with input from many sources including the U.S. Centers for Disease Control and Prevention’s *Designing and Implementing an Effective Tobacco Counter-Marketing Campaign*, the World Health Organization’s *Building Blocks for Tobacco Control*, the U.S. National Cancer Institute’s *Making Health Communications Work*, and Health Canada’s *Social Marketing E-Tool*. Responding to the needs of our international network of campaign planners and researchers, we decided to use many of the chapters from the CDC’s counter-marketing manual as a starting point for the tool kit. Campaign managers from Africa, Asia, Europe, Oceania, South America and North America reviewed and helped adapt chapters for international audiences. Materials and documents provided by international contacts from over 25 countries were also incorporated to ensure that the tool kit examples are as diverse and relevant as possible. The chapters were reviewed by content experts, the project team, the international review panel and Global Dialogue partners. Each reviewer contributed to making the tool kit what we hope will be a valuable resource to campaign planners throughout the world, aiding them in developing campaigns that make significant contributions to reducing the burdens caused by tobacco use and exposure to secondhand smoke.

The first six chapters of this tool kit focus on an overview of campaigns, strategic planning, target audience research, specific populations, designing an evaluation plan, and implementing the campaign. The next four chapters address key components to consider including in your campaign: advertising, public relations, media advocacy and community-based marketing. The final two chapters focus on promotion of stop smoking services, including quitlines, and ways to secure and sustain funding for your campaign.

We are excited to share this important resource with international tobacco control advocates and hope that it will provide important and useful guidance to those interested in developing tobacco control marketing campaigns. The online version of this tool kit will be revised over time to keep it as up-to-date and relevant as possible. Please send any feedback regarding the tool kit to info@stopsmokingcampaigns.org. We also welcome additional campaign documents and materials, similar to those found throughout the tool kit. Thank you in advance for your contributions!

A handwritten signature in black ink that reads "Karen K. Gutiérrez". The signature is written in a cursive style with a prominent flourish at the end of the last name.

Karen Gutierrez

Director

Global Dialogue for Effective Stop Smoking Campaigns