

Power to the People

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A Tobacco Free Island
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structure

1. Mass media campaigns work
2. Tobacco industry marketing
3. Empowerment
 - Adults to quit
 - Children to rebel
4. Conclusion

mass media tobacco control campaigns work

1. Reviews show media campaigns are both effective and efficient:

- ✓ *can prevent the uptake of smoking in young people* (2)
- ✓ *can encourage cessation* (3)
- ✓ *are a cost effective public health intervention* (1)

2. It's a damn silly question

If advertising didn't work why would the TI have fought so hard to keep it

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tobacco industry marketing (4)

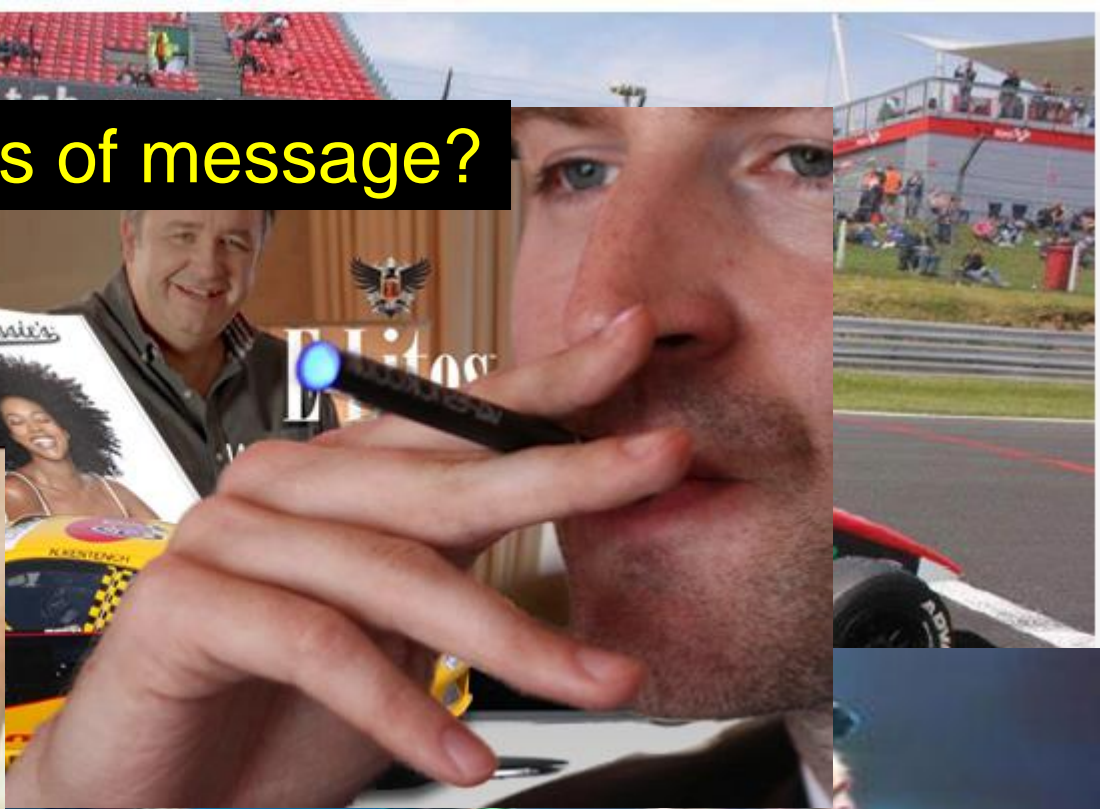


mass media
advertising

cinema press
billboards
television

Types of message?

facebook



**SLIM. CHARGED.
READY TO GO.**
**AVAILABLE
NATIONWIDE!**



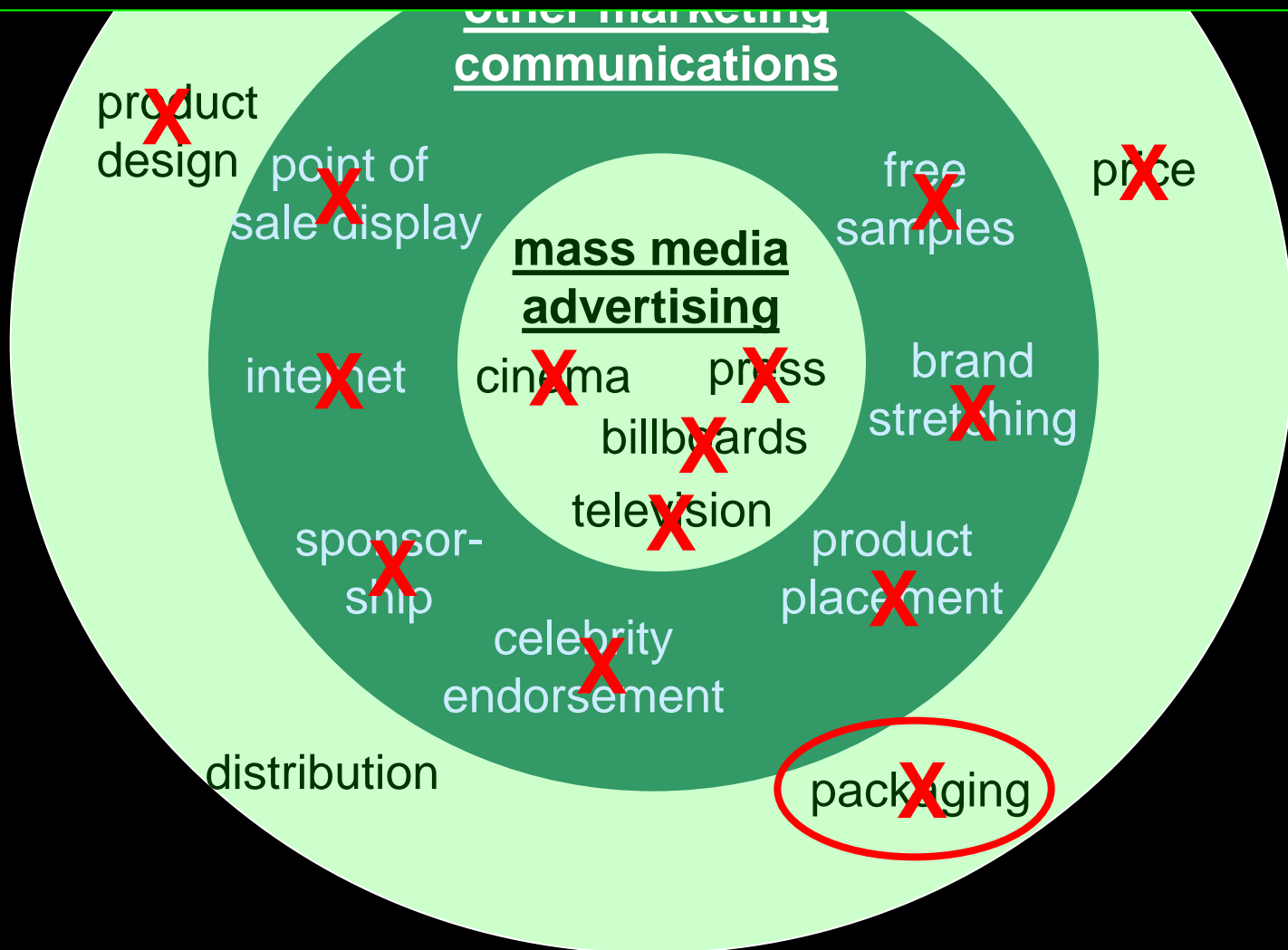
The Brand

These same three lessons emerge from the reviews of TC mass media campaigns

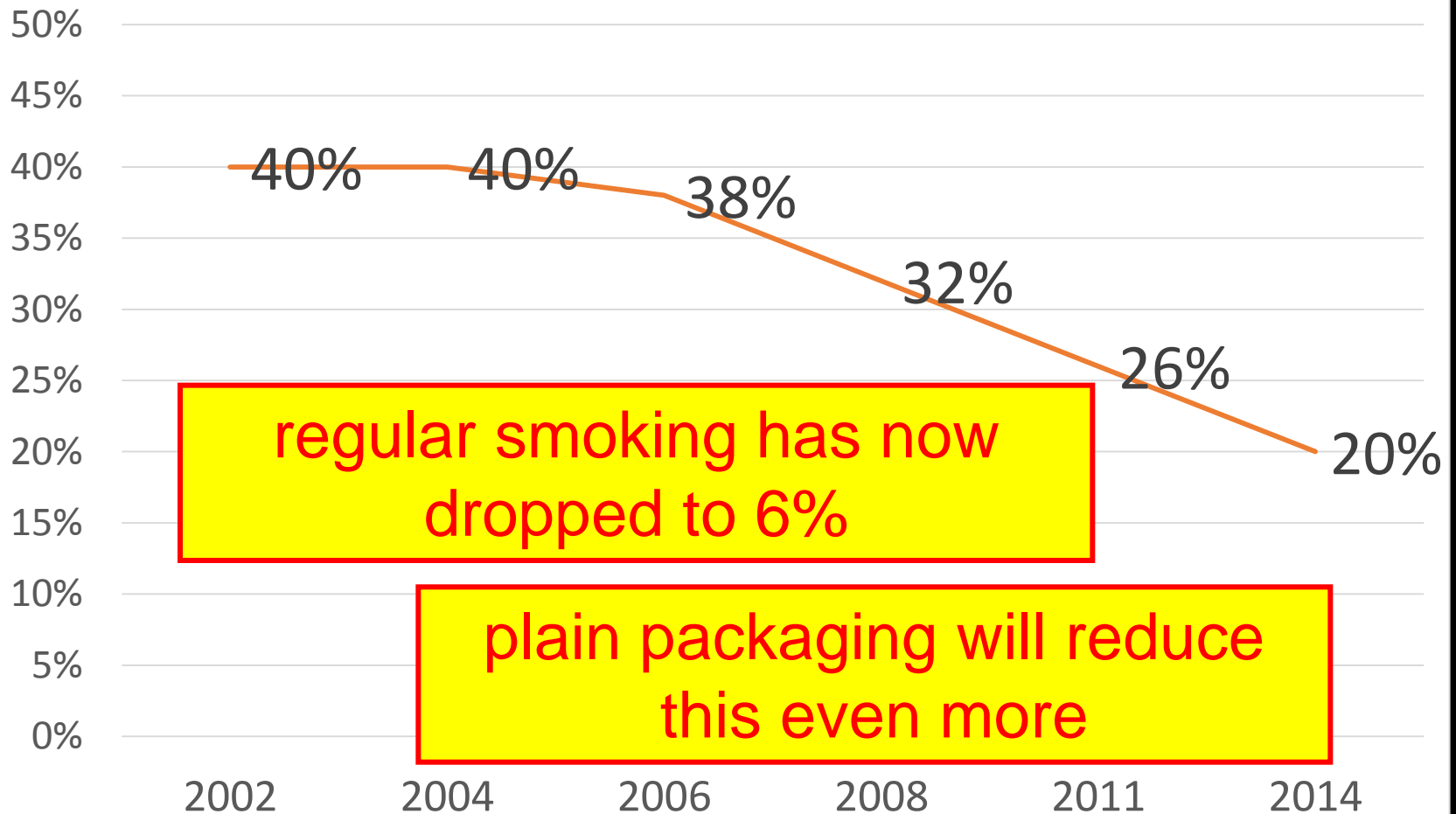
- Emotional engagement that make us feel good about the consumption process
- Understand your audience → research
- Multifaceted, strategic and sustained

marketing

We understand the need to be multifaceted



Prevalence of Ever Smoking among UK 11-16 year olds 2002 to 2014



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The case of CRUK's *'Smoke This'*

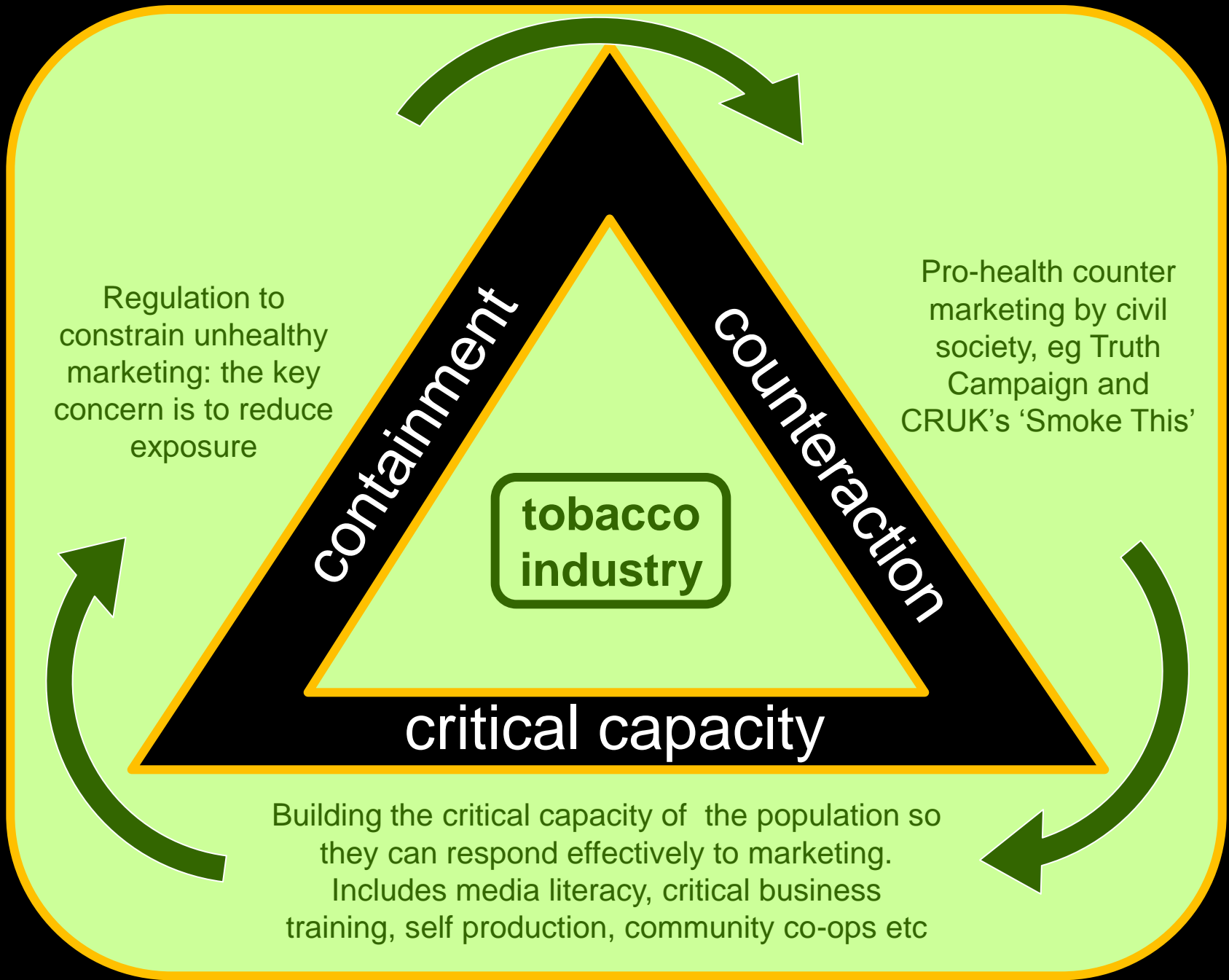
Key lessons

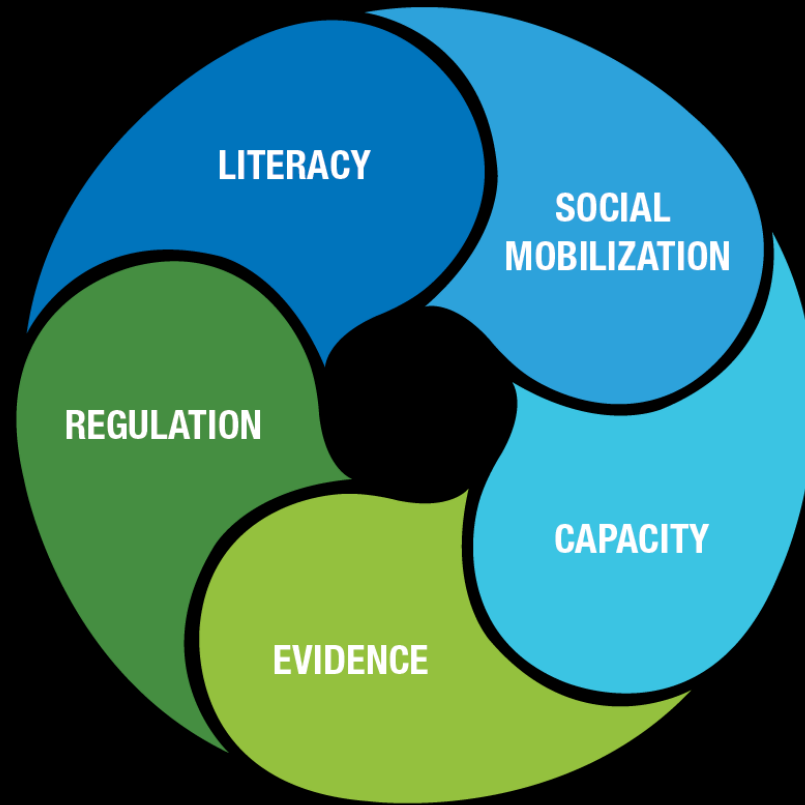
- Emotional engagement
- Understand / research your audience
- Multifaceted, strategic and sustained



Objectives

1. Create digital content that exposes TI tactics & encourages 16-24s to engage in a tangible way
2. Raise public awareness and critical about the tobacco industry and its tactics
3. Provide evidence to show politicians that the public are angry about TI tactics and create a policy environment more conducive to TC measures





Restricting marketing of
unhealthy foods and
beverages to children

Conclusion

Business now talks glibly and cynically about the co-creation of value

What it really does is manipulate us into obedience

We can talk with depth and credibility about the co-creation of public health

Our job is to encourage disobedience

References

- (1) Edwinah Atusingwize, Sarah Lewis, Tessa Langley (2014) Economic evaluations of tobacco control mass media campaigns: a systematic review Tobacco Control
- (2) Brinn MP, Carson KV, Esterman AJ, Chang AB, Smith BJ. (2010) Massmedia interventions for preventing smoking in young people. Cochrane Database of Systematic Reviews, Issue 11. Art. No.: CD001006. DOI: 10.1002/14651858.CD001006.pub2.
- (3) Bala MM, Strzeszynski L, Topor-Madry R, Cahill K (2013) Mass media interventions for smoking cessation in adults Cochrane Review
- (4) National Cancer Institute (2008). *Tobacco Control Monograph 19: the Role of the Media in Promoting and Reducing Tobacco Use.* http://cancercontrol.cancer.gov/brp/tcrb/monographs/19/m19_complete.pdf
- (5) Hastings G (2015), Public health and the value of disobedience, Public Health, <http://dx.doi.org/10.1016/j.puhe.2015.03.010>

The Impact on young people

1. Adults do not start smoking:
 - 88% of smokers start as children
 - Virtually all do before they are 21
2. They are of course especially vulnerable to branding
3. Systematic removal of the marketing tools that support marketing has driven down uptake

There is a problem: unopposed marketing

Little action despite recommendations

The solution is to match top down pressures
with bottom up pressures

- a) Containment of the pathogen
(eg by regulation)
- b) Counteracting its spread
(eg by counter advertising)
- c) Critical capacity building to
boost population resilience
(eg with media literacy)

A solution

Containment

Marketing regulation in tobacco control shows that:

- the key requirement is to reduce exposure. content regulation, with one exception*, produces ineffective and resource wasting codes of conduct
- measures have to be comprehensive, taking in all forms of marketing communication as well as other elements of the marketing mix (inc product design, packaging, distribution and pricing)
- commercial operators have to obey these rules, but otherwise must be excluded from the regulatory process

*the Loi Evin in France

Counteraction

pro health counter-marketing has been shown to be effective. the Truth campaign in the US for example, significantly reduced teen smoking ⁽³⁾. in the UK CRUK's 'smoke this' demonstrates how digital channels can perform a similar task ⁽⁴⁾

counteraction can also involve a more direct attack on commercial marketing. in the 1980s a very successful campaign (BUGA UP) ⁽⁵⁾ was waged in Australia against tobacco advertising using irreverent graffiti. this tradition has also be used against energy dense food advertising...

as with regulation, counteraction should address not just advertising, but the whole marketing process

Critical capacity

Citizens need to be engaged in the process of change that will bring about healthier societies. This means they need to know more about the methods of big business

This includes media literacy campaigns to explain the process of advertising and how to guard against them

But, as for containment and counteraction, should go further and explain the whole marketing mix ('marketing literacy'):

- Why does Coke prioritise ubiquitous distribution?
- How do pricing deals work?
- Why are processed foods inevitably unhealthy?

More widely still, people need to be taught about the fiduciary imperative which requires corporations to put stockholder returns ahead of all other concerns (including public health) ⁽⁶⁾

Containment, Counteraction and Critical capacity

– the 3 Cs –

work in concert:

Final comment:

Paper focuses on

- **Food** as an example – but the same solution works for tobacco, alcohol, infant formula
- **Children**
 - First the vast majority of the research on the harmful effects of unopposed marketing on public health has been done with children.
 - Second children present an obvious social priority and prevention opportunity.
 - Third children are vulnerable, so politicians are motivated to act,

references

- 1) Jahiel RI, Babor TF. Industrial epidemics, public health advocacy and the alcohol industry: lessons from other fields. *Addiction* 2007;102:1335-9.
- 2) Hastings, G. 2012. Why corporate power is a public health priority, *British Medical Journal*, 345: e5124.
[doi:10.1136/bmj.e5124](https://doi.org/10.1136/bmj.e5124)
- 3) Farrelly MC, Heaton CG, Davis KC, Messeri P, Hersey JC, Haviland ML (2002). Getting to the truth: evaluating national tobacco countermarketing campaigns. *American Journal of Public Health*, **92**(6): 901-907.
- 4) <https://www.youtube.com/watch?v=a19KSaUueok>
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- 6) Bakan, J. (2004) *The Corporation: The Pathological Pursuit of Profit and Power*. Toronto: The Penguin Group (Canada).