

## Media Advocacy in Enhancing Smoking Cessation

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## Hong Kong Council on Smoking & Health

Established in **1987**

A **statutory body** vested with functions, as set out in the “Hong Kong Council on Smoking and Health Ordinance” (Cap 389), to protect and improve the health of the community by:

- 1) Informing & educating the public on the harms of smoking & its adverse effects on health
- 2) Conducting & coordinating research into the cause, prevention & cure of tobacco dependence
- 3) Advising the Government, community health organizations or to the public on matters relating to smoking and health

# Definition

## Social Marketing

The planning and implementation of programs designed to bring about social change using concepts from commercial marketing.

Source: Social Marketing Institute <http://www.social-marketing.org/sm.html>

# Two Approaches in Social Marketing

## Upstream Marketing



Influencing the Government and legislators



## Downstream Marketing



Influencing the attitude and behaviour of the people



## Definition

### Media Advocacy

is defined as the strategic use of mass media and community advocacy to advance environmental change or a public policy initiative.

*Source: Designing and Implementing an Effective Tobacco Counter-Marketing Campaign, Centers for Disease Control and Prevention, First Edition, Sage Publication, Oct 2003*



## COSH's Effort in Disseminating Smoking Cessation Messages

## **COSH's Effort in Disseminating Smoking Cessation Messages**

- COSH has been taking a proactive role in promoting smoke-free messages and smoking cessation since its establishment in 1987...
- It makes use of several media to promote the messages including Campaigns, Publicity Events, Media Placement and Public Service Announcement (PSA).



## **Campaigns – Downstream Approach**

## Campaigns - Downstream Approach

- COSH conducted a series of campaigns to influence people's attitude towards cessations.
- These campaigns target various aspects of cessations benefits including personal and family.
- The campaigns are usually supplemented by cessations counseling.

## “1997 Quit Easy Campaign”



- “Quit Easy” pamphlets
- Quit smoking seminar
- Smoke-free Easter Camp

## 1997 Quit Campaign – “Show Your Love and Quit Smoking”



- Theme – “Show Your Love and Quit Smoking”
- Quitting classes in hospital and health centres



## 1997 Quit Campaign – “A Smoke-free Wedding Party”



## “1999 Three-Two-One Quit Campaign”

- Theme of 1999 World No Tobacco Day  
“Cessation of Tobacco Use”
- Collaboration with Department of Health, Hospital Authority, Hong Kong Medical Association and other tobacco control groups
- Exhibition and public lectures



## “1999 Three-Two-One Quit Campaign”



- Quitting Classes
- Train-the-trainers workshops

## “2000 Quit and Win” Campaign



- Kick-off ceremony
- Public lectures and Telephone counselling and quitting classes

## “2000 Quit and Win” Campaign



- Roving exhibitions
- “Quit and Win” contest

## Campaigns – Upstream Approach

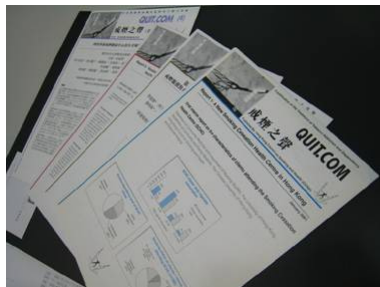
## The First Smoking Cessation Health Centre in Hong Kong

- The First Hong Kong smoking cessations health center is setup in August 2000.
- Collaboration with The University of Hong Kong, The Chinese University of Hong Kong and Ruttonjee Hospital.
- Provides free service for the smokers intended to quit.



## The First Smoking Cessation Health Centre in Hong Kong

- Part of a research in assessing the demand for smoking cessation services in Hong Kong
- Detailed analysis of activities and profile of smokers compiled into reports – “QUIT.COM”
- Pressing need to provide services to help smokers to quit smoking.



## Publicity Events and Media Placements: Upstream and Downstream Approaches

## Publicity Events and Media Placements

**Besides campaigns, COSH making use of publicity events and media placement to serve as complementary tools to new smoke free legislative measures or cessation campaigns.**

## Publicity Events – Upstream Approach



COSH's stance on the Smoking (Public Health) (Amendment) Bill 2005 cum premiere of new PSA "BBQ Pork Bun"

## Publicity Events – Upstream Approach



Launching Ceremony for “Singing Out for Smoke Free Days” Campaign cum premiere of new PSA “Ask for Help”

## Publicity Events – Downstream Approach



Launching Ceremony for “Stand By You, Quit For Good” cum Premiere of new PSA “Be Smart, Quit Smoking”

## Publicity Events – Downstream Approach



Launching Ceremony of “Smoke Free Hong Kong” Campaign cum  
Premiere of new PSAs “Chewing Gum” and “Toothpick”

## Media placement



## Media placement



## Media placement



## “Quit to Win (戒煙一定贏)”

- With the enactment of smoke ban legislation since 1 January 2007, COSH launched a territory-wide “Quit to Win” media publicity campaign.



## “Quit to Win (戒煙一定贏)”

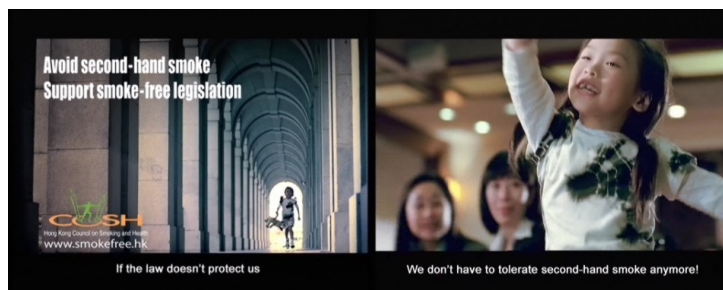
- It aims at
  - increasing the public awareness on the benefits of smoking cessation;
  - and encouraging the community to support smokers to get rid of nicotine addiction.



## Public Service Announcement (PSA): - Upstream and Downstream Approaches

## Upstream PSA

- Influencing the government and legislators



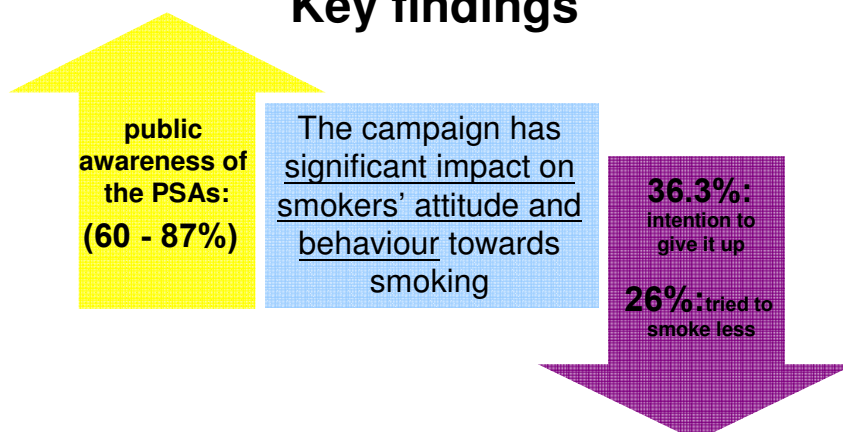
## Downstream PSA

- Influencing the attitude and behaviour of people



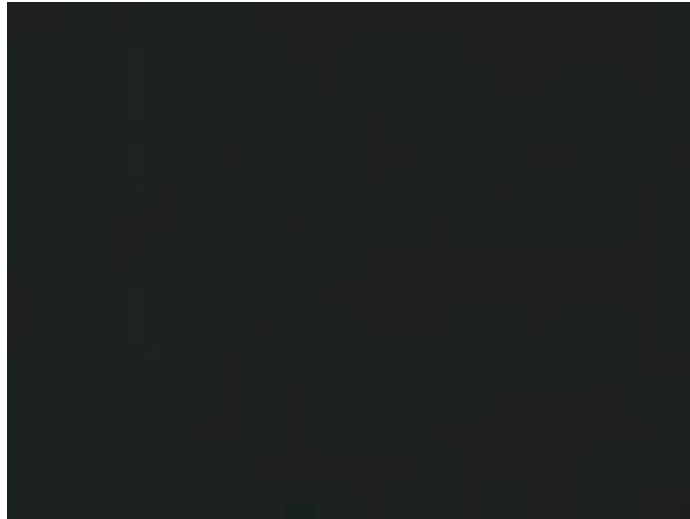
## Evaluation of COSH PSA

### Key findings



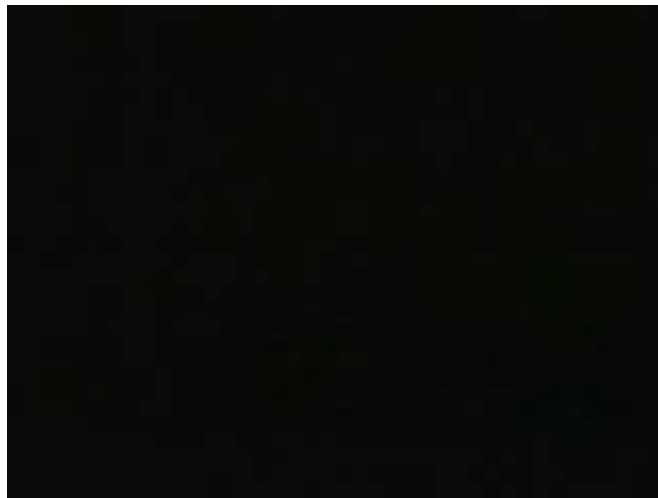
## **Public Service Announcement (PSA) themed on Smoking Cessation**

**“Quit Now, We Can All Win” (1997)**



## **Public Service Announcement (PSA) themed on Smoking Cessation**

**“To Be Considerate” (2000)**



## Announcements in the Public Interest (PSAs) themed on Smoking Cessation

With the passage of legislative amendment in October 2006

“Be Smart! Quit Smoking” (2007)



## Two brand-new PSAs “Winning” and “Good Man” themed on Smoking Cessation

“Winning”

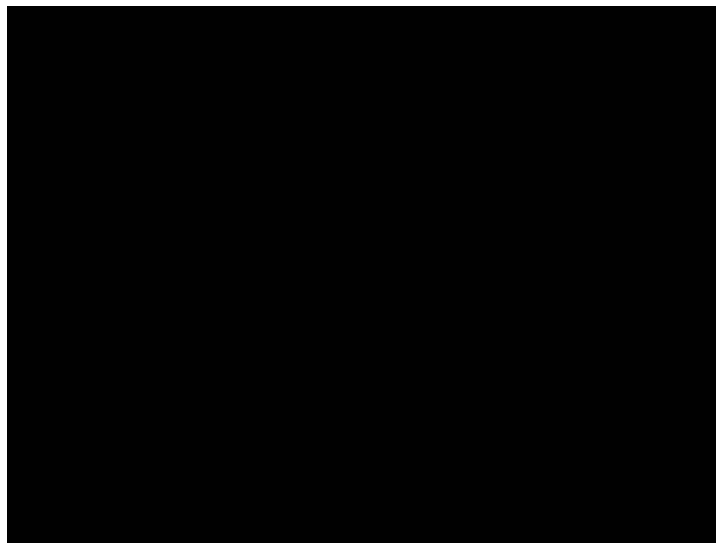


## Two brand-new PSAs “Winning” and “Good Man” themed on Smoking Cessation

### “Good Man”



## PSA: “Good Man” (2008)



### **Creating a Favourable Environment for Smokers to Quit**

- Survey by School of Public Health, HKU
- Over 50% youth smokers reported an increase in motivation to quit after the new legislation came into force
- Reveals an increasing demand for smoking cessation services

### **Future Direction for COSH**

- To continue its promotional efforts in smoking cessation; and
- To collaborate with the community and district organizations to initiate smoking cessation programmes

# Thank you!

*We need your support for a Smoke Free Hong Kong!*