



Celebrating Cessation

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Tobacco Cessation Program

Iowa/Nebraska Primary Care Association

Newsletter Spotlight

New Study: Philip Morris' "Think. Don't Smoke" Campaign Actually Increased Teens Intentions to Smoke

A recent report published in the online edition of the International Journal of Environmental Research and Public Health (IJERPH) found that Philip Morris' "Think. Don't Smoke" campaign had virtually no effect on changing teens' attitudes about tobacco or smoking initiation. In fact, it actually increased teens' intentions to smoke soon. In stark contrast, the report found the truth® campaign increased antismoking beliefs among teens, decreased their intent to smoke, and lowered the rates of teens starting to smoke.

"This is the fourth report to be released in the last few weeks that validates the truth® campaign's efforts," said Dr. Cheryl G. Heaton, President and CEO of the American Legacy Foundation®. "With about 3,900 youth trying their first cigarettes every day, there remains a critical need for science-based, national youth smoking prevention and effective counter-marketing campaigns that educate the nation's youth about tobacco and safeguard them from lifetime smoking addictions that have the potential to cut their lives short. Leaving smoking prevention education to the tobacco companies would clearly not be in the best interests of America's youth."

In the IJERPH paper released this month, lead author Kevin C. Davis and his team considered the differences between the approaches of the truth® campaign and a Philip Morris campaign - "Think. Don't Smoke" (TDS) - studying the two campaigns' effects on antismoking beliefs, intent to smoke, and smoking initiation among youth. They considered that "the truth® campaign is marketed as a popular youth brand that features risk-taking youth, who may appear to be open to smoking, delivering facts and messages about the tobacco industry specifically. For example, many of the truth® advertisements focus on the marketing practices of the tobacco industry and its efforts to obscure the health effects of smoking. In contrast, the TDS campaign featured role model youths declaring firm decisions not to smoke and explaining their reasons for not smoking. TDS aired between 1998 and 2002 - the second largest national campaign with television ads to air during the time of the study."

Davis and his team found that confirmed exposure to truth® campaign ads resulted in three key behavioral and attitudinal changes:

- increased agreement with antismoking beliefs
- a decrease in the intention to smoke
- lower rates of starting to smoke

In contrast, recall of "Think. Don't Smoke" ads were associated with an increased intention to start smoking soon. However, recall of TDS ads were not significantly associated with tobacco beliefs or smoking initiation among youth overall.

Source: http://www.reviewsite.net/legacy_e-news/mar_2009/article3.html

Please Share!

Please share any tools you have been developing to assess your patients' readiness to quit. Send them to Sarah at sdixongale@ianepca.com. She will compile them and send them to the rest of the group!

Questions or Comments?

E-mail us at sdixongale@ianepca.com or kburgener@ianepca.com
Or Call 515-244-9610 and ask for Sarah or Kate