

FINAL RECOMMENDATIONS

Background:

This consultation conference was organized in the frame of the EU youth prevention media campaign. The aim was to adopt recommendations that would guide the European Commission in defining the criteria for the development of future campaigns.

212 Public health and media experts from 32 countries agreed on the following recommendations :

Conclusions:

Youth prevention campaigns have to be part of a comprehensive tobacco control policy, and not be conducted in isolation. Media campaigns play a key role to build knowledge, change attitudes and behaviour in support of a tobacco-free society.

Pan European youth smoking prevention campaigns should promote the visibility of tobacco control. Campaigns should contribute to change the social norm from smoking to non-smoking in the European Union.

In order to maximize the benefit for all stakeholders, European campaigns should set the strategic framework and be adapted on national/regional level according to local cultural and social needs. Think globally – act locally

To achieve ambitious objectives we need important resources, long term commitment and the involvement of expert groups and stakeholders, with the exception of the tobacco industry.

To reach young people we need to do campaigns which target both adults and youngsters. We need to speak to young people as adults but use the media of their generation.

We need to invest into public health, social and marketing research. This research needs to be integrated into campaigns from the beginning and be as widely defined as possible. The key words for research are “integration”, “independence” and “dissemination”.

Recommendations:

1. EU – National level

While all youth prevention campaigns should aim at reducing smoking prevalence, increase cessation rates and prevent teenagers from taking up smoking, there is a difference between national and European campaigns.

We need to maximize efficiency and create synergy between the national and European level. European campaigns should tackle areas of European competence

- Promote existing and future national, European and international (WHO-FCTC) legislation
- Discredit and deconstruct the tobacco industry

- Deal with pan-European media
- Establish mechanisms for improvement and dissemination of best practice
- Increase the international profile of tobacco control

2. Objectives

- Develop a long term strategy for youth smoking prevention over a period of 5 – 10 years to acquire commitment from the public, from stakeholders, from political decision makers to promote support for legislation
- Counter the tobacco industry messages. Reduce the influence of the tobacco industry to enable future legislative control
- Build multidisciplinary partnership between the governmental, non-governmental and commercial sector interested in healthy lifestyles, based on ethical criteria
- Promote a tobacco-free culture
- Disseminate research results and best practice

3. Targets

Long term objectives demand reaching the young – they are tomorrow's shakers and movers

- Target youth (treated as adults but segmented e.g. by age, gender, socio-economic status and smoking status) plus adults, institutions and corporations
 - a. Treat target on global, tribal and individual level
 - b. Take into account the youth environment and youth culture
- Target (indirectly) the tobacco industry

4. Messages

Whatever message is used, there is a need to stay focused

- Expose marketing tactics and product engineering of the Tobacco Industry with a view to empower young people to react to these manipulation strategies and practices
- Damage the public image of the tobacco industry
- Inform on health consequences of smoking: consequences early in life, active and passive smoking and addiction
- Inform on social, economic and environmental consequences of tobacco use

Format

- Communicate facts – let them draw their own personal conclusions
- Testimonials - using real people with real stories
- Create the social norm for a tobacco free society
- Test the effectiveness of any institutional signature

Tone

- Develop messages that allow the appropriation by young people and which contribute to their empowerment
- No moralizing or preaching

- Engaging, clear and emotional messages
- Communicate facts – let them draw their own conclusions

5. Most effective media

A mix of cost/effective traditional and new media is essential. Choice of media depends on available resources.. Media campaigns are essential in promoting a tobacco -free environment. Explore the effectiveness of the new media before used

- Traditional mass media (good for raising the profile)
- New Media (e.g. electronic media, street actions, events - word of mouth communication (good for generating change)

6. Research and Evaluation

Evaluation should be a process looking at determinants, indicators and impact. The impact should be measured on audience's relevant knowledge, relevant attitudes and intended and actual behaviour.

Research should be conducted by independent bodies without any restrictions on publication. Research results should be disseminated and shared widely.

- Health, social, psychological and marketing research is needed across the EU
- European evaluation standards have to be developed to allow cross border comparison
- Assessment studies should be conducted prior to defining of strategic objectives
- Research must be integrated into the campaign development from the start
- Ethnographic research is needed to explore and understand youth culture
- Messages should be piloted and tested in their national context and language prior and throughout the campaign.
- Monitor programme effectiveness against objectives on an annual basis
- Monitor the activities of the tobacco industry

Final version

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