

## Backgrounder

Health Canada's comprehensive public awareness and information campaign is one component of the Tobacco Demand Reduction Strategy. The Strategy is a three-year initiative, funded by a health promotion surtax on tobacco manufacturing profits. It combines targeted activities including legislation, community action initiatives, research, public education and awareness for groups at risk.

To ensure the campaign is effective and consistent with other efforts across the country, Health Canada has worked closely with a working group comprised of representatives from the provinces, territories and non-government organizations including the Canadian Cancer Society, the Lung Association, the Heart and Stroke Foundation, the Non-Smokers' Rights Association, and the Canadian Council on Smoking and Health.

The media campaign will help create an environment that supports tougher public measures against tobacco use. Private and public sector partnerships will extend the campaign's reach through programs, promotions, event marketing, public relations, and paid media advertising.

Extensive market research was conducted to determine which messages and issues were relevant to the target groups. Testing included 309 quantitative interviews and 60 in-depth qualitative interviews with the following target groups: parents/caregivers (smokers), opinion leaders (smokers and non-smokers), youth (potential smokers and quitters), and the general public (smokers and non-smokers) in cities across Canada and with both French and English groups.

Based on the testing, Health Canada produced three TV ads and three print ads. Two of the TV ads use powerful family images to show the effects of environmental tobacco smoke (ETS) on non-smokers. The third TV ad, set in a bar, emphasizes the many cancer-causing compounds in cigarettes. The three print ads support the TV ads by providing more detailed information and an opportunity, through a 1-800 number, for callers to obtain fact sheets on issues such as passive smoke, tobacco sales to minors, smoking and indoor air quality, and others. A list of cessation programs available across the country will also be provided.

Upon the completion of the ads, a final research test was conducted with representatives from target groups in Halifax, Moncton, Montréal, Trois-Rivières, Toronto, Winnipeg, Edmonton, and Vancouver to ensure they were perceived as effective by Canadians in all regions of Canada.

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Results of this research indicated that the TV ads generated strong support for new measures to reduce smoking. Furthermore, youth responded more strongly to the image of tobacco smoking portrayed in "Cocktail". In addition, adults responded particularly to the harmful consequences of tobacco on those living with smokers, especially children, as illustrated in "Not Much".

Starting January 10, the TV ads - "Cocktail", "Not Much", and "Doll's House" will begin airing on English, French, regional and multicultural networks across the country. The first print ad will appear in newspapers across the country January 11, 1995, with the 2nd ad appearing on January 12, and the 3rd ad appearing on January 18th - Weedless Wednesday.

The cost to develop the TV and print ads was approximately \$1.2 million and the media buy will be approximately \$3.7 million.

January 10, 1995

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