

We're Watching



BETTER WORLD ADVERTISING

We maintain a fervent commitment to improving society and assisting individuals through social marketing. Our goal is to improve the quality of human life by designing and implementing strategies that achieve high levels of community education, self-efficacy and beneficial behavior changes.

www.socialmarketing.com

Background

- According to the CDC, 90% of smokers initiate tobacco use before the age of 18.
- A key approach to reduce youth smoking in the US is the adoption of Tobacco-Free School policies across school districts. Such policies prohibit smoking on school grounds and ban tobacco advertising on school grounds.



Strategy

A New York State social marketing campaign targeting school administrators, to promote adoption and enforcement of Tobacco-Free School policies.



Campaign

- Campaign concepts and messages were tested in focus groups of school district superintendents and school board members.
- Featured print ads in EdWeek, School Administrator, Educational Leadership and local New York State educator publications.
- Featured online ads on District Administration Utopia, Edweek and local educator websites.
- Sent direct email communications through the New York State Department of Education.

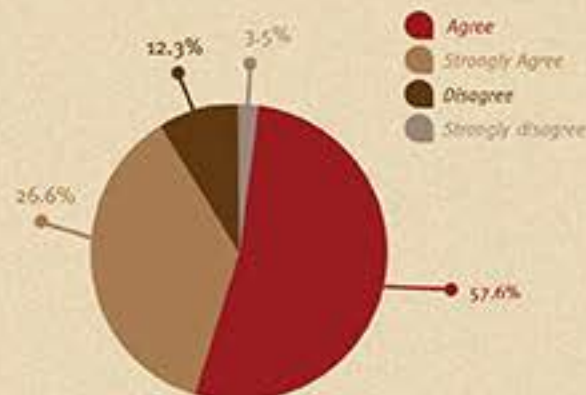


Evaluation

577 principals and district superintendents completed follow-up surveys.

AFTER VIEWING THE CAMPAIGN:

School's Tobacco-free Policy will prevent and reduce tobacco use among students?



Made me think about doing more to enforce my school's Tobacco-Free Policy?



Ads Grabbed Attention?



Frequently exposed to ads?



Reach

Administrators regularly read one or more of the target print publications

Administrators regularly viewed target websites



Conclusion

Social marketing efforts targeted to school administrators can reach and engage the target audience to increase awareness of the importance of tobacco-free school policies.