

Respecting the Air We Breathe:

**A Project about
Developing and Delivering
Second-hand Tobacco Smoke Messages
Targeted to Young Adults**

FINAL REPORT

Canadian Public Health Association

September, 2004

Respecting the Air We Breathe: A Project about Developing and Delivering Second-hand Tobacco Smoke Messages Targeted to Young Adults

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Focus Group Participants

- 159 Canadian Young Adults in British Columbia, Manitoba, Newfoundland, Nunavut, Ontario, and Quebec

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Executive Summary

BACKGROUND

There is growing interest in directing tobacco control efforts toward young adults because, in Canada, rates of smoking prevalence are highest among this population, data are lacking, knowledge of effective interventions is very limited and this age group is aggressively targeted by the tobacco industry.

With a view to supporting Canada's national tobacco control strategy, *Respecting the Air We Breathe* was undertaken to develop second-hand tobacco smoke messages targeted to Canadian young adults ages 18 – 30. The project goal was to provide recommendations on effective messages (and message delivery) that would educate young adults about exercising their responsibility to protect others from exposure to second-hand tobacco smoke and their right to breathe smoke-free air.

PHASE I

The project involved two phases. Phase I included research activities to increase knowledge and understanding of young adults as a target audience, determine best practices, support the message development process and guide recommendations. Research activities included: a literature review; compilation of an inventory of young adult-oriented messages and resources; a key informant meeting; key informant telephone interviews; and stakeholder and young adult surveys. An audience analysis was undertaken which examined young adult behaviours, attitudes, values, beliefs, incentives for/consequences of behaviours, demographics, and messages.

A conceptual model for message development was designed and, based on findings, two primary outcomes were solidified: young adult smokers taking their smoke outside; and young adults (smokers and non-smokers) asking others in their networks (social, family, etc.) to smoke outside. Segments of young adult smokers and non-smokers were considered for targeting. “Reluctant” and “easy-going” smokers as well as “adamant” and “unempowered” non-smokers were identified as suitable targets for “take it outside” messages.

With a view to achieving the desired outcomes, message objectives were determined, i.e., convince targeted segments of smokers that going outside to smoke will result in higher levels of social approval than smoking inside; convince segments of smokers and non-smokers that most of their social/family network members disapprove of smoking inside; and, increase smokers and non-smokers' confidence in their ability to ask others to smoke outside without creating conflict or socially isolating themselves.

With these objectives in mind, potential message concepts were developed. The most promising aspects of these were identified, resulting in four message concepts for focus group testing. Real and perceived social norms, as well as self-efficacy, were identified as the defining features of the proposed messages.

Key findings of Phase I related to the transitional nature of young adulthood, smoking behaviours and attitudes among this age group, rates of exposure to second-hand smoke and approaches to messages and message delivery. Information gaps exist in terms of young adult-oriented tobacco control interventions, health communication best practices, health and smoking statistics, and evaluated resources and messages.

PHASE II

The objectives of Phase II were to develop, focus group test and refine messages targeted to sub-groups of young adults and to make final recommendations on messages and message delivery. Focus groups were organized to take place in locations deemed representative of Canada's regions, thus two sessions (one with smokers and one with non-smokers) were held in Vancouver, Winnipeg, St. John's, Iqaluit, Peterborough, Windsor and Montreal. Phase I work identified segments of young adults who warrant special attention in terms of second-hand smoke messages. Focus groups therefore included a proportion of participants who 1) lived with a smoker; 2) were exposed to second-hand smoke at work; 3) had low socio-economic status; 4) were non-white/immigrant; and 5) were parents/expecting parents.

At each focus group session, the four message concepts were presented and participants provided written and verbal feedback. Following the series of focus groups, a consultant analyzed the data set collected in preparation for and during the sessions. This included participant demographic and psychographic data, quantitative and qualitative data on participants' initial reactions to the concepts, overall preference data prior to and following group discussion, and transcripts of focus group discussions. Data analysis conclusions drawn from the different data sources were consistent. Of the four concepts, the "green" message ("My Fish Has Asthma") had the most potential and required only minor adaptation to have widespread appeal. The "yellow" ("Remember Smoking...?") and "blue" ("Surprise a smoker. Say Thanks for taking it outside") concepts had merit but required redesigning. In the case of "blue", rethinking the concept was warranted to increase its believability. The "red" message concept ("Misconceptions") was, overall, not well understood or well liked by the target audience.

Message delivery *per se* was not "tested" in the focus groups. While in some cases participants offered their opinions on effective delivery channels for the concepts presented, delivery options were not consistently probed. Eliciting this type of feedback would have been premature, given that it was second-hand smoke message concepts that were being tested, and not final or near final versions of messages and materials. In addition, recommendations and decisions around optimal message delivery channels must

be supported by sound research on current media trends, as opposed to the preferences of a select number of focus group participants.

CONCLUSIONS

Respecting the Air We Breathe examined young adults as a target audience and developed message concepts that were designed to educate sub-groups of young adults about their responsibility to protect others from second-hand smoke and about their right to smoke-free air. Research revealed that in the area of young adult tobacco control, significant data and knowledge gaps exist and these must be addressed in order to develop effective interventions.

Focus group testing results indicated that, due to variations in legislation across Canada, “take it outside” messages targeted to young adults are not applicable if linked to public settings. Messages to denormalize second-hand smoke in personal settings are relevant, however, and a national, young adult-targeted, multi-media campaign to reduce the social acceptability of second-hand smoke is warranted. Priority sub-groups deserving special attention include Aboriginal, low income and parent young adults. A communication strategy should include the Internet and television as well as delivery channels at the grassroots/niche level.

Canadian young adults operate within a very busy and dynamic mediasphere, thus efforts to target this age group demand a thorough study of behaviours, attitudes, values and trends. In order to resonate, messages must be clearly understood by the target audience and believable. Focus group participants showed a preference for messages that were inoffensive and respectful of all age groups.

Four message concepts and related research will contribute to the growing body of knowledge about young adult tobacco control. Researchers and health educators are invited to draw upon the findings of *Respecting the Air We Breathe*, learn about young adults as an audience for tobacco control messages, and adapt the tested concepts for their own purposes.

Final recommendations, including recommendations on use of the resources produced by *Respecting the Air We Breathe* and future action, are found at the end of this report.

1. Introduction

Young adults are an emerging priority population for tobacco control in Canada and in other jurisdictions. It is recognized that greater attention must be paid to this age group because:

- among all age groups, young adults report the highest rate of smoking (30% of Canadian young adults aged 20 - 24¹ are smokers);
- there are very significant gaps in data, and knowledge of behaviours, attitudes and effective interventions is lacking; and
- young adults are a key target group for tobacco industry promotional efforts.

With a view to supporting the priorities, goals and objectives of Canada's national tobacco control strategy, the Canadian Public Health Association's (CPHA) *Respecting the Air We Breathe* project was conceived to examine young adults as a target audience and to develop messages that would address second-hand smoke exposure among this population.

This document reports on the work and outcomes of *Respecting the Air We Breathe* and provides a comprehensive description of key aspects of the project, including objectives, activities, findings, conclusions and recommendations.

2. Project Overview

2.1 GOAL OF THE PROJECT

The overarching goal of *Respecting the Air We Breathe* was to provide recommendations on effective messages and message delivery channels that would educate young adults (ages 18 – 30; smokers and non-smokers) about how to exercise:

- their responsibility to protect co-workers, peers and household members (including pets) from exposure to second-hand tobacco smoke; and
- their right to breathe smoke-free air.

2.2 PROJECT PHASES

The project encompassed two phases. Phase I (March 2003 – March 2004) research activities examined young adults as a target audience, resulting in a broad information base about the attitudes, behaviours and values of young adult smokers and non-smokers. Communication strategies for reaching this age group were also studied.

¹ Canadian Tobacco Use Monitoring Survey (2003)

Message development and testing were the primary activities of Phase II (April 2004 – September 2004). Second-hand tobacco smoke message concepts were tested in regional focus groups with segments of the target population.

Final recommendations on the most promising messages and message delivery channels are based primarily on research findings from Phase I and focus group data analysis findings from Phase II. These recommendations are included at the end of this report.

2.3 PROJECT OUTCOMES

Project outcomes (including short-term, intermediate and long-term outcomes) are reflected in the project Logic Model (Appendix 1).

2.4 PROJECT TEAM

Two CPHA staff members worked on *Respecting the Air We Breathe*: a Project Coordinator managed the project and a Project Assistant provided day-to-day support. A National Advisory Committee provided expertise and advice, participated in an evaluation process and formulated recommendations. The committee met six times during Phase I and three times during Phase II. Between meetings, project updates and related documents were forwarded to members at regular intervals.

A number of consultants were hired to lend expertise to various aspects of the project, including: writer/researcher (literature review), librarian (literature review), data analyst (literature review survey data content), health promotion team (research, project support, message development, focus group design and facilitation), youth/young adult advertising agency representative (message development), data analyst (focus group results) and evaluator (project evaluation).

2.5 EVALUATION

An Evaluation Plan was developed for *Respecting the Air We Breathe*. Based on the project Logic Model, the plan addressed the evolution of *Respecting the Air We Breathe*, its implementation process and short-term outcomes.

Evaluation results will be submitted to Health Canada at the conclusion of the project and a plan to disseminate results will be developed.

3. Phase I

3.1 OBJECTIVES

The objectives of Phase I were to:

- increase knowledge and understanding of young adults by conducting a detailed audience analysis;

- determine best practices for messages and message delivery models targeted to young adults; and
- make interim recommendations for Phase II testing.

3.2 ACTIVITIES

To meet the above objectives, two principal areas of activity were undertaken during Phase I: research and message development. Research findings and expert feedback created a synergy that continually fed into and informed the message development process.

3.2.1 Research

Research activities were geared to increasing knowledge and understanding of young adults, determining best practices, supporting the message development process, and guiding recommendations. The following activities were undertaken during Phase I:

- Literature review;
- Young adult-oriented message/resource inventory;
- Key informant meeting;
- Key informant telephone interviews;
- Stakeholder survey; and
- Young adult survey.

3.2.1.1 Literature Review

The literature review² was based on four major sources of information: published academic literature; reports and documents in the ‘grey’ literature; documents published by federal, provincial and municipal governments; and survey data. Other sources included web-site searches, use of Health Canada’s library system, use of health promotion listserves, and consultation with key experts.

The objectives of the literature review were to examine: best practices for developing effective messages targeted to young adults; evaluation tools for messages; the health effects of second-hand tobacco smoke; rates of exposure to second-hand smoke among Canadian young adults; effective advocacy; research and data gaps; and message delivery.

The review covered topics such as setting the context, young adults and tobacco, young adults and exposure to second-hand smoke, the health effects of second-hand smoke,

² Hanvey, L. *Respecting the Air We Breathe: Focus on Young Adults Literature Review*. March 2004.

knowledge, attitudes and beliefs of young adults, the need for a multi-level approach, communicating tobacco and health messages, and lessons learned. The literature review includes a special analysis of young adult smoking and second-hand smoke-related data from the Canadian Tobacco Use Monitoring Survey (CTUMS) and from the Canadian Community Health Survey (CCHS). Highlights of the literature review appear under Key Findings.

3.2.1.2 Inventory

A young adult-oriented message/resource inventory³ was compiled to provide insight into popular, current messages targeted to young adults and effective message delivery techniques. This inventory served as a useful tool during the message development and creative process.

Gaps were identified during the collection of metadata for the inventory, e.g., young adult, tobacco-related resources are scarce (most target children, teens, parents, general public and seniors). It was found that information pertaining to objectives and evaluation for existing resources is not available.

In compiling the inventory, health professionals, tobacco control specialists and other stakeholders were contacted with a request to submit resources. In addition to providing insights regarding young adult messages and message delivery, an additional benefit of compiling the inventory was that it raised national awareness of *Respecting the Air We Breathe* among a broad range of stakeholders. During the course of building the inventory, there were opportunities for networking and establishing valuable links that later enhanced promotion and awareness of other project activities and provided the basis for dissemination of this report.

3.2.1.3 Key Informant Meeting

A key informant meeting was deemed necessary early in Phase I for direction on issues relating to audience analysis, segmentation and desired outcomes. The meeting took place in November, 2003 in Ottawa. The main objectives of the meeting were to: confirm primary outcomes sought for the proposed communications strategy; confirm rationale for a segmentation scheme; expand on audience analysis; and obtain other information relevant to reaching the target audience.

The meeting resulted in general agreement on three main desired outcomes of developing and disseminating second-hand tobacco smoke messages targeted to young adults:

1. Smokers taking their smoke outside (“smoke responsibly”);
2. Young people asking others to take their smoke outside (“it’s okay to ask”); and
3. Lobbying, advocating and policy support (“something has to be done”).

³ Canadian Public Health Association. *An Inventory of Messages and Resources Targeted to Young Adults*. 2003

Discussion also centred around audience segments, incentives/barriers related to the above outcomes, and the nature of messages, i.e., what would and would not be appropriate for young adult messages. Participants were contacted by telephone following the meeting to confirm their opinions on target audience segments and aspects of message delivery.

3.2.1.4 Key Informant Telephone Interviews

Twenty-six key informants from Canada and United States were interviewed and, of these, six were young adults.

Highlights from the Key Informant Interviews

Key informants were asked whether certain sub-groups of young adults require special attention in terms of second-hand tobacco smoke messages. All respondents indicated that specific sub-groups warrant attention, including young adults who:

- Work in the hospitality / service sector;
- Are in college or university;
- Are not pursuing post-secondary education;
- Live with smokers;
- Are from a multicultural background;
- Are parents; and
- Are of low socio-economic status.

In addition to targeting young adults, others to consider included administrators of universities and colleges, young adult employers (particularly owners of bars and restaurants), health care providers and those involved in sports events such as facility managers and coaches.

Some key informants said short-term health effects should be included in messages while others said both short-term and long-term effects would resonate; there was little support for focusing on long-term effects only.

When asked about desired actions for smokers, key informants responded overwhelmingly that the desired action for smokers is that they smoke responsibly and smoke outside. The desired action for non-smokers is that young adults are able to say confidently that they don't want second-hand smoke around them.

Key informants identified the themes of respect, the impact of second-hand smoke on others, responsibility, and providing young adults with the facts. A multi-media approach was recommended, with the preferred channels of television, radio and the Internet. In terms of tone and approach, "honest and factual", "bold/brash/in your face" and "target the tobacco industry" were cited most often. Key informants also said that humour can be very effective if used carefully.

Messages should not offend, insult or attack individuals. Non-smokers want to be respectful of smokers and need to know that it's okay to ask smokers not to smoke around them. They need tools, including positive and empowering messages. Smokers need to know that smoke-free environments will aid cessation efforts. There needs to be respect for everyone's right to smoke-free air. Aboriginal key informants also spoke about respect of self and respect of others, and said that young adults should "respect the road our elders have walked on and carry that on by living a healthy life". It was suggested that Aboriginal young adults are not as aware of the effects of second-hand smoke and more education is needed. Messages must be developed for an Aboriginal audience specifically.

3.2.1.5 On-Line Stakeholder Survey

The purpose of the first survey was to receive feedback from stakeholders across Canada on their knowledge and understanding of young adults and of effective communication strategies targeted to this audience.

The objectives of the survey were to receive opinions from stakeholders on: potential target subgroups; effective delivery channels and vehicles; recommended tone and approach for messages; important actions that should be taken by smokers and non-smokers to exercise their responsibilities and rights; and effective campaigns that target young adults. In addition to providing stakeholder feedback, there were other benefits and impacts of the survey:

- It raised national awareness of *Respecting the Air We Breathe* and the intent of the project among stakeholders;
- It provided data that were useful for comparing to the other data collected through the young adult survey; and
- It provided a snapshot of health professionals' current knowledge of young adults and how to reach this audience.

Stakeholders included health promotion specialists, tobacco control specialists, public health specialists, health care providers, researchers, and "others". About one fifth indicated that they were young adults aged 18 – 30 years.

Caveat

While properly designed surveys can be used to gauge the true behaviour of target populations, on-line surveys are ill suited for extrapolation to target populations. For example, individuals who volunteer information via web sites may be part of a special sub-population that differs from the overall target population. As well, problems arise when there is no way to determine if individuals have submitted feedback multiple times. Thus we are extremely cautious in coming to any conclusions based on such biased data, and only regard it as supplementary information for the purpose of providing direction on aspects of young adults, messages, etc.

Highlights from the Stakeholder Survey

- 629 stakeholders responded;
- Stakeholders identified top priority sub-groups for second-hand smoke messages: young adult parents and expecting parents, young adults with low socio-economic status, young adults working in the hospitality/service sector and young adults who live with smokers;
- There was strong support for targeting other people (employers, governments, school administrators, health professionals and unions) in addition to young adults;
- Television, peer interaction/education and the Internet were most favoured among a list of potential message delivery vehicles and channels;
- Various tones are important in messages, with the exception of fear appeal;
- The most important action smokers should take to exercise their responsibility to protect others from second-hand smoke: smoke outside; not smoke around other people; quit; respect others' smoke-free space; and smoke away from children;
- The most important action non-smokers should take to exercise their right to breathe smoke-free air: advocate, take action and lobby for smoke-free places; speak up and ask smokers not to smoke around them; and boycott places where tobacco smoke is permitted, such as restaurants and bars.

3.2.1.6 On-line Young Adult Survey

The purpose of the second survey was to receive feedback from Canadian young adults for direction on effective communication strategies and message development.

The objective of the young adult survey was to provide direction on: young adult behaviours and attitudes; levels of awareness of the health effects of second-hand smoke; barriers that prevent smokers from protecting others from second-hand smoke and prevent non-smokers from asking smokers to smoke outside; and young adult preferences around message content and delivery.

Caveat

As with the stakeholder survey, it is recognized that this on-line young adult survey provided biased results. The limitations described above should be borne in mind when considering the young adult survey results. Note: Results from this survey are not reported in the “Key Findings” section of this report.

Highlights from the Young Adult Survey

- 1471 young adults responded;
- Young adults smoke because: they like to smoke when drinking alcohol, smoking reduces stress, they enjoy it, and they are addicted;
- Eighty percent of smokers surveyed believe there are good reasons to go outside to smoke;

- 93% would not be bothered if a friend asked them not to smoke in their home;
- Over three-quarters of smoker respondents feel somewhat or very uncomfortable smoking around children;
- One third of smokers often ask others if they mind them smoking and almost the same number occasionally ask;
- Most non-smoker respondents (89%) report being very or somewhat uncomfortable around second-hand smoke in a car;
- Over three-quarters of young adult non-smokers who responded are very or somewhat comfortable asking a friend to smoke outside when they are in their own car or home;
- Almost three-quarters feel somewhat or very uncomfortable asking someone they do not know to go outside to smoke in a restaurant, in a friend's home, or in another person's car;
- Reasons why it is difficult to ask a smoker to smoke outside include:
 - unsure of smoker's reaction;
 - smokers are allowed to smoke in a certain location; it is legal and their right; and
 - it is awkward.
- Reasons for asking a smoker to smoke outside include:
 - protect non-smokers from second-hand smoke effects/disease;
 - second-hand smoke smells, is dirty/disgusting;
 - protect children, pregnant women and elderly; and
 - respect non-smokers' right to breathe smoke-free air.
- Almost two-thirds of respondents believe people should be encouraged to speak up if they are bothered by tobacco smoke;
- 97% of respondents believe second-hand smoke is very or somewhat harmful to one's health;
- Television, outdoor ads and the Internet are effective ways to reach young adults;
- Messages suggested by respondents to encourage smokers to smoke outside include the following themes: second-hand smoke's detrimental effects on others; respect the non-smoker's right to a smoke-free environment; it's your choice to smoke, not mine; and second-hand smoke is very dangerous/kills.
- Messages suggested by respondents to encourage non-smokers to ask smokers include the following themes: ask a smoker to smoke elsewhere; speak up; respect me, I have a right to clean air; second-hand smoke has a detrimental effect on people around the smoker and on me - a non-smoker; and second-hand smoke kills.

3.2.2 Message Development

Message development involved a rigorous process that spanned Phases I and II. Consultants designed a conceptual model for message development to serve as a tool for identifying levels of intervention, goals at each level, desired outcomes, audience segmentation/analysis and communication objectives.

3.2.2.1 Audience Analysis

Audience analysis information was collected during the course of Phase I to ensure a solid understanding of the target group and proper segmentation. The analysis was continually updated using information sources compiled through the work of *Respecting the Air We Breathe* as well as additional sources, e.g., relevant web sites. The analysis included detailed information about young adult behaviours, attitudes, values, beliefs, demographics, messages and incentives for/consequences of behaviours.

3.2.2.2 Outcomes

Based on research and knowledge of desired outcomes, thirteen potential outcomes for second-hand smoke messages targeted to young adults were identified in the conceptual model. Three "most desired" outcomes were confirmed by participants of the key informant meeting: smokers taking their smoke outside; young people asking others to take their smoke outside; and lobbying, advocating and policy support.

Four possible levels of outcomes were considered: individual, network, organizational and societal. The decision was made that messages should be developed for use at the individual and network levels of intervention because these would yield the “biggest bang for the buck” and would have the potential to resonate with the greatest number of Canadian young adults. Messages for use at the organizational and societal levels would involve young adult advocacy outcomes and support for smoke-free policies in organizational and societal settings. While the importance of policy development is fully recognized (many people will not change their behaviours until faced with strictly enforced policies), it is only a small portion of young adults who actually become involved in advocacy activities. The decision was made to avoid over-segmentation of the target audience so that a greater number of “average” young adults would identify with the messages and find them applicable to their life situations. *Respecting the Air We Breathe* is part of a comprehensive approach to educating young adults about tobacco control issues and encouraging action at different levels.

Based on Phase I findings, the following primary outcomes were solidified:

- Young adult smokers taking their smoke outside; and
- Young adults (smokers and non-smokers) asking others in their networks (social, family, etc.) to smoke outside.

3.2.2.3 Segments

Potential segments were considered for targeting and the following sub-groups were identified:

- “Reluctant” smokers (18 – 30 years old) and “easy-going” smokers (18 – 30 years old); and
- “Adamant” non-smokers (18–30 years old) and “unempowered” non-smokers (18 – 30 years old).

These segments were targeted because:

- Regular reluctant smokers (who already feel social pressure to quit and feel guilty for smoking) and regular easy-going smokers (who plan to quit some day and are well aware of the health effects of second-hand smoke) are excellent targets for the "take it outside" message. Reluctant (and some easy-going) smokers can likely be convinced to ask others to take it outside.
- Like smokers, non-smokers can be divided into groups. Adamant and unempowered non-smokers are excellent audiences for this message as they want to say 'something', but often don't know how.
- Health communication research shows that policy development and major shifts in social norms are required to achieve behaviour change among regular adamant smokers. Moving adamant smokers to action with messaging is very difficult, thus this segment of smokers is not a suitable target for "take it outside" messages.
- Occasional smokers are highly influenced by their social situation (i.e., they smoke to fit in) and it would not be realistic to ask this group to smoke outside. Messaging would not likely result in behaviour change for this group.
- “Laissez-faire” non-smokers are least likely to believe that second-hand smoke is harmful and most likely to support smokers. This group would be difficult to reach with messages that ask others to smoke outside.

Further segmentation was not recommended. Targeting the above segments would impact a very large portion of the 18-30 age group and segments not targeted would likely be impacted in a secondary way if action were achieved among the primary target audiences.

3.2.2.4 Messages

Available information pointed to a need for skill development messages to help smokers 'take it outside' and help both smokers and non-smokers ask others to 'take it outside'. In order to reach these two outcomes, it was determined that messages must address the following objectives:

Objective 1:

- Convince reluctant and easy-going smokers that going outside to smoke will result in higher levels of social approval than staying inside (i.e., members of their social/family circles strongly support their smoking outside and strongly disapprove of smoking inside).

Objective 2:

- Convince reluctant (and some easy-going) smokers that most of their social/family network members (including smokers and non-smokers) disapprove of smoking inside, around non-smokers; and
- Increase confidence in their ability to ask others to smoke outside without creating conflict or socially isolating themselves (both must be accomplished to achieve action).

Objective 3:

- Convince adamant and unempowered non-smokers that most of their social/family network members (including both smokers and non-smokers) disapprove of smoking inside, around non-smokers; and
- Increase confidence in their ability to ask others to smoke outside without creating conflict or socially isolating themselves (both must be accomplished to achieve action).

3.2.2.5 Message "Creative" Process

Once segments were confirmed, the message "creative" process commenced. Text and creative elements linked to message objectives were designed. Four concepts were developed and the most promising aspects of these concepts were identified. Further refinement took place in preparation for focus group testing.

Real and perceived social norms, as well as self-efficacy, were identified as the defining features of the proposed messages. Messages needed to convince young adults that it is not socially acceptable to smoke inside and that most young adults prefer smoke-free environments. Messages also needed to help young adults feel confident in their ability to carry out relevant actions and should, where possible, be supportive of legislative and social changes that increase protection from second-hand smoke. Available evidence did not support messages that focus on increasing knowledge about the health effects of second-hand smoke because knowledge levels among the target audience are already high.

The audience analysis indicated that, in order to be effective, messages targeted to young adults must be different from previous 'anti-smoking' campaigns, which are now 'white noise' to this group. This could entail messages that are less 'politically correct' in terms of design or incorporating a surprise element that would heighten awareness. It is also important to convey authenticity as well as mutual respect for both smokers and non-smokers.

A message evaluation tool (Health Communication Message Review Tool), developed by the Health Communication Unit, Centre for Health Promotion, University of Toronto, was applied to the proposed messages prior to focus group testing.⁴

The four message concepts were:

Yellow Message Concept



Red Message Concept

⁴<http://www.thcu.ca/infoandresources/publications/Complete%20Message%20ReviewTo01%20March20-03.pdf>



Blue Message Concept



Green Message Concept



3.2.3 Phase I Results

3.2.3.1 Key Findings

A number of key findings emerged from research conducted in Phase I. The literature review, feedback from experts and survey data provided the following insights about the target audience:

- young adults live in a time of transition; they live with changing roles, responsibilities and lifestyles; they are a diverse, complex group that can be particularly vulnerable to tobacco use and environmental tobacco smoke; at the same time, they are an important target for intervention;
- tobacco use is associated with a number of other behaviours, such as drinking alcohol, using other drugs, inactivity and poor nutrition, as well as with socio-demographic factors; youth smoking increases sharply between 15 - 17 years of age and 18 - 19 years of age;
- 91% of young adults believe that being exposed to second-hand smoke is a significant or moderate hazard to people's health;
- according to the 2000 Canadian Community Health Survey (CCHS), 39% of non-smoking young adults ages 15 - 29 years reported that they were exposed to second-hand smoke most days;
- when asked if they were exposed to second-hand smoke in public places, 79% replied yes;
- 66% stated they were exposed to second-hand smoke when visiting friends or relatives and 44% were exposed to second-hand smoke at home;

- three-quarters of young adults aged 18 to 29 years report that there are no people living in their home who are regular smokers;
- 60% of young adults in Canada aged 17 to 24 are either somewhat (31%) or very (29%) bothered when exposed to second-hand smoke;
- one-quarter of young adults said that they would be very comfortable asking someone else to put out their cigarette if their smoke was bothering them in a public place; a further one-quarter (27%) said they would be somewhat comfortable; 45% were not comfortable;
- 90% reported that it is critically important, definitely important or somewhat important for employers to provide a completely smoke-free environment for their employees;
- more than half of young adults (53%) said that they would personally prefer to go to bars or taverns that provide a completely smoke-free environment for employees and customers;
- messaging regarding second-hand smoke and young adults must be part of an integrated set of approaches;
- the literature concludes that messages are most effective if they:
 - are strongly emotional;
 - reflect the values of young adults;
 - use real people with real smoking-based stories;
 - show the true addictive nature of smoking;
 - focus on short-term effects, or demonstrate long-term health effects in ways that hit home for viewers; it is hard for young people to think about long-term health effects;
 - demonstrate the effects that smoking has on those around the smoker; and
 - focus the advertisements on images of young adults;
- when communicating with young adults it is important to:
 - communicate about what matters to them;
 - break through the ‘advertising clutter’ to get their attention;
 - be genuine in ads by:
 - using spokespeople young adults admire;
 - telling real stories from people their age;
 - involving them in the conception, design, production and evaluation of advertising materials; and
 - using a variety of media.
- mass media campaigns must have defined target audiences with audience segmentation; messages need to target sub-groups so that no one can say the messages don’t apply to themselves;
- appeals to fears and threats of future disease and death are ineffective with most young adults; an honest and factual approach is recommended;
- effective delivery channels are television, the Internet, outdoor ads and peer education;
- women and non-smokers are especially interested in messages related to the effect of smoking on children;
- social norms marketing has been used successfully for smoking cessation;

- the issue of respect is of paramount importance when developing second-hand smoke messages to target smokers and non-smokers; messages should speak to smokers respectfully, and not judge or criticize them;
- the Health Communication Unit at the University of Toronto concluded that when applied on their own – without complementary strategies such as community mobilization – the ability of some health communication campaigns to effect change is limited.

Aboriginal Audience

- according to the First Nations and Inuit Regional Health Survey, more than half of First Nations and Inuit Canadians report that smoking occurs in their households; both non-smokers (73%) and smokers (39%) said that they feel the unpleasant effects of other's tobacco smoke;
- Reading⁵ concluded that protection measures are urgently required;
- according to the *Tobacco Use in British Columbia* study, 75% of non-smokers aged 19 to 24 reported that tobacco smoke usually causes them physical irritation; 36% of Aboriginal people who do not smoke are exposed to environmental tobacco smoke daily or nearly daily in at least one of home, work, school or other public settings; 21% of non-smokers in the Aboriginal population reported being exposed to environmental tobacco smoke inside their home on a daily or nearly daily basis; 65% of Aboriginal non-smokers reported being exposed to environmental tobacco smoke every day or nearly every day at work or school.

3.2.3.2 Information Gaps

There are substantial information gaps in terms of young adult-oriented tobacco control interventions, including data on young adult subgroups and evaluated programs, health communication best practices, health and smoking statistics, and effective, evaluated resources and messages.

The literature review for *Respecting the Air We Breathe* identified the following gaps:

1. There is very little in the published literature regarding efforts to prevent tobacco use among young adults.

"[These] industry strategies suggest new directions for tobacco control. Young adult life events such as beginning a new job, going away to college, starting a family, entering the military, or starting to socialize in bars are opportunities for the tobacco industry to encourage smoking. These transitions are also opportunities for public health programs to intervene and block the process leading to creation of daily smokers. To date, however, the public health community has left tobacco marketing in these arenas largely unopposed. Most smoking prevention efforts for young adults have focused on pregnant women

⁵ Reading, J. "The Tobacco Report." In *First Nations and Inuit Regional Health Survey: National Report 1999*. Ottawa: First Nations and Inuit Regional Health Survey National Steering Committee. 87–136, 1999.

smokers, who make up less than 2% of young adults and less than 12% of young adult female smokers⁶."

"During the critical years of young adulthood, public health efforts dwindle while tobacco industry efforts intensify...public health efforts should match tobacco industry interest in young adults. Each place where young adults adopt new behaviours also provides opportunities for public health interventions⁷."

2. There is a dearth of information about young adults not in college/university. In contrast, US researchers have provided valuable insights regarding individual risk factors for smoking among American college students⁸.

"Young adult smokers are the fastest growing group of smokers in Vermont. We know that this group is being targeted aggressively by the tobacco industry, yet the tobacco control community lacks the research and strategies needed for successful interventions. Virtually all of the published literature focuses on college populations, and we have reason to believe that non-college young adults have even higher smoking rates than those attending college⁹."

"Frankly, we don't have a clue how to reach young women who aren't in college. So many of them are part of our communities' work forces, but they are not unionized—I'm talking about technicians, beauticians, etc. So far, the best we have come up with is to use mass media. We need to identify what these young women are reading and watching¹⁰."

3. There is little evaluation literature on smoking cessation interventions aimed at young adults. Smoking cessation interventions developed for the general adult population may not be the best approach. Young adults between the ages of 18 and 25 may be more like adolescents than older adults in terms of their perceptions of risk, addiction, their attitudes towards different types of cessation messages, and thus their responses to behavioural interventions. A significant amount of formative research needs to be conducted in this area^{11 12}.

⁶ Ling PM and Glantz SA. Why and how the tobacco industry sells cigarettes to young adults: Evidence from industry documents, *American Journal of Public Health* 2002; 92(6), 908-916.

⁷ Ling PM and Glantz SA. Why and how the tobacco industry sells cigarettes to young adults: Evidence from industry documents, *American Journal of Public Health* 2002; 92(6), 908-916.

⁸ Lantz PM. Smoking on the rise among young adults: implications for research and policy. *Tobacco Control* 2003; 12(Suppl I):160-70.

⁹ Tobacco Technical Assistance Consortium (TTAC) Exchange. Oct. 31, 2003. Vol 1 no. 5

¹⁰ Tobacco Technical Assistance Consortium (TTAC) Exchange. Oct. 31, 2003. Vol 1 no. 5

¹¹ O'Neill HK, Gillespie MA, Slokin K. Stages of change and smoking cessation: a computer-administered intervention program for young adults. *Am J Health Promotion* 2000; 15: 93-96.

4. Few studies have been published about which types of advertisements may be most effective in reducing tobacco use or exposure to environmental tobacco smoke among young adults. The literature that specifically addresses the effectiveness of advertisements primarily focuses on youth and there is only limited research on adult perceptions of tobacco control advertisements¹³.
5. There is a need for more studies focused on young adults in “blue collar” occupations.

“There are many gaps that need to be addressed. One notable issue is that a specific objective to reduce smoking among blue collar workers was included in Healthy People 2000, but dropped in Healthy People 2010. It is critical that this group not be overlooked and that it continues to be monitored¹⁴.”

6. Historically, there has been a general lack of public education within Aboriginal communities about the effects of smoking, second-hand smoke and smokeless tobacco. Marriott and Mable¹⁵ reviewed the literature regarding tobacco control strategies in Aboriginal communities in Canada and other countries. The authors concluded that there is very little literature that presents information on what works or what is effective – there is even less information describing initiatives within Aboriginal communities. What is available, however, has consistent themes.

Feedback received from tobacco control specialists (including key informants) contacted during Phase I work of *Respecting the Air We Breathe* underscored the information gaps:

- *“Young adult tobacco control is an area of study that is still in its infancy.”*
- *“Very little is known in terms of well-researched findings [on effective communications strategies].”*
- *Young adults have been understudied by tobacco control.”*
- *“There is a gap in statistical information on young adults 18 - 30.”*
- *“Young adults have been left behind.”*
- *“I’ve done the [literature] searches on young adults and ETS...not much is out there!”*

¹² Martinelli AM. An explanatory model of variables influencing health promotion behaviors in smoking and nonsmoking college students. *Public Health Nurs* 1999; 16:263-9.

¹³ Murphy RL. Perceived effectiveness of antitobacco advertisements among college students. Dissertation submitted to the faculty of Graduate Studies of The University of Utah. Department of Health Promotion and Education, The University of Utah, 2003.

¹⁴ Tobacco Technical Assistance Consortium (TTAC) Exchange. Oct. 31, 2003. Vol 1 no. 5

¹⁵ Marriott J and Mable AL. *Aboriginal Tobacco Control: Promising Strategies and Potential for Best Practices*. Ottawa: First Nations and Inuit Tobacco Control Strategy, Health Canada First Nations and Inuit Health Branch and National Aboriginal Health Organization, 2002.

- *"It is terrific to see the CPHA doing such good and necessary work."*

3.3 INTERIM RECOMMENDATIONS

At the conclusion of Phase I, interim recommendations on 1) target audience 2) messages and 3) focus groups were formulated to guide Phase II work.

4. Phase II

4.1 OBJECTIVES

The objectives of Phase II were to:

- develop, focus group test and refine messages and delivery mechanisms targeted to sub-groups of young adults; and
- make recommendations on the most promising messages and message delivery.

4.2 METHODOLOGY

4.2.1 Focus Groups

The purpose of the focus group testing was to:

- elicit feedback from Canadian young adult smokers and non-smokers on four message concepts¹⁶ (including approach, wording and creative) with a view to making recommendations; and
- obtain feedback from participants on the session format and facilitation for the purposes of evaluation.

¹⁶ Message delivery *per se* (vis-à-vis the concepts) was not “tested” in the focus groups. This is because recommendations on effective delivery channels deemed appropriate for young adults should be research-based and reflect current trends rather than focus group participants’ preferences. Message delivery preferences of this small sample would not necessarily reflect reality. In addition, the concepts were presented as “mock ups” - as opposed to final products - thus soliciting feedback would have been premature. Message delivery channels would, more appropriately, be tested at a later stage, i.e., during the final stages of the message refinement process, by presenting a variety of optional vehicles for feedback, e.g., poster, brochure, coffee cup sleeve, etc. Insights on message delivery strategies are found later in this report.

4.2.1.1 Regional, Demographic and Cultural Representation

Focus groups were designed to be regionally and culturally representative where participants reflected a diversity of backgrounds and perspectives. Focus groups were planned to take place in seven locations deemed representative of Canada's different regions. Two sessions (one with smokers and one with non-smokers) were organized for each of the following locations: Vancouver, Winnipeg, St. John's, Iqaluit, Peterborough, Windsor, and Montreal.

Phase I findings showed that young adults with certain characteristics warrant special attention in terms of second-hand smoke messages. Thus focus groups were planned so as to include a proportion of participants who possessed "priority" characteristics, i.e., lived with a smoker; were exposed to second-hand smoke at work; had low socio-economic status; were non-white/immigrant; and were parents/expecting parents.

Within the different regions, the following types of young adults were targeted for participation:

Table 1

Location	Target
Vancouver	Young adults with a multi-cultural/immigrant perspective
Winnipeg	Urban Aboriginal young adults
St. John's	Low-income young adults
Iqaluit	Inuit young adults
Peterborough	Young adult students
Windsor & Windsor-Essex County	Young adults living in a jurisdiction that is not smoke-free (Windsor) and that is smoke-free (Windsor-Essex County)
Montreal	Francophone young adult perspective

4.2.1.2 Promotion

Local partners were secured to assist with promoting the focus groups and disseminating screening questionnaires to potentially interested young adults. Promotion and dissemination at the local level targeted youth/young adult agencies and programs, public health units, medical and dental facilities, community and employment centres, smoking cessation programs, social service organizations, sports facilities, libraries, etc. In two locations (Winnipeg and St. John's) participants were, to a degree, pre-screened by local partner organizations.

4.2.1.3 Participant Recruitment

A questionnaire was used to screen applicants and ensure that participants were among the target audience. Participants were screened on the basis of demographic and psychographic attributes. Demographic attributes that were considered included: age (participants needed to be within the 18 – 30 age range), gender, smoking status, exposure to second-hand smoke at work, parental status, immigrant status/cultural identity and co-habitation with a smoker. Questions were also asked that probed applicants' psychographic profile, i.e., their attitudes about smoking (less adamant smokers, i.e., "reluctant" and easy-going" smokers, as well as "adamant" and "unempowered" non-smokers, were targeted).

4.2.1.4 Balance of Perspectives

With a view to conducting the most effective focus groups possible, participants were selected who would provide the "best" balance of psychographic attributes (vis-à-vis the targeted segments and demographic characteristics. In total, fourteen focus groups were held with, on average, between nine and twelve participants.

4.2.1.5 Implementation and Facilitation

A meeting facilitator and recorder attended all sessions with the exception of Iqaluit, where, for one of the sessions, only a facilitator attended (due to illness). Most of the focus groups were conducted in English. In Iqaluit, an Inuit facilitator led the discussion in both English and Inuktitut and in Montreal, discussion occurred in French. In Winnipeg, the focus group was led in English by an Aboriginal facilitator.

Each focus group was approximately three hours long. Participants were briefly welcomed at the start of each session. No explanation of the purpose or sponsors of the focus group was given (this was provided at the end of the meeting and participants were invited to ask questions at that time) so as not to bias participants' initial reactions to the test materials. Four message concepts were presented for feedback (with the exception of Iqaluit; one of the concepts was adapted for an Inuit audience, thus two versions were presented). The order of presentation of the concepts was randomly varied in different locations.

Before group discussion of the concepts took place, participants noted their initial impressions on handout sheets and then ranked the concepts in terms of most and least favourite. This was followed by a facilitated roundtable discussion on reactions to the concepts where participants were asked some of the same questions as asked on the handout sheets as well as additional questions that probed more specific aspects, such as "What do you think of the tag line?", "Do you think this message encourages smoking?", "What are your thoughts on the setting?", etc.

Group discussion concluded and the ranking sheet was re-administered so that participants could indicate whether they had changed their minds as to their most and least favourite concept as a result of the discussion. This exercise was followed by a brief

description of the *Respecting the Air We Breathe* project including funding source, message objectives, next steps and evaluation.

4.2.2 Data Analysis

Following implementation of the focus groups, the Canadian Public Health Association (CPHA) contracted with a consultant to analyze the data set collected in preparation for and during the sessions, including:

- demographic data on individual participants;
- data on participant attitudes toward smoking;
- answers to four sets of ten questions, both qualitative and quantitative, designed to elicit initial impressions to each of the four messages;
- overall preference data both before and subsequent to group discussion on the four messages, including preference ratings and qualitative comments; and
- transcripts of the focus group discussions.

A detailed report was submitted to CPHA titled *Respecting the Air We Breathe: Analysis of Impressions, Preferences and Comments on Four Second-hand Smoke Messages for Young Adults*. The following summarizes the report's findings.

4.3 FOCUS GROUP RESULTS

4.3.1 Participant Data

Demographic Characteristics

The following provides an overview of the sample:

- 159 young adults participated in focus groups held in seven locations; on average, 23 individuals participated in each location, divided into two groups, i.e., one each of smokers and non-smokers.
- 50% of participants were smokers and 50% were non-smokers; 37% of smokers stated that they smoked every day and 13% smoked occasionally.
- 43% of participants lived with a smoker and 54% did not; 23% of participants were exposed to second-hand smoke at work.
- The mean age of participants was 24.3 years; for data comparison purposes, two age groups were set at 18-24 inclusive and 25-30 inclusive, with 83 participants in the first group and 73 in the second; 38% of participants were male and 62% were female; 72% listed English as the language they spoke most often at home (French 17%, Inuktitut/English 6%, Other 4%, English/French .5% and Inuktitut .5%). 'Other' represents six participants, who spoke Ojibway, Cree, Ojicree and Punjabi.
- Participants were engaged in a variety of employment-related activities, including looking for work, working full-time and part-time, going to school and assuming family and household responsibilities; 42% of participants were parents or expecting parents and 57% were not parents.

- 13% stated that they or their parents were immigrants to Canada and 60% said they were not (data were not available for 27% of participants who did not answer this question); of those who responded that they or their parents were immigrants, 21 participants indicated their cultural identity (these included White, Chinese, South Asian, Latin American, Southeast Asian, Black and Filipino).
- 23% of participants identified themselves as Aboriginal peoples (First Nation 9%, Métis 4% and Inuit 10%); 77% were non-Aboriginal Canadians.

Attitudes to Smoking

- Smokers were asked “Do you care if people know you smoke?”; 77% of participants who smoked stated they did not care if others knew they smoked and 23% of smokers said they did care.
- Participants were asked about their level of agreement with three attitude statements: “Everything possible should be done to reduce smoking”; “There are enough controls on smoking and we should leave smokers alone”; and “Restrictions have gone too far and smokers need to start standing up for their rights”.
- In response to “*Everything possible should be done to reduce smoking*”:
 - 63% percent of all participants stated they “strongly agree” with the statement (32 % “somewhat agree”, 5% “somewhat disagree” and 1% “strongly disagree”); smokers did not agree as strongly with this statement as non- smokers, although clearly the majority in both groups agreed with the statement.
- In response to “*There are enough controls on smoking and we should leave smokers alone*”:
 - 34% of participants strongly disagreed with this statement and 26% somewhat disagreed; 32% somewhat agreed and 8% strongly agreed; non-smokers were significantly less likely to agree with this statement than smokers; the average response was in the “somewhat disagree” range for non-smokers, while it was in the “somewhat agree” range for smokers.
- In response to “*Restrictions have gone too far and smokers need to start standing up for their rights*”:
 - 45% of participants strongly disagreed with this statement and 30% somewhat disagreed; 21% somewhat agreed and 4% strongly agreed; smokers tended to disagree less strongly with this statement than non-smokers.

4.3.2 Initial Impressions Data: Comparisons among the Four Message Concepts

Questionnaires were distributed to participants to elicit qualitative and quantitative initial impressions feedback on each of the four message concepts (i.e., yellow, red, blue and green). Questions included:

- *What was your initial reaction when you saw this message?*
- *On a scale of 1 to 10, how much do you like this message?*
- *What do you think is the main idea of the message?*
- *Is the message believable? Does this message "speak" to you? In other words, is it relevant to you? Please tell us why or why not.*
- *Does this message "speak" to/or is relevant to others in the 18 – 30 age group? If yes, please tell us why.*
- *What is one thing you liked about the message? What is one thing you did not like about the message?*

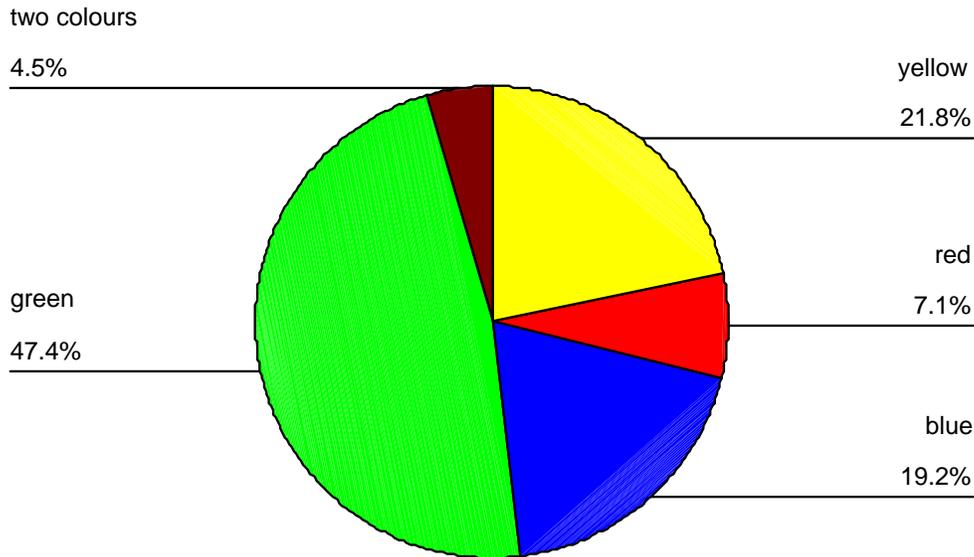
Data analysis results showed that, in terms of initial reactions and overall rating, the green concept was most preferred, followed by yellow and blue, with red trailing as the least favourite. Smokers tended to like the red concept less than non-smokers and did not rate green as highly. Participants aged 18 – 24 rated yellow, blue and red concepts lower than the 25 – 30 age group, however both found the green concept equally appealing. The main idea of the messages most frequently reflected the notion of "smoke outside". Yellow and green were found to be more believable than would be expected by chance and red and blue were less believable. Those in the younger age group viewed blue as significantly less believable than the other colours. In terms of relevancy and the degree to which the messages "spoke" to participants, the concepts could be rank- ordered as: green, yellow, blue and red. The green message was considered significantly more likely to be relevant to others in the young adult age group and red significantly less.

4.3.3 Pre- and Post-Discussion Preference Data

Prior to group discussion, a clear majority of participants ranked green as their overall favourite concept. Red was the least favourite, as shown in the chart below:

Most Favourite Message

Pre-discussion



Post-discussion, there was an even stronger preference for green: most favourite (54%) followed by yellow (20%), blue (13%), red (9%) and two colours (4%).

4.3.4 Transcript Data: Additional Insight

Group discussion provided additional detail regarding participant views on both general and specific aspects of each message. Analysis of the transcript data focused on aspects of the discussion that provided information on different questions from those asked via the initial impressions sheets. These further insights included primarily:

- The age-appropriateness of the message;
- Comments on the setting;
- Specific comments on the tag-lines used;
- Comments regarding the potential offensiveness of the message;
- Any comments on suggested channels/vehicles for delivery for the messages;

- Appropriateness of the message for an Inuk audience¹⁷; and
- Follow-up comments specific to certain messages.

4.3.5 Summary of Findings

4.3.5.1 Cross-message themes

The following cross-message themes emerged with sufficient frequency to warrant mention:

- Some respondents disagreed with the idea of promoting smoking outdoors since they felt it was, de facto, promoting smoking.
- Some people believed that smoking outdoors is just as annoying as smoking indoors and should not be promoted.
- Certain respondents felt strongly that the messages were ‘old news’ since they believed that smokers have no choice but to smoke outdoors, i.e., not in indoor public places. The green message was seen as a possible exception here in that it focused more on smoking in the home.

4.3.5.2 Yellow Message Concept

General Reaction

Overall the yellow message was generally well liked (rated 6.75/10), with positive comments about the graphics, the layout and the message. It was often characterized as straightforward and clear. For many, the historical tack resonated and was interesting. Some expressed surprise that people could actually smoke in such places. For others, the black and white images suggested the message was directed at an older audience. Many, though, thought that it had a wide appeal.

Some thought the message might be offensive to smokers in that it could be seen as portraying them as stupid for smoking in all of the places shown.

Design

Although many respondents liked the design and the colours, there were a good number of comments to the effect that it was too cluttered and wordy and thus might lose people’s attention. A number of respondents found the print too small or the pictures too numerous.

¹⁷ Two versions of the green concept were focus tested in Iqaluit: “My Fish Has Asthma” and “My Husky Has Asthma” (it was thought that, for the North, an image of a husky would likely have more appeal than a fish).

Message/wording

A few liked the tag line “taking it out is in”, but many thought it was too contrived or ‘cutesy’ to be palatable to a younger audience. Some thought the ‘we’ excluded non-smokers; others didn’t like the ‘hell’ in the header.

Authenticity

Yellow was seen to be a real or genuine message and overall believable. This did not seem to be a point of contention.

Relevancy

There was some disagreement over the relevancy of the message to the target age group, with some believing the old pictures would draw the attention of an older audience (or not draw the attention of a younger audience). Those that thought the message wasn’t relevant to them were most often non-smokers or smokers who already always smoke outside. There were few people who gave reasons as to why the message might not be relevant to others.

*Channels of Delivery*¹⁸

Because of its content-heavy nature, the yellow message was thought to be more suited to a situation which gives people time to focus and read all the parts (e.g., subway, bus, magazine). A TV ad was seen as a possibility.

4.3.5.3 Red Message Concept

General Reaction

Overall the red message was not well received (rated 5.15/10), with many respondents characterizing it as disgusting or ‘gross’ and many others simply not understanding the relevance of the image to smoking outdoors. Some believed the shock value of the image may attract attention, but others suggested it was so strange that the image would eclipse the message. It was seen as humorous and catchy to some, but these were a small minority.

There was some concern that smokers might be offended given the implied comparison between putting a dirty foot and a cigarette in one’s mouth. A few also thought women might take offence.

Design

There were relatively few comments specifically on the design, although some thought the image was too big and the writing too small. For many the image and the caption

¹⁸ Message delivery was, in some locations, discussed in a cursory fashion, however results should be considered with caution for reasons noted above, i.e., participant preferences and suggestions do not necessarily reflect the most effective or most viable delivery channels for use with the target audience.

simply did not jibe. In general the concept was not well liked, so there seemed little motivation to suggest change or improvement.

Message

In contrast to the overall concept and the image depicted, the tag line “ Just thought you’d want to know...” was very well received. Some suggested it be adopted in other messages, while one person said it should be used for the whole campaign. Of all the specific phrases used in the four messages, this seemed to be the favourite. The statistics, on the other hand, were regarded with some suspicion and skepticism. As well as questioning their relevancy, a good number of focus group participants said they simply didn’t like or trust statistics. Some suggested that a source should be given to enhance their credibility.

Authenticity

About one half of the participants found the red message believable or authentic. The lack of believability among the others seemed to stem from confusion over the link between the message and the image or from distrust of statistics.

Relevancy

Generally the message was thought to be relevant to the target age group, although a small number thought the shock value might be more attractive to teens and the younger end of the 18 – 30 year old spectrum. Only one third of participants considered the message relevant to them, with over 50% saying it did not speak to them at all. The reasons given were again primarily related to the juxtaposition of the message and the image, which did not seem to resonate with many respondents. Those who did find the message relevant were supportive of the theme ‘smoke outside’ in general rather than any particular aspect of this message, although, as noted above, a small number thought the attention-getting nature of the image would make it stand out to others.

Channels of Delivery

A television commercial and a washroom poster were the two suggested methods of delivery.

4.3.5.4 Blue Message Concept

General Reaction

The two principal themes that emerged for the blue message were conflicting. On the one hand, many participants really liked the positive, respectful and appreciative tone conveyed by this ad, finding it a novel concept. On the other, the idea that someone would go up to a group of individuals he/she did not know and thank them for smoking outside was totally unbelievable to many. Some respondents thought that smokers would find the ad condescending given that they don’t really have much choice but to smoke outside. There was some doubt as to whether the ‘thanks’ might be taken as sarcastic rather than genuine.

Almost everyone thought the ad was appropriate to the target age group. It garnered a preference rating of 6.45/10.

Design

Comments suggest that this message was seen as somewhat less professionally done than others. The non-smoker was seen as someone few 18 – 30 year olds would identify with, given her clothing and appearance, while the smoking crowd was seen as much more ‘in’ and ‘happy’, although their clothes too and the venue came under criticism. Many of those who liked the message still thought it needed more work to elicit a buy in. Several respondents noted that the smokers were too close to the building to meet requirements in many jurisdictions.

Message

The principal focus of the comments was on the design rather than the message. For the most part there were no strong feelings either way about the wording, although the initial line “you must be glad it’s almost spring” was thought by some to be potentially condescending.

Authenticity

As noted above, many participants were very skeptical about this message, finding it not that credible. Just under two thirds of respondents thought it was believable, but many considered it would be only if the girl knew the people she was thanking. There was fairly widespread agreement that it would not be believable if she, a single non-smoker, approached a group of smokers who knew each other and inserted herself into the conversation to make such a comment. Many respondents did not feel they would ever do such a thing, even though many others thought it was a good idea and would be nice if people would actually do this. Those in the younger age group thought the message was more unbelievable than those in the older half of the target audience.

Relevancy

Whether respondents found the message relevant to them/others or not had very much to do with whether they focused on the positive tone of the message or on the believability of the scenario. In the former case, participants thought that people would appreciate the respectful tone towards smokers conveyed in the ad and it would help ease some of the tensions on both sides, even if people did not actually start thanking smokers as suggested. In the latter, the situation was viewed as so unbelievable that it would not resonate. The difficulty in identifying with the non-smoker was certainly a factor for many.

Channels of Delivery

More than any other message, the blue ad was seen as a likely television commercial, probably because of its sequential nature (and the fact that it was identified as such in the layout). Several variations were suggested, including a more general thank you to all smokers who take it outside.

4.3.5.5 Green Message Concept

General Reaction

The green concept was well liked by most respondents, garnering a 7.5/10 rating. It seemed to capture the attention of respondents through its humour and practical suggestions, while not offending or confusing anyone. Perhaps the most negative reaction was expressed by only a very few who thought the cartoon of the fish was childish. This seemed a more prevalent view among men. Most thought it engaging, catchy and cute. There was an almost unanimous view that it was appropriate for all ages. In terms of the adapted version (which depicted a husky dog instead of a fish, i.e., “My Husky Has Asthma”), Inuit participants overwhelmingly preferred the image of the fish over that of the dog. This is because, as participants pointed out, in the North dogs are mostly outside and thus the notion of a dog having asthma caused or exacerbated by second-hand smoke is not believable (the notion of a fish having asthma is not believable either, but it works because it is humorous and eye-catching, whereas these aspects were lost with the “Husky” adaptation).

Design

The design was well liked, although one or two respondents didn’t understand the ‘puffer’ and a few didn’t like the ashtray. The list of 10 caused the most controversy, with many associating it with David Letterman’s popular “top 10 list”. The drawback for many, though, was that it was too much to read and they felt that it really needed to be shortened to 5. Although there was a mixed reaction to the top two blank suggestions, it seemed as if the balance was against leaving them blank. One person suggested clearly identifying why they are blank, i.e. ‘fill in your own...’.

Message

In terms of the specific suggestions in the list, some seemed to resonate more than others, with the ‘roommate’ comment most likely to be used. An insufficient number of respondents commented on which ones they liked or disliked to warrant a summary, but none seemed consistently problematic. A few disliked the ‘sex drive’ suggestion, feeling it was too personal; others, though, really liked the tone of that reason to smoke outside and said they would use it. The tag line “It’s OK to ask” was generally well liked. The statistics were not popular for a few, who expressed the same reservations as were mentioned in the context of the statistics in the red message.

Authenticity

Other than a few tongue-in-cheek references to the implausibility of a fish having asthma, the message was seen as very believable (over 80%).

Relevancy

Respondents seemed to relate on several levels to the ad. They liked the suggestions and thought it relevant because it was useful. Many liked the fish with asthma, which they thought would really stick in people’s minds. The lack of any potential offensiveness and the wide appeal to all age groups was also a factor in the high percentage of individuals

who thought the message was relevant to themselves (72.3%) and relevant to others (70.4%). Some of those who did not find the message relevant argued that there was no need to be creative in terms of ‘excuses’ to ask people to smoke outside, especially people you know in your own home.

Channels of Delivery

This was the one ad that was not widely seen as a TV commercial. With the amount of writing in the ad, it was suggested that a magazine or a subway/bus ad might be more suitable given that people would need to have the time to read through it.

4.3.6 Data Analysis Conclusions

Overall, data from the several different sources analyzed (ratings, written comments, and transcripts) all led to a clear and largely consistent perception of the four messages. Conclusions drawn from one source appeared to be supported by conclusions from the others. At the most general level, the data suggested that the green message had the most potential and required only minor changes to have widespread appeal. The yellow and blue messages required some redesigning and rethinking, but the concepts themselves and the messages seemed sound to most participants. The blue message in particular required a much-improved presentation to ensure the 18 – 30 year olds targeted will identify with the concept. Finally, the red concept would seem to be a non-starter, although the tag line “Just thought you’d want to know...” is clearly a winner and should be incorporated elsewhere.

4.4 LIMITATIONS AND CHALLENGES

4.4.1 Reaching Young Adults

Working with partners to promote and recruit participants for the focus groups was a positive process and local support was invaluable. The level of commitment and support varied by region and was based largely on partners’ capacity to assist. Even where partners’ levels of commitment were high, however, recruitment was still very difficult in some cases and there were barriers to participation, i.e., young adults have busy lives with study and (often) work responsibilities, they sometimes indicated they did not know what the focus groups involved which caused some hesitation in applying, etc. In short, organizers found they were victims of their own research findings, i.e., it was a challenge to “break through the message clutter” to reach the target audience.

4.4.2 Screening Tool

The screening questionnaire included three questions on smoking attitudes to identify whether smokers possessed more and less adamant views (less adamant smokers who are more receptive to “take it outside” messages were targeted for participation). While the questionnaire was a very useful screening tool, the questions asked did not always clearly identify adamant versus less adamant smokers. In some cases, participants answered one

question more adamantly than others. For example, some participants “strongly agreed” that everything possible should be done to reduce smoking, “somewhat agreed” that there are enough controls on smoking and we should leave smokers alone, but also “strongly disagreed” that restrictions have gone too far and smokers need to start standing up for their rights. Thus answers for one question suggested that some participants were less than “ideal” in terms of the intended target audience, however their answers for another question indicated they were likely “ideal”. In order to have included only participants whose answers were deemed attitudinally “ideal”, a much larger pool of potential participants would have been required. This would not have been possible with the recruitment strategy used and the time frame available to organizers¹⁹. It is recognized that, for screening on the basis of smokers’ attitudes, a more sophisticated tool is likely warranted in order to identify more or less adamant views.

4.4.3 Sample Size

The total sample size was not large (159 young adults). Focus group data were not analyzed for regional differences²⁰ because it cannot be assumed that the small number of Canadians who participated in each location are demographically and attitudinally representative. The small sample size makes it difficult to detect meaningful differences between groups. In addition, ‘statistically significant’ findings should be considered with caution due to the non-random nature of the sampling.

4.4.4 Weighting the Data

Due to the recognized importance of initial reactions to messages, data analysis focused largely on information supplied via the focus group initial impressions sheets. Transcript data from the group discussion portion of the focus groups provided additional insights as noted earlier in this report.

4.4.5 Relevancy of the Messages

Data analysis showed that some participants commented that “take it outside” messages are “old news” for young adults. To determine the extent and salience of these views, the data were revisited and it was found that, overall, very few comments were directed towards this concern. Examples of statements included:

- "it's not surprising to smoke outside with the new by-laws"
- "it's behaviour we already have"
- "you don't see people smoking inside like that now but it is because they aren't allowed to do that indoors anymore".

¹⁹ Secondary analysis was undertaken by the data analysis consultant to determine if the presence of a small number of more adamant smokers affected the overall focus group results and it was concluded that they did not.

²⁰ The exception was data from focus groups held in Winnipeg and Iqaluit with urban Aboriginal and Inuit Canadians. These data were examined separately in order to provide information specific to these unique populations with a view to making recommendations.

4.5 MESSAGE DELIVERY

“Overall, the Government must do a better job of choosing what it communicates to young adults, how and where”, Listening to Canadians: Focus on Young Adults (Communication Canada).

As noted above, “testing” message delivery in the focus groups would have been premature given that draft concepts were being tested as opposed to final (or near final) versions of materials. However, information on effective delivery channels for messages targeted to young adults did emerge from a number of sources during the course of Phases I and II, including:

- Literature Review
- Report on Key Informant Telephone Interviews
- Stakeholder Survey Report
- Young Adult Survey Report
- Listening to Canadians: Focus on Young Adults (Communication Canada)
- Perspectives on Young Canadians and Media Report (Youthography)

Information from these sources stressed the need for a multi-media approach to message delivery in which the Internet and television are compulsory components. Other very important elements to consider are radio, print media, outdoor ads and peer interaction/education.

The following table shows the extent to which young Canadians are interacting with different media (figures show average number of hours per week):

N = 1046 Ping National Survey, Spring 2003 Youthography	Total	Male	Female	13 – 18 years	19 – 24 years
On some form of public transit	1.5	1.4	1.6	1.2	1.9
Reading magazines	2.3	2.2	2.4	2.3	2.3
Seeing a movie at a theatre	1.6	1.4	1.9	1.6	1.7
Renting a movie and viewing at home	3.2	2.7	3.6	2.8	3.6
Reading newspapers	2.3	2.1	2.5	1.9	2.8

Listening to radio	8.3	9.7	6.8	7.9	8.7
Watching TV	9.9	8.7	11.0	10.4	9.3
Online (surfing, email etc.)	13.4	10.4	16.4	13.5	13.3

When considering message delivery targeted to young adults, it is essential to consider the following²¹:

- the Internet has a massive influence and has revolutionized the way young Canadians interact with media; they are much more in control of the diverse content they receive and have thus developed a discriminating appetite for information they receive;
- this audience has grown accustomed to experiencing a variety of different viewpoints via the Internet; youth and young adults are not satisfied with a single perspective; they expect to see diversity of opinion and content;
- this age group expects to be in charge of how, where and when they will receive media messages; downloading is a prime example; young Canadians are now downloading the music, movies and television content they want, when they want it;
- the Internet has had a huge impact on traditional media; to reach young Canadians, media buys must be very discriminating; to complement a mass media strategy, messages must be conveyed through a variety of other, niche-based channels; multiple contact points are critical;
- experiential marketing (promotions that give consumers real and interesting experiences with visceral and personal elements) is on the rise; grassroots promotions linked to mass media buys resonate on a variety of levels and are becoming status quo;
- word of mouth or “buzz” factor is important; this enables young adults to be advocates for messages that they will relate to their peers;
- since the increase in popularity of the Internet, television viewing has declined (between 1996 and 2000, teen television watching decreased by 3 hours per week); still, television remains the most effective mass media message carrier in the contemporary youth landscape; the changing nature of television must be acknowledged when considering media purchases;
- Personal Video Recorders are becoming increasingly popular;
- MuchMusic plays a vital role (MusiquePlus in Quebec)
- radio is a very viable message delivery channel but advertising options must be carefully researched, e.g., morning shows on weekdays are best for positioning against the teen and young adult audience, while the 4pm- 9pm slots are optimal for party nights (Thursday, Friday and Saturday);
- finding Canadian youth-specific magazines is a challenge;
- urban weeklies are very effective for reaching culturally ‘savvy’ young adults in a cost-effective manner;

²¹ Perspectives on Young Canadians and Media Report. Youthography. 2004

- transit/Out of Home advertising is very important in urban centres; transit routes should be researched as to young adult ridership en route to pop culture nexus points, schools and colleges;
- cinema advertising should be considered as a key element in any marketing mix;
- other options include:
 - wireless messaging
 - website advertising
 - email database advertising
 - washroom advertising.

Aboriginal Message Delivery

Key informants provided the following insight on reaching Aboriginal young adult audiences:

- television (i.e., the Aboriginal Peoples Television Network), radio ads, the Internet and Aboriginal print media (e.g., "Windspeaker" and "Eaglefeather" newsletters) would be very effective ways to reach Aboriginal young adults;
- useful Internet sites would be: Assembly of First Nations, Congress of Aboriginal People, Aboriginal Youth Network and sites of other national Aboriginal organizations;
- posters work well if optimally placed in locations such as Friendship Centres, Youth Centres, and in community halls;
- magazines such as SAY, Spirit Magazine and New Tribe were all cited as good channels;
- peer-to-peer education would be effective, but only if the young adult leader has deep knowledge, commitment and belief in the cause of protection from second-hand smoke;
- not enough is known about second-hand smoke among Aboriginal peoples; elders could play a role in educating young people about the risks of second-hand smoke;
- "No smoking" cards or stickers for home use could be popular if appropriately designed for Aboriginal young adults.

4.6 DISCUSSION

Young Adults and Protection from Second-hand Smoke

"I worry about my own health but still find it difficult to ask them to smoke outside." Young Adult Non-Smoker, *Respecting the Air We Breathe* Young Adult Survey

Results from focus group testing indicated that national dissemination of messages geared to reducing young adults' exposure to second-hand smoke in public places is not applicable because of variations in legislation across jurisdictions. There is a need,

however, to make appropriate resources available for use in jurisdictions and settings that are not currently covered by smoke-free legislation. Resources such as those developed by *Respecting the Air We Breathe* will serve to denormalize second-hand smoke among the young adult population and, in conjunction with other strategies, will enhance community efforts to enact smoke-free legislation.

In order to be relevant to young adults, messages for national distribution should be designed to provide needed tools for young adults to use in personal and social settings, i.e., settings where protection from second-hand smoke is a matter of choice. Project findings indicate that there is a need to further reduce the social acceptability of second-hand smoke among Canadian young adults, in particular among those who are at higher risk of exposure, such as young adults of Aboriginal descent and low socio-economic status. Parents should also be considered when designing messages.

Four Message Concepts

With a view to 1) further denormalizing second-hand smoke among young adults and 2) supporting jurisdictions in their efforts to become smoke-free and 3) providing tools for young adults, the products of *Respecting the Air We Breathe* (project reports and message concepts) are available for use and adaptation by stakeholders in health promotion, education, tobacco control, government and other related areas.

Focus test results were carefully considered and two concepts (green and yellow) have been refined as per feedback from the target audience. The blue and red concepts require re-working and further testing to determine believability and relevancy with the target audience (see “Recommendations” below).

Green and Yellow

These two concepts were deemed to have the greatest merit and, according to findings, demanded the least amount of reworking. Focus test results suggested that both concepts will contribute to denormalizing second-hand smoke among the target audience.

The green concept is a positive, original concept that provides tools for young adults, particularly in private settings. The objective of this message was to increase confidence in the ability of reluctant/easy-going smokers and adamant/unempowered non-smokers to ask others to smoke outside without creating conflict or socially isolating themselves. Both serious and humorous lines were presented as actual phrases that smokers and non-smokers might use to get other smokers to join them outside and that non-smokers might use.

Findings showed that young adults were attracted by the fish animation and the strange notion of a fish having asthma appealed to their sense of humour. The concept was inoffensive to young adults. While the suggestions for ways to ask smokers to smoke outside were considered too numerous and “wordy”, the concept was seen as relevant, believable and one that would serve a useful, practical purpose.

The yellow concept was designed to convince reluctant/easy going smokers that going outside to smoke will result in higher levels of social approval than staying inside and to convince adamant/unempowered non-smokers that most of their social/family network members (including both smokers and non smokers) disapprove of smoking inside.

The concept suggests the notion that someday soon, smoking inside will be thought of in terms of ‘what the hell were we thinking?’. The concept depicts smoking-related situations that were at one time considered socially acceptable, but which are now ‘out’. Focus testing results indicated that the progression over time depicted in this concept had wide appeal but design changes were warranted in order that it would better resonate with the target audience. Geared primarily to smokers, yellow speaks also to non-smokers because of the changes over time that are depicted in the photos.

Blue

Conceived as a television ad, the objective of the blue concept was to convince reluctant/easy going smokers that going outside to smoke will result in higher levels of social approval than staying inside. The message to smokers was ‘Thank-you for going outside, we know it’s not easy, and we appreciate your actions’. The desired action/outcome for this concept was that smokers continue the behaviour of going outside and with increasing frequency. For non-smokers, the desired action/outcome was to thank smokers for going outside. If it was found that most non-smokers would not choose to thank a smoker, the message would still be communicated to smokers that they are appreciated for thinking of others. Mutual respect was a central theme.

While it was quite well received, the believability of the blue concept was questioned due to the setting and the images of a young adult non-smoker thanking strangers for smoking outside. It has been suggested that the blue concept would be more believable if it portrayed young adults in a personal setting, such as a home, where the individuals expressed appreciation to people they were familiar with. A revised version showing these changes would need to be re-tested to determine whether the target audience found this situation believable and whether the message would indeed result in the desired outcomes.

Red

The red concept was borrowed with permission from Virginia Commonwealth University in the US as the ‘Misconceptions’ theme supported a ‘social norms’ approach to messaging. The concept is a simple one, i.e., provide key statistics that show the true state of public opinion (within the target audience) in order to correct misconceptions such as “I’m the only one here that is annoyed by the smoke in the air”. The challenge is to provide an interesting statistic and/or embed the statistic in provocative “creative”. The objective of the red concept was to convince reluctant/easy going smokers as well as adamant/unempowered non-smokers that most of their social/family network members (smokers and non smokers) disapprove of smoking inside.

The red concept was not well received by focus group participants. Many found the image 'gross' and were unable to connect it to the notion of smoking outdoors. This could possibly be due to 1) modifications that were made to the US concept reduced its effectiveness (the image was greatly increased, font sizes were decreased, and statistic sources were not cited; 2) the US poster included information on smoking cessation which further reinforced the underlying smoking-related message; 3) the target population for the US ad was university students who might have taken a more analytical, educated approach to the content; 4) adaptations made to the US version were not based on evaluation information (this was not available prior to developing the Canadian version).

While the overall concept was not popular, the tag line "Just thought you'd want to know..." resonated well with focus group participants and should be promoted.

5. Conclusions

As a target audience for tobacco control efforts, young adults warrant greater attention in order to reduce smoking rates, better understand effective communication strategies geared to this age group, deal with gaps in knowledge of best practices for interventions and counter tobacco industry promotions. As part of a comprehensive approach to addressing tobacco control issues related to this age group, and with a view to contributing knowledge to this emerging area of study, *Respecting the Air We Breathe* examined young adults as an audience for second-hand tobacco smoke messages. Research was conducted and message concepts were developed that would educate young adults about how to exercise their responsibility to protect others from second-hand smoke and about their right to breathe smoke-free air. Concepts were tested with the target audience and assessed for merit.

Findings from *Respecting the Air We Breathe* showed that sub-groups of young adult smokers and non-smokers are suitable targets for "take it outside" messages geared to convincing smokers that 1) smoking outside will result in higher levels of social approval; 2) convincing smokers and non-smokers that most of their social and family network members disapprove of smoking inside; and 3) increasing smokers' and non-smokers' confidence in their ability to ask others to smoke outside.

Reaching young adults within their dynamic mediasphere is a considerable challenge. Canadian young adults who participated in focus groups indicated a preference for messages that were inoffensive, respectful and straightforward. Messages must be clearly understood, believable and relevant in order to reach this age group and be effective. In many jurisdictions, "take it outside" messages are not applicable if linked to public settings. On the other hand, messages to denormalize second-hand smoking in personal settings are relevant and needed. To this end, a national, multi-media campaign to reduce the social acceptability of second-hand smoke among young adults should be undertaken. Young adults who possess certain characteristics, such as Aboriginal, low income and parent young adults, should be considered priority segments that deserve special attention.

There are gaps in knowledge and understanding of young adult attitudes, perceptions and behaviours relating to second-hand smoke. These gaps should be addressed through data collection, i.e., national surveys. More data are needed on young adult sources of health-related information, processes used to establish smoke-free spaces, and evaluation results from national initiatives targeted to young adults (such as results from Elections Canada's 2004 campaign to increase the number of young adults who voted).

Four message concepts and related findings have been provided through the work of *Respecting the Air We Breathe* for use by agencies, non-governmental organizations and governments with an interest in health-oriented, young adult messages. Two concepts were refined and adapted according to focus group participants' feedback. Suggestions for further developing two other concepts have been included under "Recommendations". Stakeholders contacted during the course of *Respecting the Air We Breathe* will be notified that the final report, message concepts and other products of the project will be posted on the Canadian Public Health Association website.

6. Recommendations

Under the guidance of the National Advisory Committee for *Respecting the Air We Breathe*, the Canadian Public Health Association recommends that:

1. **Messages** designed to educate young adults about their responsibility to protect others from second-hand smoke and their right to breathe smoke-free air should be the basis for a national, multi-media campaign that would:
 - build on the findings of *Respecting the Air We Breathe*;
 - support a multi-faceted, comprehensive approach to tobacco control efforts aimed at reducing overall smoking prevalence among young adults and their exposure to second-hand smoke;
 - focus on further denormalizing second-hand smoke and provide tools that are relevant to young adults' lives and situations, e.g., where the decision to smoke outside is a matter of choice;
 - include a range of tested messages and resources, including components that would support legislative change in jurisdictions not covered by smoke-free legislation;
 - include a separate initiative, developed in partnership with Aboriginal peoples, to address the serious problem of smoking and second-hand smoke exposure among this population, and
 - be developed in a timely fashion, i.e., rolled out *no later than April, 2006*.
2. **Resources** (including research/best practices and message concepts) developed through the work of *Respecting the Air We Breathe* be made immediately accessible via the Canadian Public Health Association (CPHA) web site for use by organizations and governments interested in tobacco control, young adults as a target audience, etc.

3. **Refined versions** of two message concepts (green and yellow) as well as suggestions for refinements to two concepts (blue and red) be based on feedback from the target audience:

Concept	Recommendation
Green	<ul style="list-style-type: none"> • Use 5 phrases (and omit blanks) with increased font size: <ol style="list-style-type: none"> 1) I promised my roommate we wouldn't stink the place up. Would you mind stepping outside? 2) My smoke detector is very sensitive. Can you please take it outside? 3) Smoke decreases my sex drive...please take it outside. 4) I know it's inconvenient, but I really appreciate you taking it outside. 5) Would you mind smoking outside? My fish has asthma. • Change puffer colour (use blue sleeve and silver canister) • Re-draw ashtray to be more realistic • Change "twenty-somethings" to "young adults" • Replace bottom line with: "Most young adults don't like being exposed to second-hand smoke. It's OK to ASK."
Yellow	<ul style="list-style-type: none"> • Change colours on right side to coordinate with new photo (Frame 2 of the blue concept) • Change left side design to include a maximum of three images • Instead of "Taking it out is in" use "Take it outside" • Remove 'Hell' from the header; use "What were we thinking?"

Blue	<ul style="list-style-type: none"> • Requires major modifications to improve believability and relevancy • Testing a re-worked version could be warranted, in which a personal setting is depicted and individuals know one another (e.g., a home situation, such as a house party, where a believable non-smoker expresses appreciation to a smoker) • The number of non-smokers and smokers should be better balanced
Red	<ul style="list-style-type: none"> • As focus tested this concept is rejected • Due to its success in the US, this concept could be examined further, but baseline data should be collected first, i.e., whether there are misconceptions among the target audience; the prevalence of young adults who ask smokers to go outside in various locations; perceptions that young adults have about their peers' behaviours related to asking smokers to go outside, etc. • If misconceptions do not exist this concept should not be further developed • If misconceptions exist, a variety of social norms statistics could be tested for believability and source credibility; if the statistics approach does not work for the audience, other social norms approaches could be considered; • If the statistics approach shows promise, message content should be

	<p>modified, e.g., identify a series of provocative statistics ('headliner' statistics that are attention-grabbing); it is essential that these be interesting to the target audience and positive images should clearly link to the headliner statistics and the message received must be supportive of desired outcomes</p> <ul style="list-style-type: none"> • Increase the size of the text in relation to the image • Keep the tag line "Just thought you'd want to know..."
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4. Message Delivery targeted to young adults

- Includes a multi-media approach which:
 - focuses on the Internet and television as well as grassroots/niche channels to create a varied media mix;
 - is based on sound research of current trends; and
 - properly targets young adults within their own mediasphere.

5. Research be conducted to provide data that will increase knowledge and understanding of:

- young adult attitudes, perceptions and behaviours, by incorporating the following questions in the Canadian Tobacco Use Monitoring Survey (CTUMS):
 - *Do you think smokers should be asked to smoke outside (of your home, a bar, etc.)?*
 - *Would you be willing to ask someone to smoke outside (of your home, a bar, etc.)?*
 - *When at home, do you currently ask people to take their smoking outside?*
 - *Does it bother you if others smoke around you?* (a range of answers should be provided, i.e., "not at all bothered", "somewhat bothered", "very bothered", "extremely bothered").
 - *Do you think your friends mind if others smoke around them?*
- delivery mechanisms and channels that are most effective for delivering health-related messages geared to changing attitudes and behaviours among young adults;
- processes undertaken by young adults to establish smoke-free spaces;
- national, young adult-targeted initiatives, such as Elections Canada's 2004 campaign;
- sub-groups of young adults that are susceptible to exposure to second-hand smoke and about whom little is known, such as young adults not in college/university and those in blue collar occupations;
- effective smoking cessation interventions for young adults; and

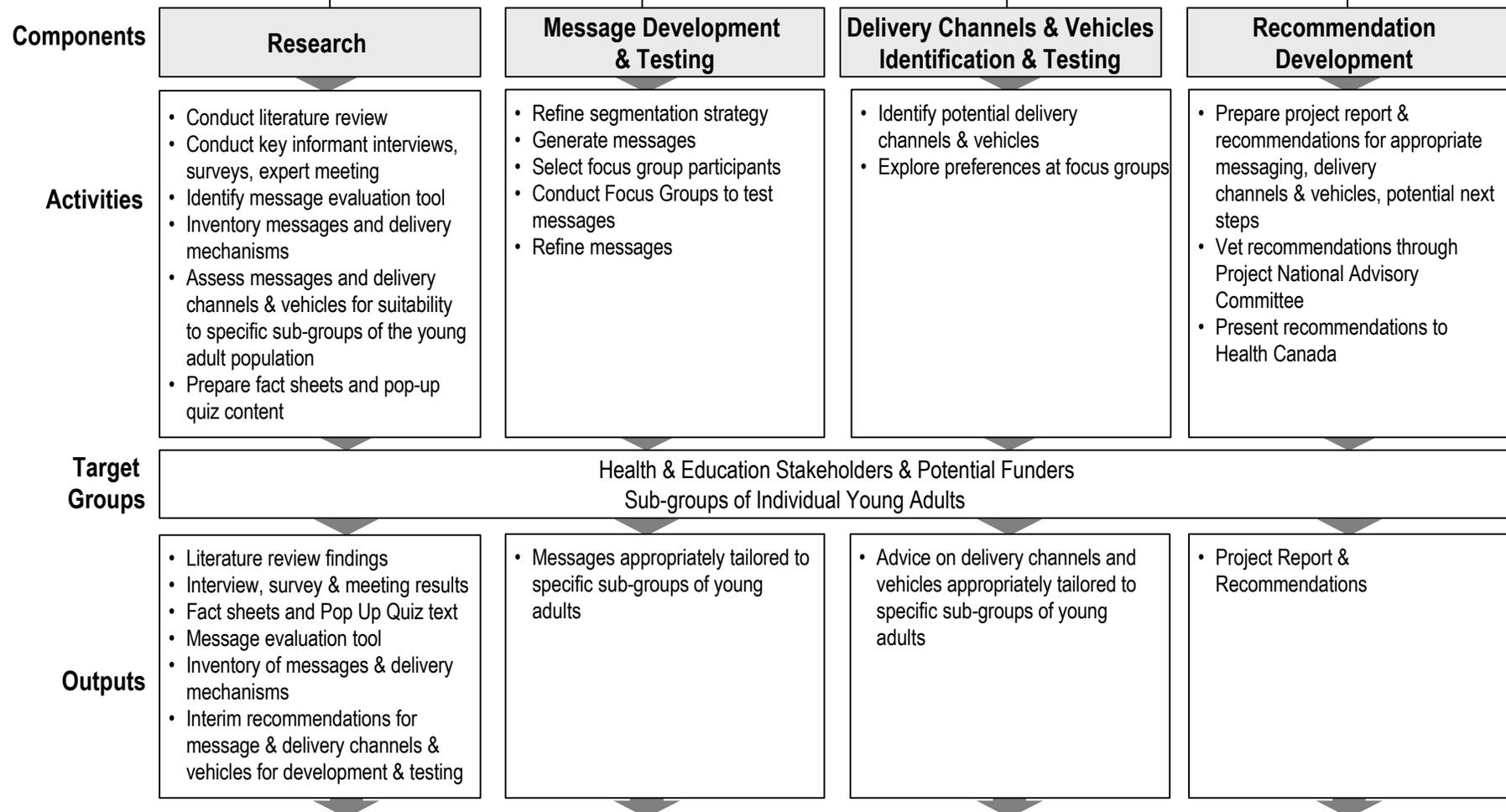
- strategies for reducing the social acceptability of smoking among the Aboriginal population.

6. ***Legislative change*** be encouraged at all levels of government and society in order that all Canadians are protected from second-hand smoke in public and workplaces.

Respecting the Air We Breathe Logic Model

Goal: Educate specific sub-groups of young adults* about exercising their right to breathe smoke-free air and their responsibility to protect others from exposure to second-hand smoke

Objective: Research, develop and recommend education messages and delivery channels & vehicles that health and education stakeholders can use to effectively reach specific sub-groups of young adults



*The focus is on individual young adults ages 18-30 and includes smokers and non-smokers .
This may include segmentation by tobacco use status, employment/student status, location (urban/rural), language (English/French); Cultural (Aboriginal).

