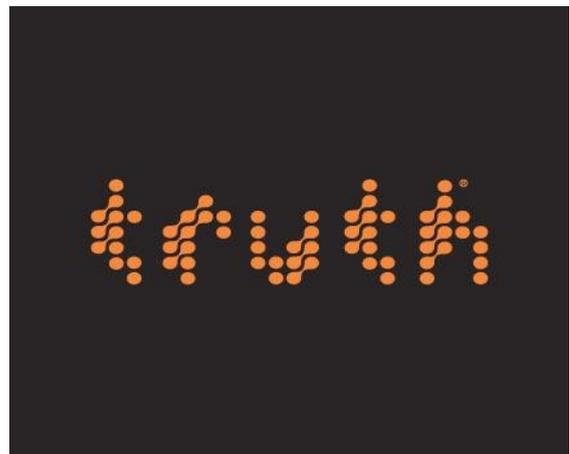


ShowCase

truth[®]

Topic: Smoking Prevention
Organisation: American Legacy Foundation
Location: USA
Dates: 1999-ongoing
Website: www.thetruth.com
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Overview

Launched in February 2000 by the American Legacy Foundation, **truth[®]** is the largest national youth smoking prevention campaign in the US and the only national prevention campaign not directed by the tobacco industry.

The objective of **truth[®]** is to change social norms and reduce youth smoking. All efforts are focused directly on teenagers aged 12 to 17.

The campaign exposes the tactics of the tobacco industry, the truth about addiction, and the health effects and social consequences of smoking — allowing teens to make informed choices about tobacco use by giving them the facts about the industry and its products. It is designed to engage teens by exposing Big Tobacco's marketing and manufacturing practices, as well as highlighting the toll of tobacco in relevant and innovative ways.

truth[®] is a multi-dimensional, constantly evolving campaign, featuring advertising; a website; social networking sites and interactive elements; events; and grassroots outreach through summer and autumn tours.

Results

In its first four years, **truth[®]** kept 450,000 young people from smoking and saved as much as US\$5.4 billion in medical care costs in its first two years.

1. BEHAVIOUR

- To prevent the uptake of smoking amongst 12-17 year olds in the state on Florida and on a national level in the U.S.

2. CUSTOMER ORIENTATION

- The state of Florida conducted qualitative research in areas such as skate parks and shopping malls, using 'bad language' to build trust with the target audience and gather real answers
- Brand modelling – deconstructed and analysed successful new product launches to the teen market
- Literature review that analysed and qualitatively tested previous youth focused tobacco prevention campaigns
- The creation of a youth sounding board who would provide input in every phase of the campaign's development; to add style, legitimacy and to empower the teen movement

3. THEORY

- **Proto-type Willingness Model** – considers the concept of 'social prototypes', and the ways in which they influence adolescents' engagement in risk behaviours
- **Social Norms Theory** – Peoples behaviour is strongly influenced by their perception of how other members of their social group behave and their level of desire for conformity within the group

4. INSIGHT

- The fact that tobacco killed was the unique selling point for youth making it so alluring – something that the tobacco industry knew all along
- The target audience wanted to make their own decisions and did not want judgements to be made about their own tobacco use
- They wanted the information to be delivered by people who they could relate to (not parents or teachers)
- A large number of teens thought that farmers made cigarettes

5. EXCHANGE

Barriers

- Peer pressure
- Addiction
- Enjoyment
- Individual expression
- Association of rebelliousness and being a 'risk taker'

Benefits

- Identifying themselves as being part of a student led advocacy group that rebelled against the marketing operations of 'big tobacco' corporations

6. COMPETITION

- Other anti-smoking campaigns, particularly ones that focus on the message that smoking kills
- In 2008, "big tobacco" had an annual marketing budget of \$10.5 billion, making tobacco more visible, accessible and desirable to youth in the U.S.; this equates to \$29 million a day (SOURCE: U.S. Federal Trade Commission, 2008, made available in 2011)

7. SEGMENTATION

- Focus on high sensation seekers and those who are 'open-to-smoking', these were characterised by rebellion, thrill seeking (i.e. extreme sports) and risky behaviours

8. METHODS MIX

- The state of Florida formed SWAT (Students Working Against Tobacco) who visited grade and middle schools
- "Infect **truth**" viral kits containing – stickers and stencils for teens own gorilla marketing efforts
- The "**truth** truck" which goes to concerts, sporting events, beaches and raves to distribute branded merchandise
- The use of 'taste makers' who the audience could relate to, such as trend setters, skateboarders... to deliver information at teen events