



March 2018

OTRU Knowledge and Evaluation Support

In 2017-2018, OTRU provided [Knowledge and Evaluation Support](#) (KES) to more than 40 projects at the public health unit, Tobacco Control Area Network (TCAN) and provincial level. Projects spanned all tobacco control domains, with a dominant focus on prevention and cessation.

Below we highlight key findings from a recent project supported through OTRU's KES initiative.

That's Risky: A Social Marketing Campaign Evaluation

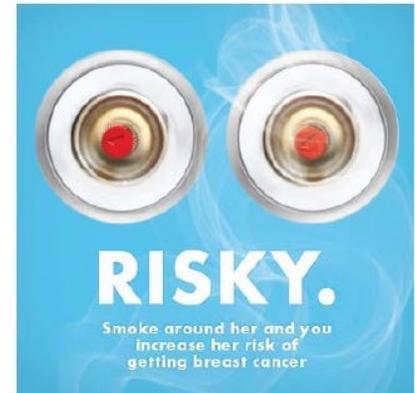
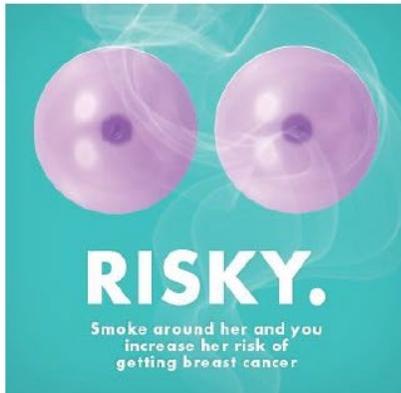
[That's Risky](#) is a social marketing campaign originating in Central East TCAN, targeting young adults between the ages of 17 and 29. Its main objective is to increase awareness that smoking and exposure to secondhand smoke during breast development increases the risk of breast cancer at a younger age. Specifically, the campaign's focus is to:

- Increase the number of young adults who indicate that they would limit their exposure to secondhand smoke
- Stimulate young adults to seek out information about the relationship between smoking and breast cancer
- Increase the number of young adults that choose to abstain from tobacco use
- Increase the number of young adults that seek information about quitting

The [That's Risky](#) campaign ran in October 2017 using online/social media channels (e.g., Google, Facebook, YouTube, Instagram), advertising (e.g., print, radio) and public relations (grass roots events). An earlier phase of the campaign consisting of online/social media activities ran for two weeks in August. The Middlesex London Health Unit participated in an online and grassroots launch in November 2017. Campaign images are shown in Figure 1.



Figure 1: That's Risky Campaign Images



Social Media Metrics

The highest campaign engagement was among 18 to 24 year olds. The campaign had 84,291 full video views on YouTube; 166,387 three-second views and 48,194 full views on Facebook and Instagram, resulting in 2,202 social interactions. There were 5,334 visits to ThatsRisky.com.

Survey Results

In November 2017, 453 responses were collected from a mixed methods survey (street-intercept and online) in the Central East TCAN region. Of the 44% of respondents exposed to the campaign:

- 58% saw or heard of the campaign on Facebook, Twitter or Instagram
- 34% saw it on YouTube
- 30% saw it in online ads
- 25% saw it on the Web
- 25% saw it on a poster
- 13% saw it on TV
- 12% heard it on the radio
- Other exposures included print media (9.5%), events/activities (8%), billboards (8%) and transit ads (5%)



Those who were exposed to the campaign compared to unexposed respondents were:

- 2.9 times more likely to agree that if you regularly smoke around females, you increase their risk of developing breast cancer
- 2.5 times more likely to agree that secondhand smoke is dangerous for females from the start of puberty until they have a baby

Conclusion

The **That's Risky** social marketing campaign had a moderate degree of success, particularly given its relatively small advertising budget (\$28,000) and short duration in the field. The campaign's ability to change people's attitudes on the risks of breast cancer due to smoking and the dangers of secondhand smoke to females is promising for future campaign activity.

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