

Highlights in Tobacco Control

Practical Ideas Online

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Youth campaigns evolve with new media trends

Keeping up with youth trends can be tricky. With today's high-tech media, even the way they communicate is changing quickly.

A media campaign has to be nimble to stay relevant to this elusive audience. With this in mind, teens and pre-teens were surveyed at the 2006 Texas Teen Tobacco Summit during the summer to gain insight on the most effective ways to reach them with the DUCK and Worth It? campaigns. The 165 survey participants revealed the following:



DUCK now has his own MySpace page and is the star of a new video.

Cell Phones

- Nearly 70% had a cell phone.
- Most cell phone users were ages 13 to 19.
- About half of the 8- to 12-year-olds surveyed also had cell phones.
- 20 percent of respondents said they receive advertisements on their phones.

Web Videos

- The survey asked participants if they would download and forward a video about tobacco through e-mail; almost every participant said they would do so.
- DUCK-aged "tweens" want to see a video that is funny and features music.
- While humor was a top priority for the Worth It? teens, they were also very interested in including tobacco facts and real-life situations.

(continued on page 2)

DUCK & Worth It? media

In keeping with current media trends, Web-based videos were developed for the DUCK and Worth It? campaigns and circulated to youth through e-mail. The videos can be seen at www.ducktexas.com and www.worthit.org. DSHS also launched MySpace pages for both campaigns and produced new TV, radio and Internet ads for the following winter and spring media schedules:

DUCK

- New ads debuted in theaters Dec. 18-Jan. 1 in Houston and Beaumont/Port Arthur. TV and radio spots will run Jan. 29-April 9, with another theater run in late spring. Online banner ads targeted to both counties will run January through April.
- DUCK appearances will be scheduled at schools and community events in the comprehensive program area during the spring.

Worth It?

- Print ads ran in high school newspapers in Harris and Jefferson Counties during the fall. Ads will run again during the spring and will include some sports programs.
- New ads ran in theaters Dec. 18-Jan. 1 in Houston and Beaumont/Port Arthur. TV and radio spots will run Jan. 15-April 9, with another theater run in late spring. Online banner ads targeted to both counties will run January through March. Mall ads will also run in the spring.



Media trends

(continued)



Ask Dr. Phil Huang

Dear Dr. Phil (Huang),

What are the latest trends in youth and adult tobacco use rates?

Results from the 2006 Youth Tobacco Survey show that 9.5% of middle school students reported current cigarette use (down from 10.2% in 2001) and 13.6% reported current use of any tobacco product (down from 16.6% in 2001). For high school students, 24.7% reported current cigarette use (which is the same as in 2001), and 30.6% reported current use of any tobacco product (down from 33.4% in 2001). Looking at the trends for Texas high school and middle school students, we see that the declines in tobacco use are leveling out since 2001 following dramatic declines seen between 1998 and 2001. (Figs 1,2)

Computers and Internet

- 75% of respondents play games on the Internet.
- 72% use it for e-mail.
- 68% use it for school projects or research.
- 48% use it for chatting or instant messaging.
- Personalized page sites are the most popular type of Web site. (Such as MySpace.)
- Favorite places online include search engines like Google and Yahoo, TV Web sites, music-related pages, gaming sites and video Web sites like YouTube.
- Most respondents have Internet access at home, and virtually all have access somewhere, such as at school.

To stay current with youth media habits, the DUCK and Worth It? campaigns have added new elements to supplement the traditional media. See the media update on Page 1 for more information.

Ideas for reaching youth

- If you have contacts with youth tobacco prevention groups, get them to spread the word to their peers. Ask them to forward DUCK and Worth It? web videos to their peers, and get them to sign up as “friends” on the campaigns’ MySpace pages.
- Print copies of the attached flyers to hand out to youth tobacco prevention groups, school contacts and community partners. Ask them to post the flyers in areas that are visible to teens and pre-teens.
- Place a Worth It? ad in a local high school newspaper. Contact Darah Waldrip at darah.waldrip@dshs.state.tx.us for more details.

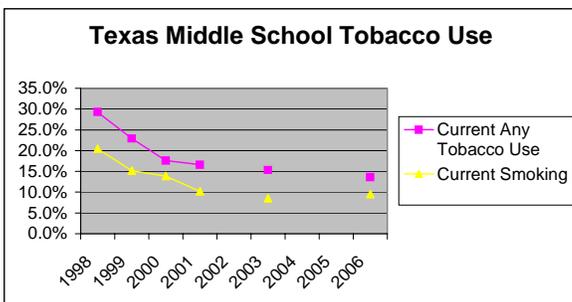


Fig 1

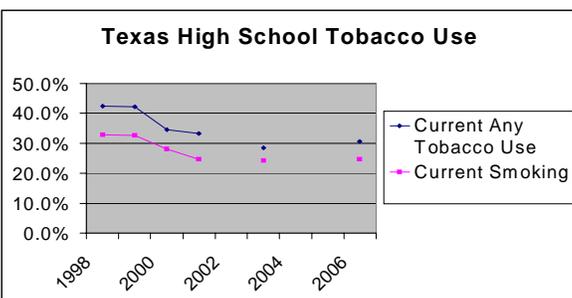


Fig 2

For Texas adults, current smoking rates in 2005 were 20%, which is the lowest that has been recorded since Texas began monitoring using the Behavioral Risk Factor Surveillance System in 1987 (Fig. 3).

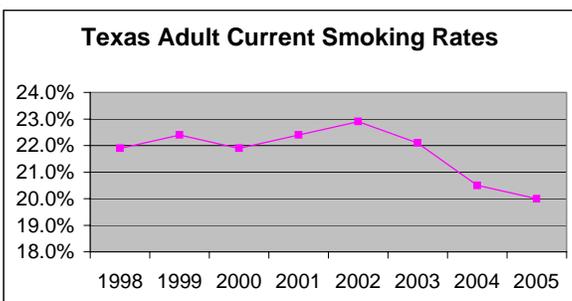
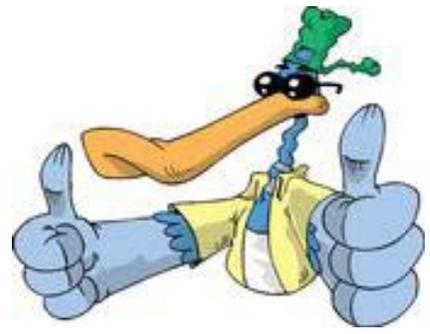


Fig 3

Check out
My Face
on MySpace!

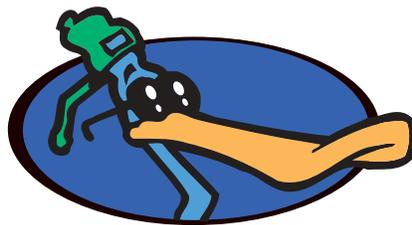


DUCK's on MySpace now!

Go to myspace.com/ducktexas

and sign up to be DUCK's friend!

Find out why DUCK says tobacco is foul at
ducktexas.com.



TOBACCO IS FOUL

myspace.com/worthitexas



What's worth it to you?
Before you answer, get the facts at
myspace.com/worthitexas.
Or find out more at worthit.org.
You deserve to know the truth.



worthit.org