

Adolescents' Perception Towards "Tak Nak" Media Campaign in Malaysia: Findings of the ITC Southeast Asia Survey

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“Tak Nak” (Say No) Media Campaign



“Tak Nak” Media Campaign

Objectives:

- ▶ Educate and create a new generation of Malaysians who would refuse smoking.
- ▶ Prevent specific groups especially women and youths from starting the smoking habit.
- ▶ Convince smokers to quit.



Research Objectives

- To determine the:
 - level of the target population's exposure to the "Tak Nak" Campaign.
 - receptivity of smokers and non-smokers to anti-smoking messages used in the Campaign.
 - impact of the Campaign in changing the knowledge, beliefs and attitudes about health effects of smoking.
 - impact of the Campaign on smoking behavior.
- To provide findings to be used by the Malaysian Ministry of Health to formulate the 2007 media campaign.

Tak Nak and Evaluation

Past Events

- ❑ 2004 : Tak Nak Media Broadcasted
- ❑ 2005 (Jan-March) Wave 1 Evaluation

Future:

- ❑ 2006 (August- Dec) Wave 2 Evaluation
- ❑ 2006 (Dec) Tak Nak 2 will be broadcasted
- ❑ 2007 (August-Dec) Wave 3 Evaluation

Evaluation Methodology

- ❑ Cohort study (5 years).
- ❑ Wave 1 data (2005)
- ❑ Strata selected states from 6 states
- ❑ Samples from urban and rural areas.
- ❑ 1011 adolescents aged 13-17
- ❑ Self administered questionnaire

Knowledge?

Tak Nak meaningful?

Awareness?

Smoking “cool”?

Discussion on health in family/friends?

Fearful of smoking?

Less likely to smoke in the future?

Try to quit?

Led youth to quit?

CHARACTERISTICS OF RESPONDENTS

Characteristic		Youth (%) N = 1011
Strata	Urban	58.8
	Rural	41.2
Gender	Male	51.0
	Female	49.0
Age	13-15 years	54.7
	16-17 years	45.3
Race	Malay	58.3
	Chinese	22.4
	Indian	7.3
	Others	12.0
Smoking status	Smoker	11.4
	Non smoker	88.6

Extent of Exposure to the Media Campaign

	Adolescents (n=1011)
Seen or Heard of Campaign	94.6% (n= 956)
Of those seen/heard	
Sources of media	
TV	93.7%
Billboard	92.2%
Newspapers& Magazines	76.8%
Radio	60.2%

When asked to name the most effective media, 87% from all mentioned TV as the most effective medium

TV advertisement

TAR IN LUNGS



SFX : Contemporary music with a slightly ominous sound.



SFX : Music continues.



SFX : Music continues.



SFX : Music continues.
On Screen : Cut to show lit end of a cigarette.



SFX : Music goes under as voice comes on.
V/O : Every puff you take damages your body.



SFX : Music under.
On Screen : Camera follow trail of smoke as it moves.
V/O : Everytime you inhale cigarette smoke condenses in your lungs to form tar.



SFX : Music under
On Screen : Cut to show a surgeon with piece of lung which he begins to dissect.
V/O : This is a healthy lung.—



SFX : Music under
On Screen : Cut to show the surgeon holding a jar of tar which he pours into the cut lung.
V/O : —and this is the amount of tar.—



SFX : Music Under
On Screen : We see a close-up of the lung with the tar in it.
V/O : —a pack a day smoker breathes in every year.



SFX : Music under.
On Screen : Camera pulls back to show the entire lung and tar in it.



SFX : Music under
On Screen :
V/O : Every puff you take damages your body.

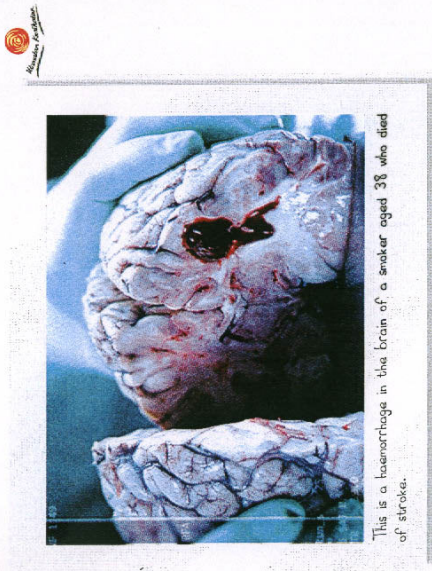


SFX : Music builds up for the end.
On Screen : Campaign logo comes on followed by Ministry Crest.
Super : This is an anti-smoking message from the Ministry of Health, Malaysia.

Print ads



Newspapers/magazines



Cigarette smoking can cause brain damage



It doesn't matter how old you are. What matters is that you smoke. Smoking creates blood clots which can cause stroke. Stroke can kill you, blind you or paralyse you. Every puff you take damages your body. Say **Tak nak** to cigarettes!



Billboard and posters

Cigarette smoking can cause impotency

Smoking increases the risk of impotence, according to research. The risk gets higher for smokers who are overweight and have high blood pressure. The New England Research Institute in Massachusetts in its 10-year study on 513 men, says damage is done the same way that the heart is affected by smoking or from exposure to tobacco smoke. Cigarette smoke poisons the bodies of those who smoke as well as those who don't smoke. Every puff endangers lives. It's about time we gave serious thought to the smoking habit.



Ability to Recall Tak Nak Slogan and Messages

Unaided Recall Messages

Say No ('Tak Nak') to cigarette: 45.6%

“Every Puff you take damages your body”: 29%

“Smoking damages your health”: 19.6%

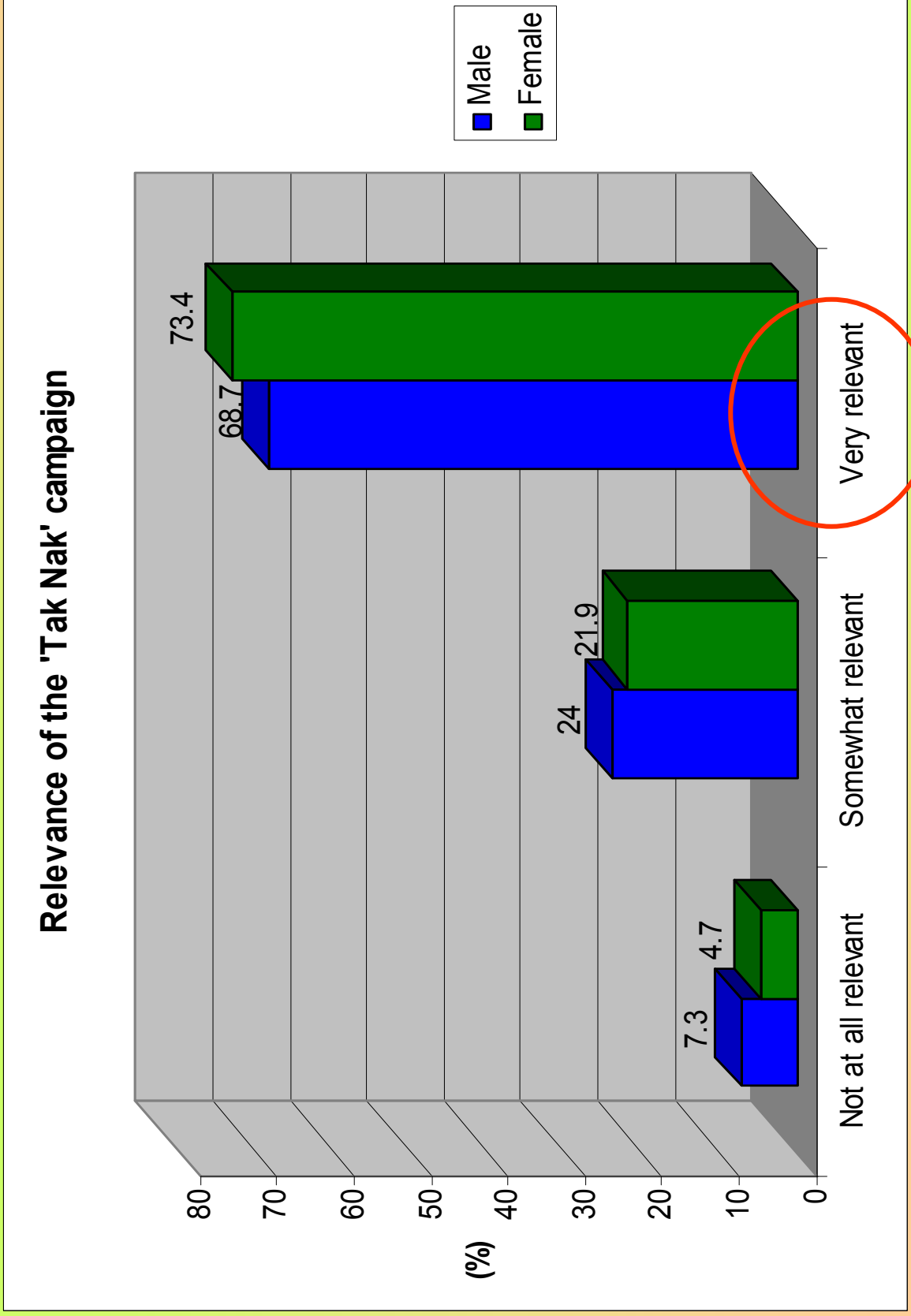
40% of adolescents could recall at least 1 of the 12 messages

Specific
Messages

Aided Recall

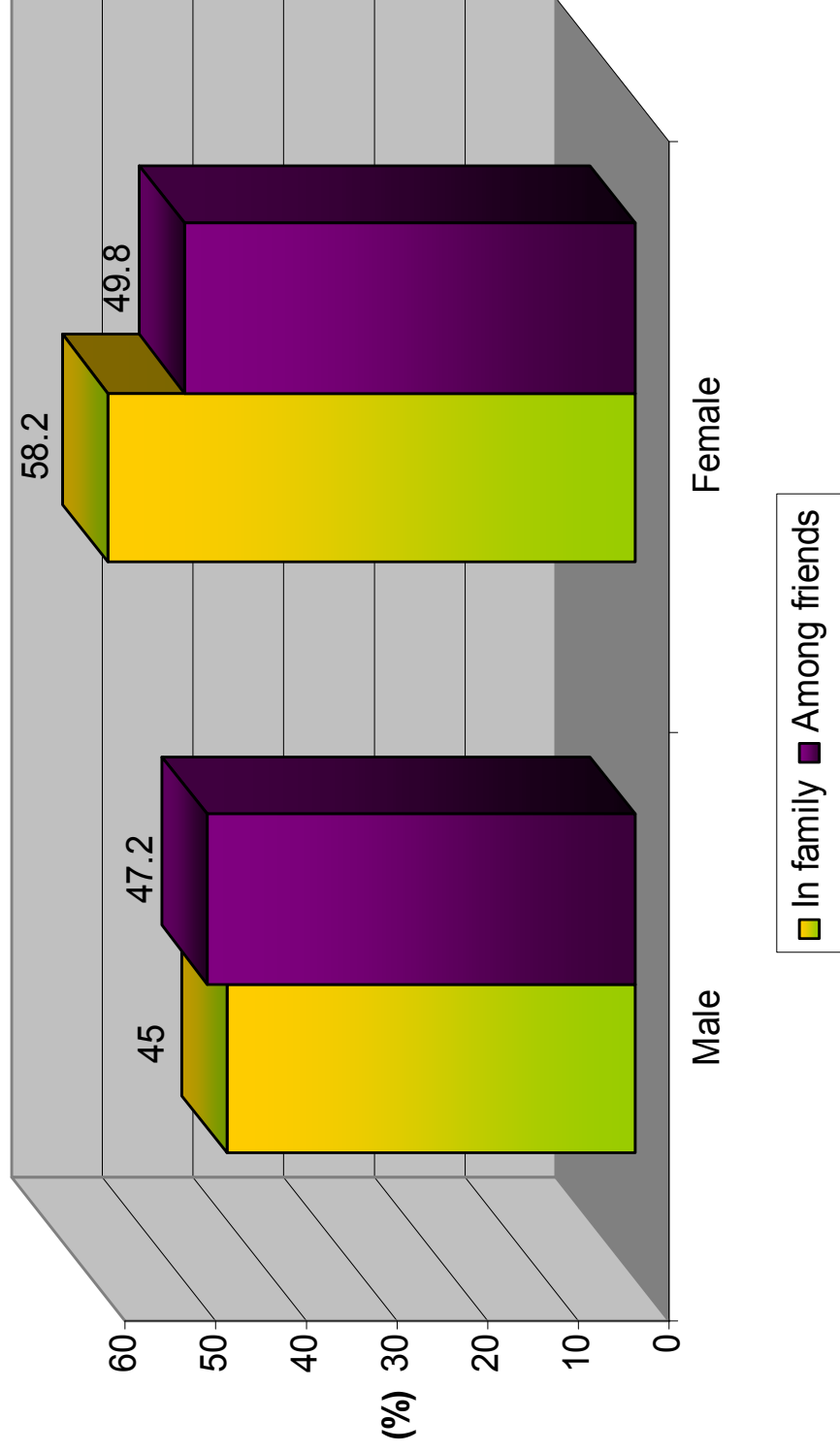
>70% could recall 4 out of the 6 messages from TV ads.

Relevance of the Campaign



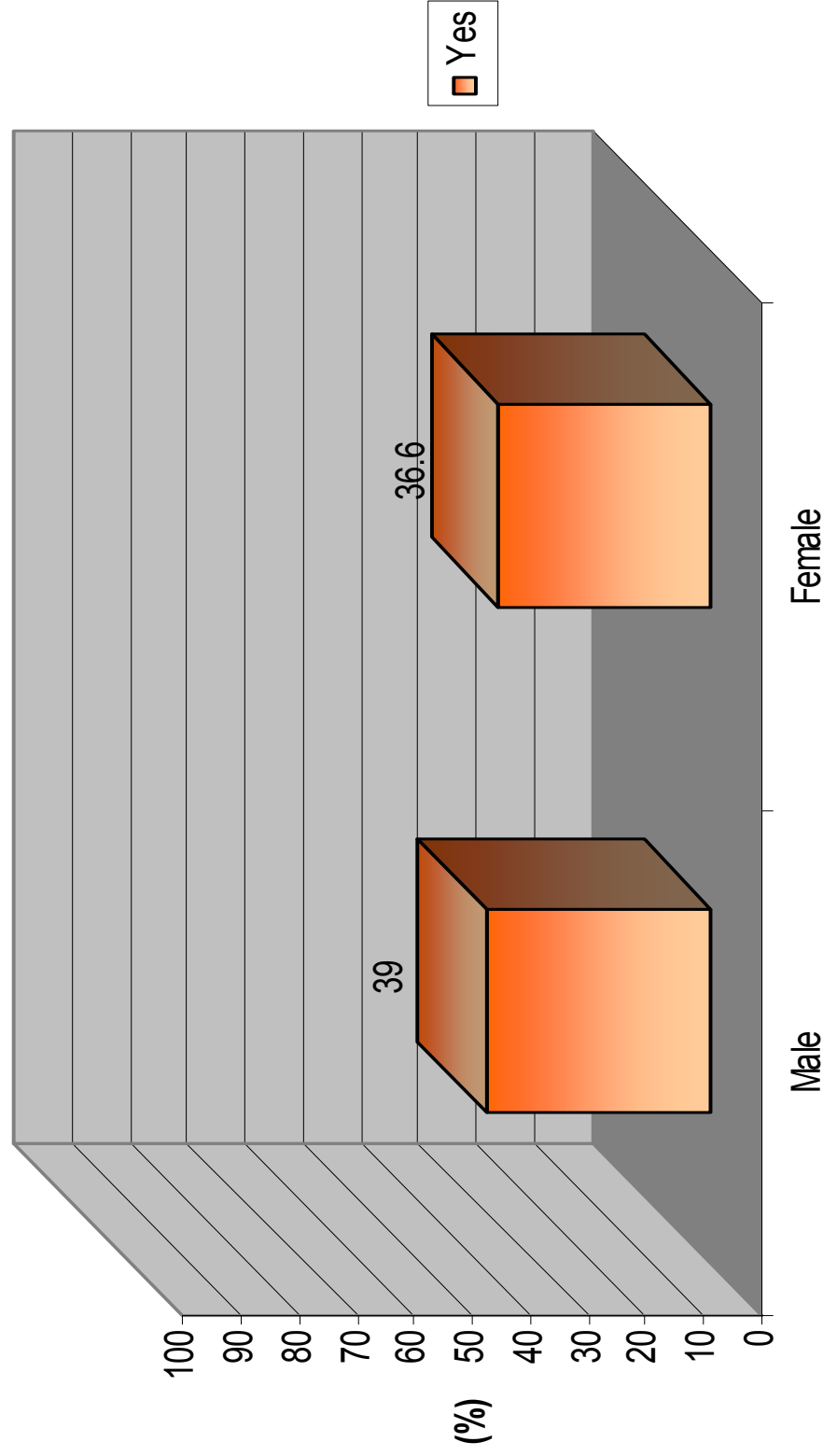
Campaign leading to discussion among family and friends

Campaign leading to discussion about smoking and health among family and friends



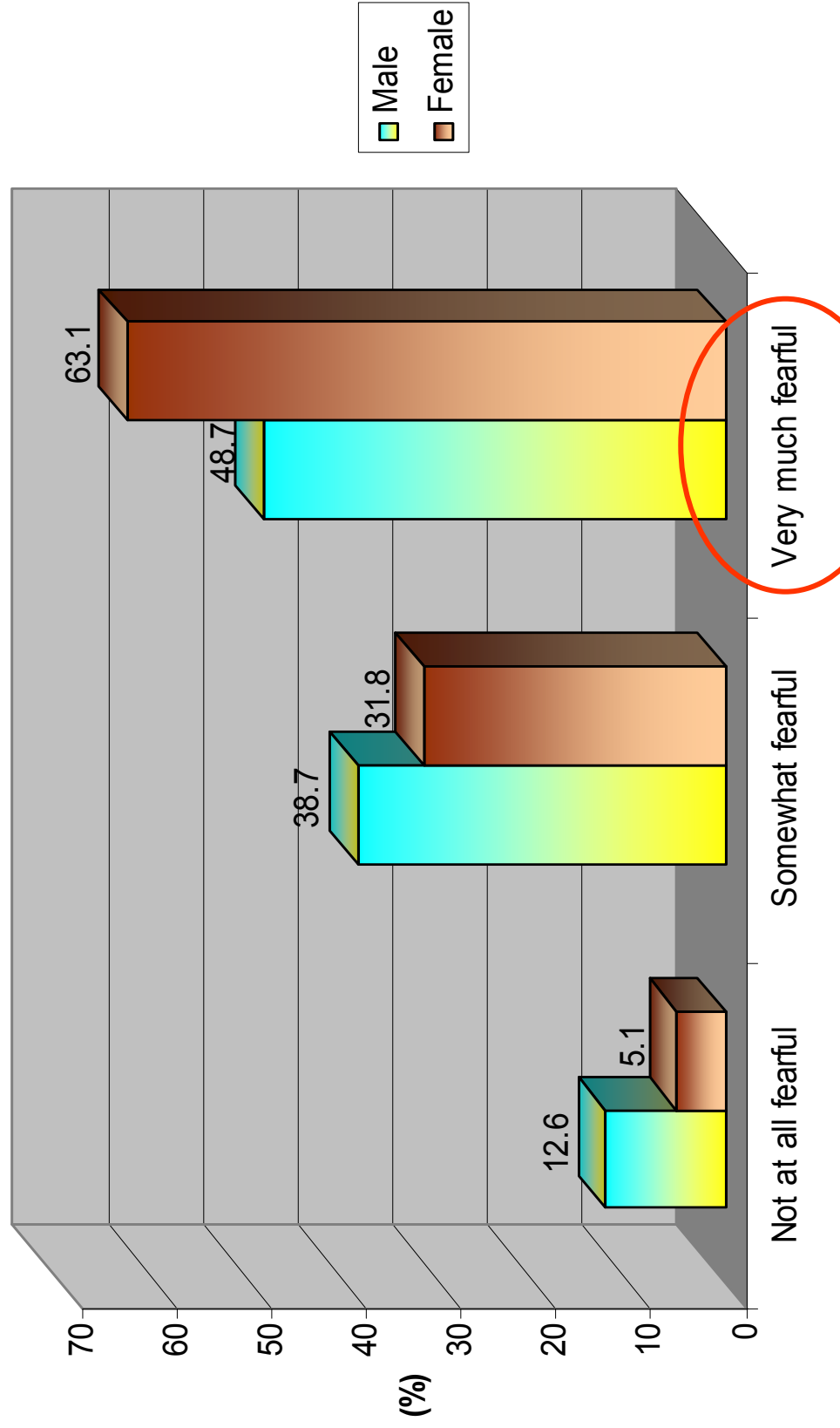
Campaign Made Smoking Seem Less Cool

'Tak Nak' campaign made smoking seem less cool

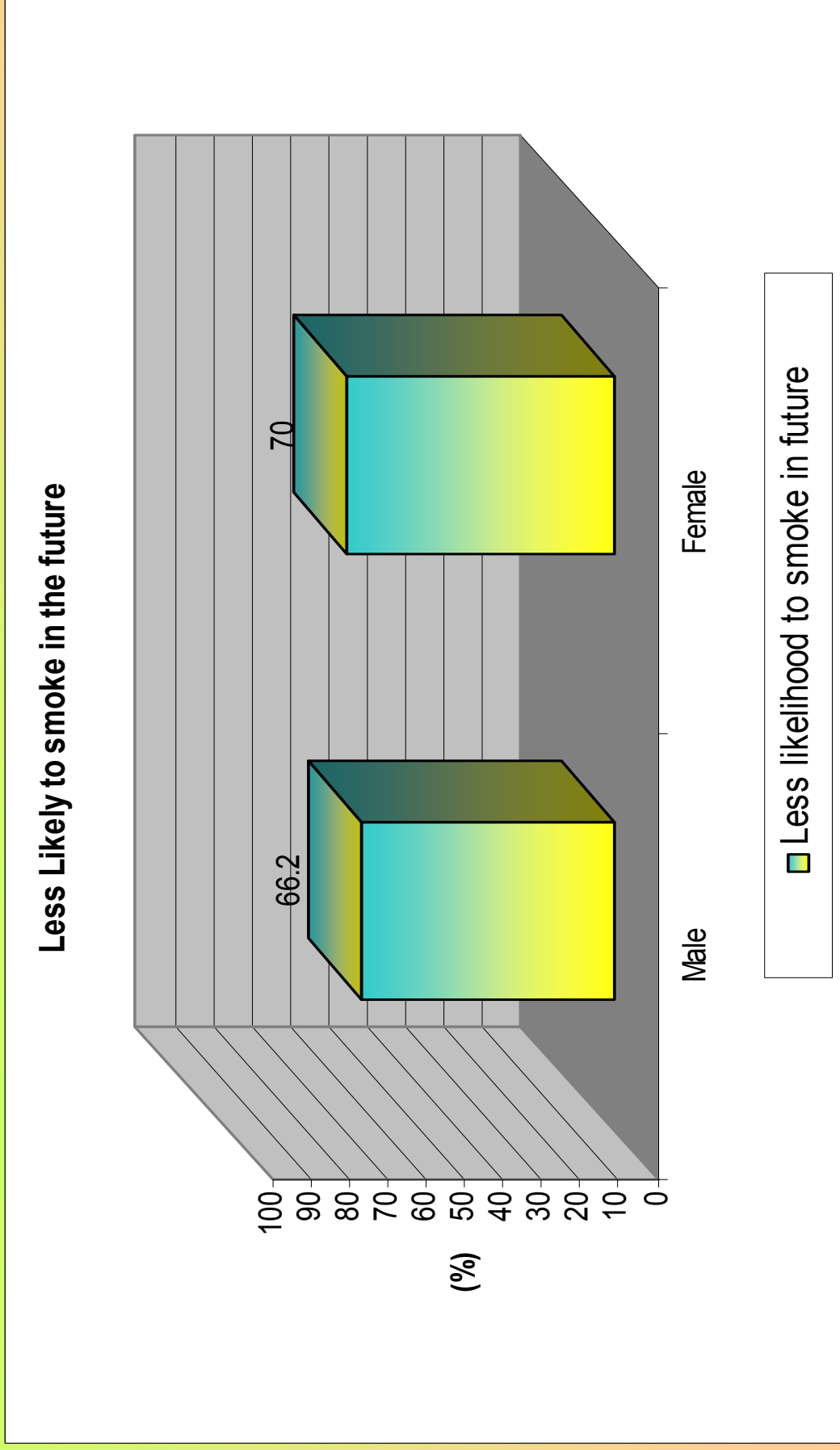


Campaign Aroused Fear of Smoking

Campaign aroused fear of smoking among adolescents

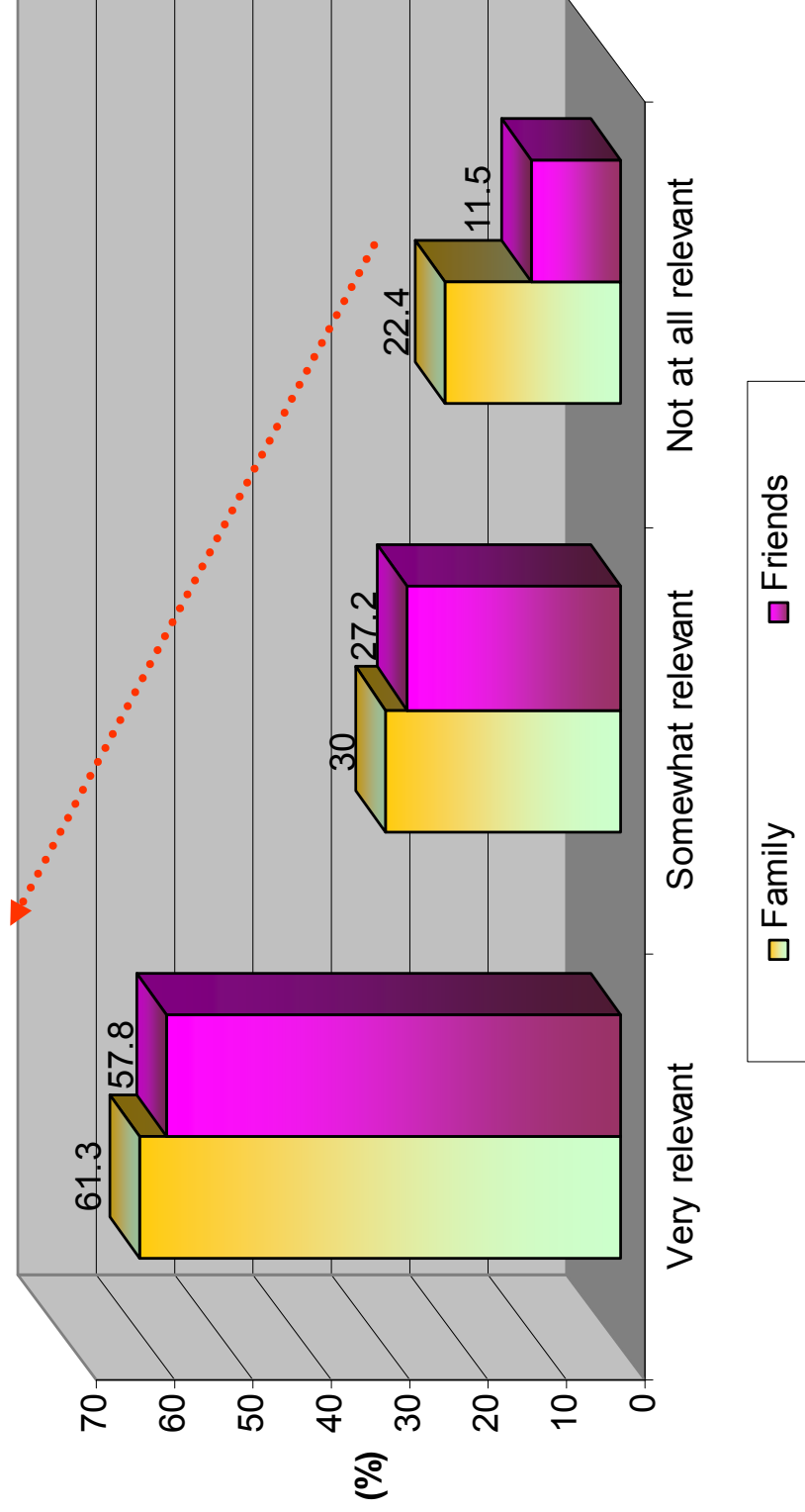


Impact on Smoking Behavior: Less Likelihood To Smoke in the Future

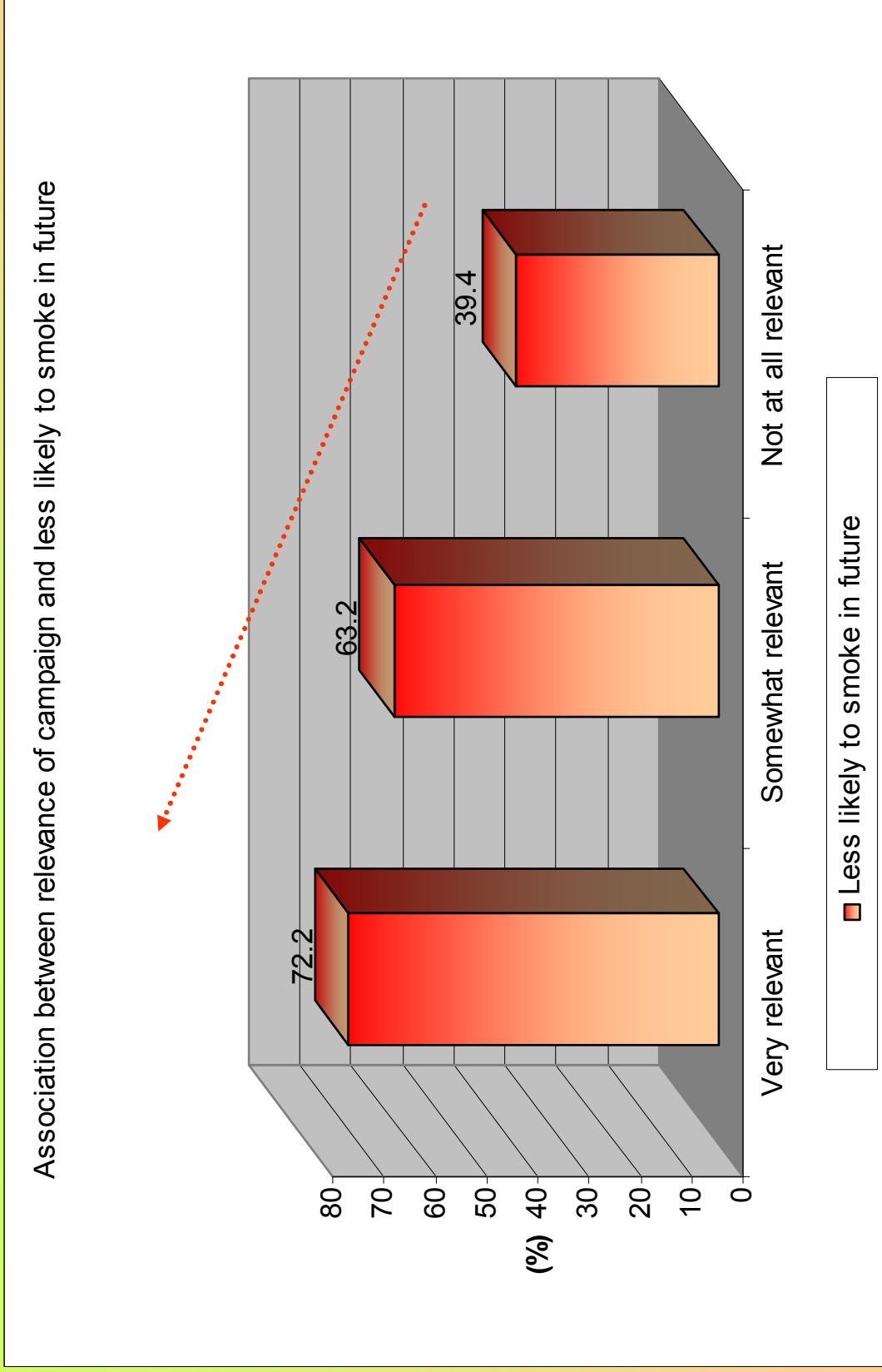


Association between relevance of the campaign and discussion with family and friends

Association between relevance of campaign and likelihood to have discussion about smoking and health with family and friends

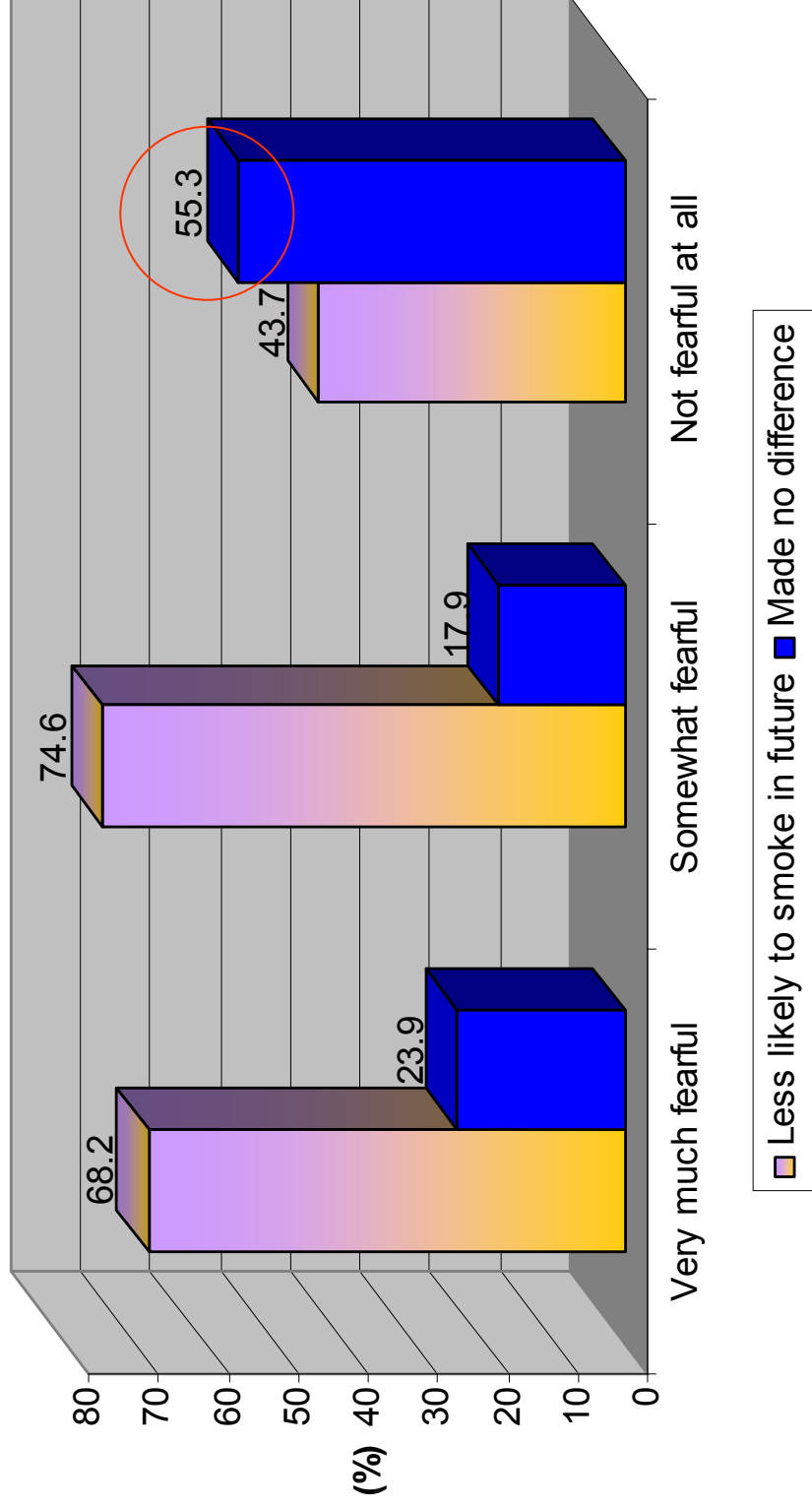


Association between relevance of campaign and less likely to smoke in future



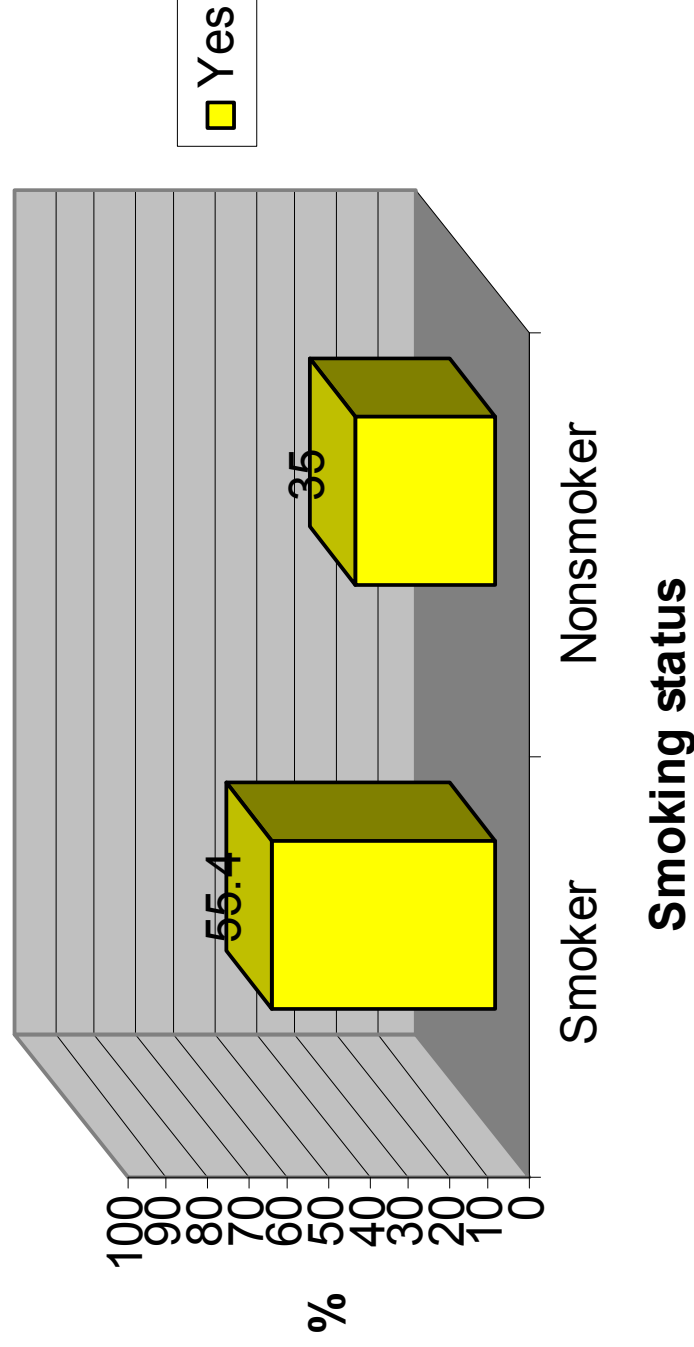
Association between fearful of smoking and less likely to smoke in the future

Association between fearful of smoking and likelihood to smoke in the future



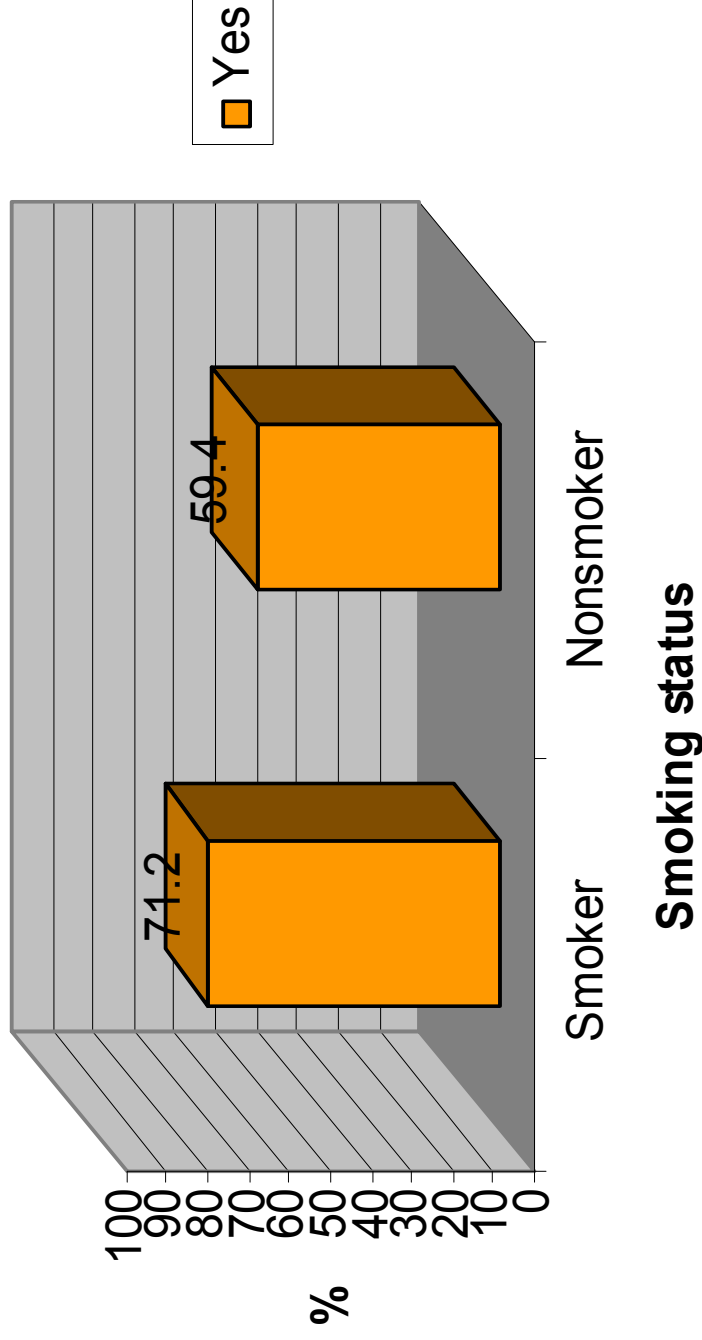
Association between perception that campaign made smoking less cool and smoking status

Association between perception that Campaign made smoking less "cool" and smoking status



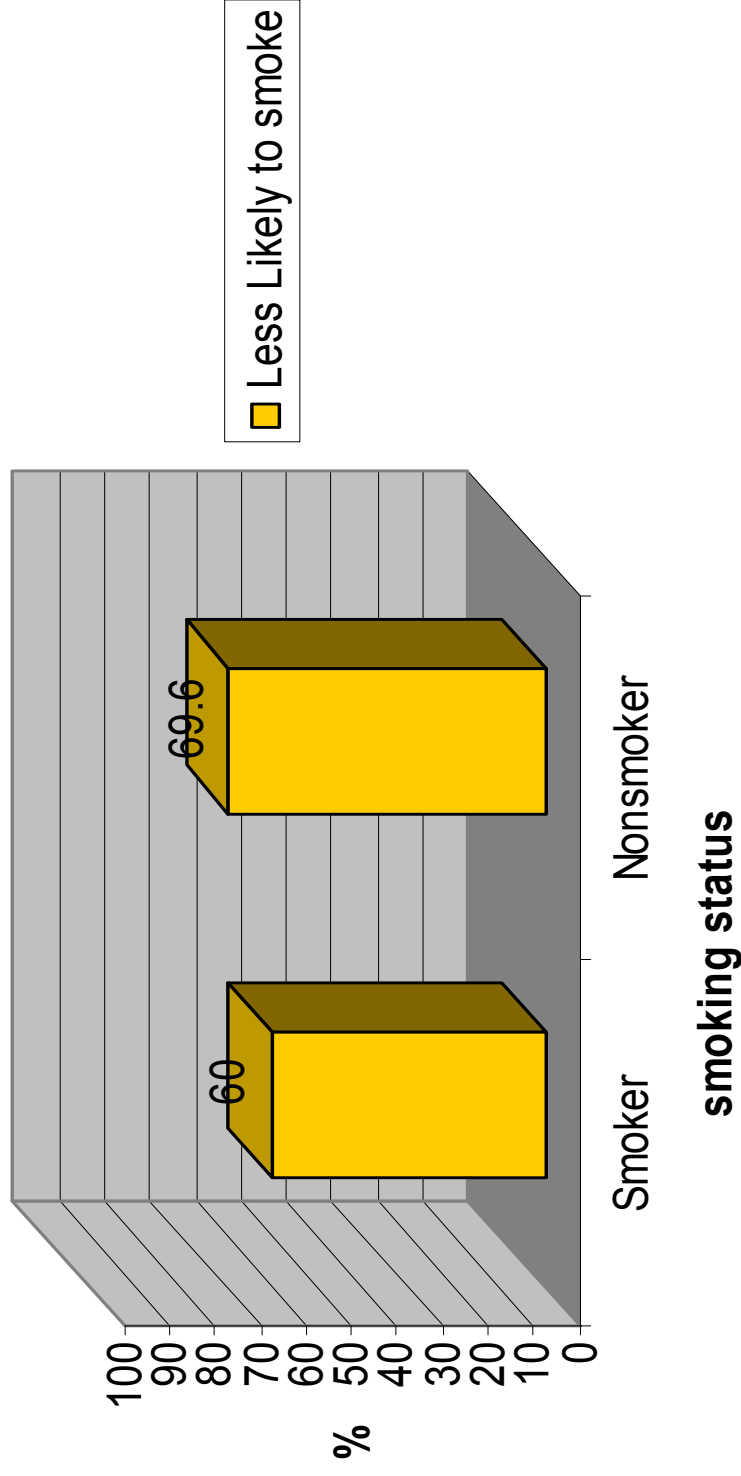
Association between campaign led youth to quit or try to quit and smoking status

Association between Campaign led youth to quit or try to quit and smoking status



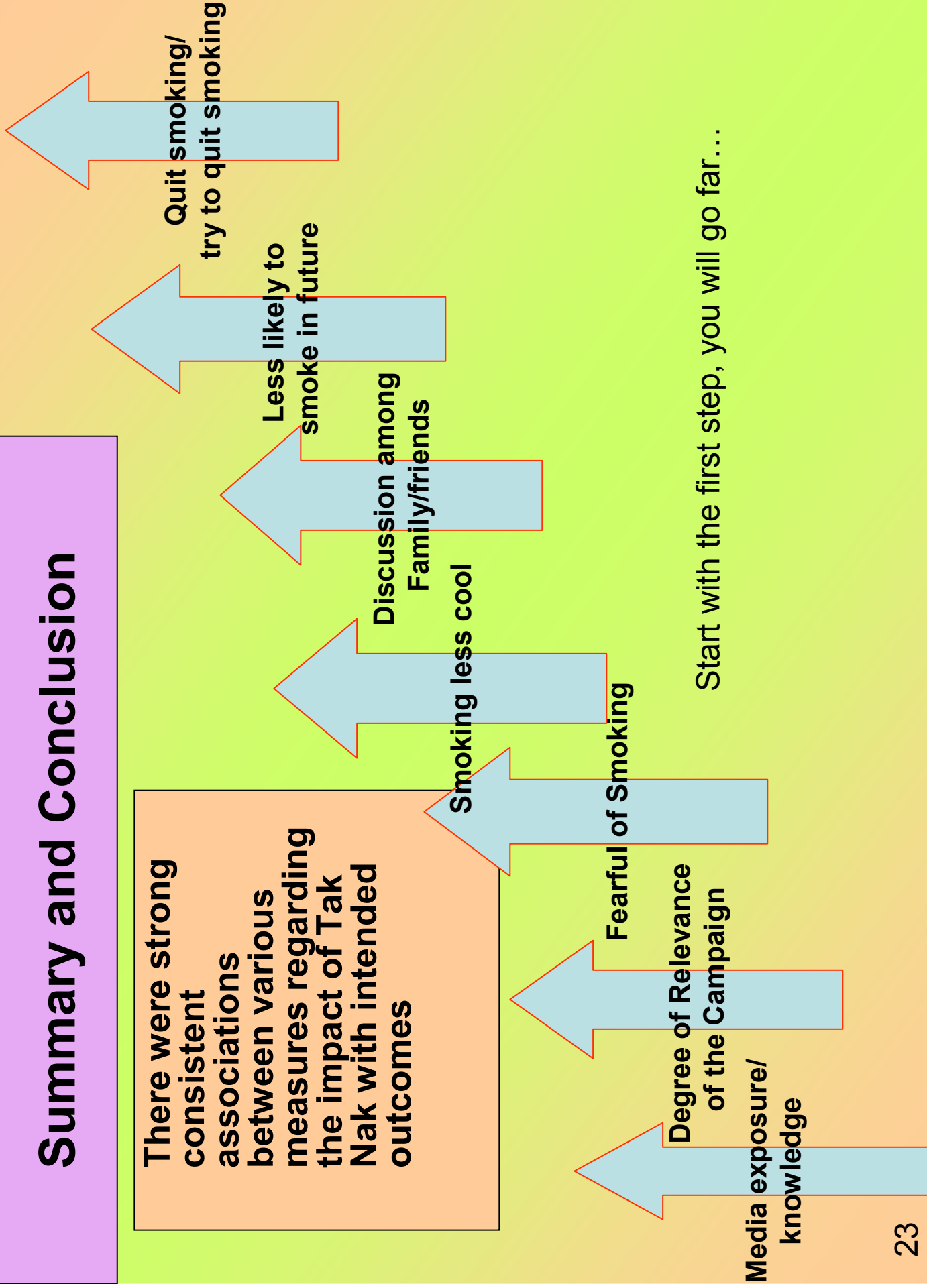
Association between likelihood of smoking in the future and smoking status

Association between less likely to smoke in the future with smoking status



Summary and Conclusion

There were strong consistent associations between various measures regarding the impact of Tak Nak with intended outcomes



Start with the first step, you will go far...

Thank you *FOR* Not Smoking

