

Part 5: Smoking-related health promotion messages

Tobacco-related education in school is a common health promotion strategy to reduce smoking initiation among young people. The school setting is an effective way to reach a large proportion of the youth population. Education can include topics on tobacco-related harm to health, and raising awareness of why young people take up smoking. In New Zealand, all schools must deliver education about tobacco-related harm as part of the drug education component of the Health and Physical Activity Curriculum (Ministry of Youth Development, 2004). The Amendments to the Smoke-free Environments Act 1990 prohibit smoking in school buildings and on all school grounds at any time (Ministry of Health, 2005).

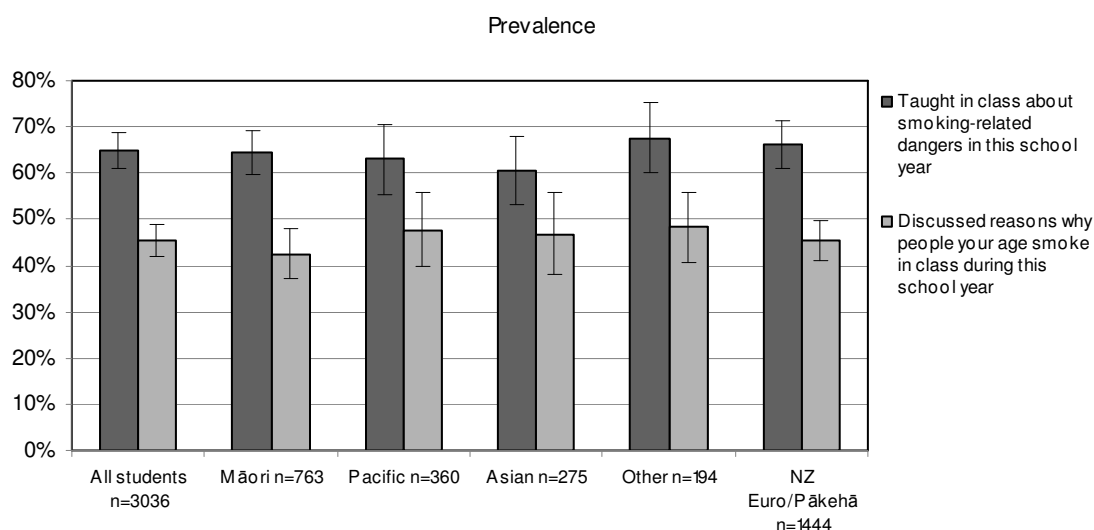
This section of the report describes the prevalence of students reporting that they were taught in any of their classes during that school year *about the dangers of smoking tobacco*, and whether or not they discussed in any of their classes *the reasons why people their age smoke*. This section also presents the awareness of students of smoking-related health promotion campaigns and events, whether they had attended or taken part in smoking-related health activity or event and impact it had had.

Tobacco smoking-related education in school

Close to two-thirds of students said they had been taught in class during the 2008 school year about the dangers of smoking tobacco (65.0%, Figure 5.1), 16.9% said *no* and 18.1% were *not sure*.

When asked if they had discussed in class the reasons why people their age smoke, under one-half of participating students (45.3%) said they had in the 2008 school year. Close to three in ten students (28.6%), said they had not and around one-quarter (26.1%) were *not sure* if they had discussed the dangers of smoking tobacco in class.

Figure 5.1 Education and discussion in school about the harms and uptake of smoking tobacco – all students by ethnicity



Smokefree and Auahi Kore brands, messages and events

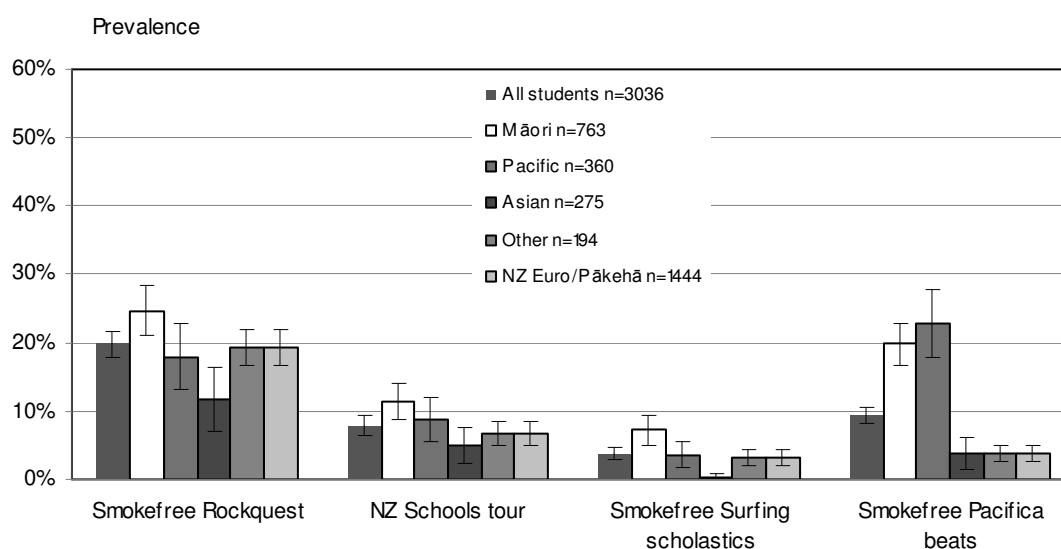
Students were presented with a list of smoking-related health promotion campaigns and events, and were asked to select those that they had heard of, and/or attended or taken part in.

Almost all students (96.2%) had heard of Smokefree. Almost four in ten students (38.2%) had heard of Auahi Kore, and close to seven in ten Māori students (69.0%) had heard of Auahi Kore.

Almost one-fifth of all students (19.8%) had attended or taken part in Smokefree Rockquest, and a higher proportion of Māori students had done so (compared with non-Māori (24.6% and 18.4% respectively, Figure 5.2).

Almost one in ten students (9.4%) had attended or taken part in Smokefree Pacifica Beats, and a far higher proportion of Māori and Pacific students had done so, compared with New Zealand European/Pākehā students (19.8%, and 22.8% and 3.9%, respectively).

Figure 5.2 Attendance at Smokefree events – all students by ethnicity



Auahi Kore

Students were asked how often they had seen or heard Auahi Kore messages at events (like kapa haka, waka ama or other places) in the past year (12 months), and what impact they had. All students were included in the analysis, but this description focuses on Māori students who are the primary target audience for the Auahi Kore brand and messages. Students who reported that they had 'never' seen the advertisements or messages in the past year were not included in the analysis of the impact questions.

Awareness:

- Close to eight in ten Māori students had seen Auahi Kore messages at events in the past year, either *sometimes* (42.9%) or *a lot* (35.4%).

Impression/ Impact:

- Almost one-fifth of Māori students (18.6%) reported that they had talked to friends or whānau about the Auahi Kore messages.
- Almost two in five Māori students (39.5%) said that seeing Auahi Kore messages at certain events had put them off smoking.
- Three in ten Māori students (30.2%) said that seeing the Auahi Kore messages at events had led some young people they know to stop smoking.
- Over one-third of Māori students (36.5%) said that seeing or hearing Auahi Kore messages at events makes the message more relevant to people like them.

Smoking *not* our future

Students were asked how often they had seen Smoking *not* our future advertisements or messages in the past year, and what impression/ impact they had. Students who reported that they had *never* seen the advertisements or messages in the past year were not included in the analysis of the impression/ impact questions.

Awareness:

- Almost all students in Year 10 had seen Smoking *not* our future advertisements or messages in the past year, either *a lot* (69.4%) or *sometimes* (25.9%). Only a small proportion had never seen these ads or messages in the past year (4.7%).
- A higher proportion of female students reported having seen Smoking *not* our future ads or messages *a lot*, compared with male students (75% and 64.1%, respectively).

Impression/ Impact:

- Close to eight in ten students (79.7%) agreed with the statement that the Smoking *not* our future ads and messages *gave some good reasons not to smoke*, and six in ten 'current smokers' (59.6%) also agreed.
- Almost two-thirds of all students (65.1%) agreed with the statement that the Smoking *not* our future ads and messages *makes smoking seem less cool*. 'Current smokers' were less likely to agree that it *makes smoking seem less cool* than 'never smokers' (41.9% and 70.9%, respectively).
- Around one-fifth of all students (20.3%) had *talked to friends or whānau about the ads* when they had seen them and a higher proportion of Māori students had done so (26.3%), compared with non-Māori students (18.6%).
- Almost one-quarter of students (23.2%) reported that the ads or messages had *led some young people they know to try to quit smoking*, including around three in ten Māori and Pacific students (30.6% and 29.4%, respectively). One in five New Zealand European/ Pākehā students (20.2%) also reported that the ads or messages had *led some young people they know to try to quit smoking*. Over one-third of 'current smokers' (35.0%) said the ads or messages had *led some young people they know to try to quit smoking*.
- Over one-half of students (56.5%) reported that the ads or messages had *put them off smoking*. A higher proportion of non-Māori students were put off smoking than Māori students (58.7% and 49.0%, respectively). Close to two-thirds of 'never smokers' (67.0%) said that the ads or messages had put them off smoking, compared with one in five 'current smokers' (17.9%).

Data were also collected on students' agreement with a range of statements, some of which came from the Smoking *not* our future advertisements. These were 'nested' within other questions to measure unprompted beliefs relating to the messages.

Smokefree Cars

Students were asked how often they had seen advertisements or messages about not smoking when in the car in the past six months, and what impact they had. Students who reported that they had *never* seen the advertisements or messages in the past year were not included in the analysis of the impact questions.

Awareness:

- Almost all students had seen the advertisements or messages about not smoking when in the car in the past six months, either *a lot* (51.3%) or *sometimes* (43.9%).

Impression/ Impact:

- Under one-fifth of all students (17.7%) had talked to friends or whānau about the advertisements or messages about not smoking when in the car when they saw them.
- Over one-half of students (55.1%) said that the advertisements or messages about not smoking when in the car had put them off smoking. A higher proportion of non-Māori students were put off smoking compared with Māori students (57.7% and 45.9%, respectively). 'Current smokers' were less likely to be put off smoking, when compared with 'never smokers' (14.7% and 66.3%, respectively).

Tobacco control – Cessation services and graphic warning labels on tobacco packaging

Close to seven in ten students (69.1%) had heard of Quit/Me Mutu, and a higher proportion of Māori students had heard of Quit/Me Mutu (79.9%, compared with 66.0% of non-Māori students). Almost three-quarters of all 'current smokers' (72.6%) had heard of Quit/Me Mutu.

Students were asked how often, if at all, they had noticed the picture warning labels on cigarette and tobacco packages in the past month (30 days), and what impact they had. Students who reported that they had *not* noticed the picture warning labels in the past month were not included in the analysis of the impact questions.

Awareness:

- Four-fifths of students had noticed the picture warning labels on cigarette or tobacco packages in the past month, either *a lot* (46.3%) or *sometimes* (33.9%). One-fifth (19.8%) had not noticed the graphic warning labels in the past month.
- A higher proportion of Māori and Pacific students (62.2% and 56.4%, respectively) had noticed the picture warning labels on cigarette or tobacco packages in the past month, compared with New Zealand European/ Pākehā students (40.4%).
- Almost three-quarters of 'current smokers' (72.4%) had noticed the picture warning labels on cigarette or tobacco packages *a lot* in the past month, compared with one-third of 'never smokers' (34.5%).

Impression/ Impact:

- Over eight in ten of all students (82.2%) who had noticed the picture warnings labels said they had made them think about the health risks of smoking. Fewer than six in ten 'current smokers' (57.8%) said the picture warnings had made them think about the health risks.
- Over seven in ten students (71.2%) who had noticed the picture warning labels said they had put them off smoking. A higher proportion of non-Māori students were put off smoking, compared with Māori students (74.1% and 62.2%, respectively). Around a quarter of 'current smokers' said the picture warning labels had put them off smoking, compared with 'never smokers' (26.9% and 82.7%, respectively).