

FIGHT THE TOBACCO INDUSTRY'S **BAR & CLUB PROMOTIONS**



A **BEHAVIOR CHANGE** MODEL BASED ON
CULTURE AND INFLUENCERS TO **REDUCE YOUNG ADULT TOBACCO USE**



rescuescg+

RESCUESCG.COM/YOUNGADULTSB

YOUNG ADULTS ARE 20% MORE LIKELY TO SMOKE THAN TEENS

Over the past decade, young adult tobacco prevalence has not decreased as rapidly as teen tobacco prevalence. In 2001, young adult smoking rates surpassed teen smoking rates, suggesting that some of the progress made in teen tobacco prevention efforts were not sustained through young adulthood.¹

Young adults are a priority population for tobacco control as identified by the Centers for Disease Control in their publication, *Best Practices for Comprehensive Tobacco Control Programs* and the Surgeon General's 2012 *Preventing Tobacco Use Among Youth and Young Adults Report*.

THE TOBACCO INDUSTRY CONTINUES TO TARGET YOUNG ADULTS

Event sponsorships, bartender incentives, branded bar supplies, free samples, contests, and bar-based, direct mail recruitment are just some of the strategies the tobacco industry continues to use to target young adults. Unlike point-of-purchase advertising that concentrates primarily on price promotions, the industry's bar and club promotional efforts focus more on establishing a desirable image of smoking.²

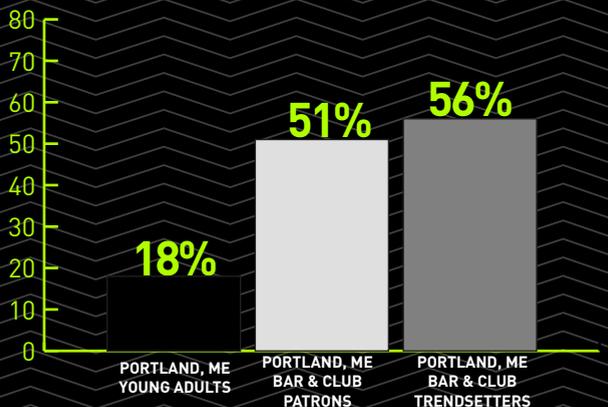
THE EVIDENCE IS CLEAR: AT-RISK YOUNG ADULTS ARE BEST REACHED AT BARS & CLUBS

The tobacco industry invests heavily in bar and club promotions. In collaboration with Dr. Pamela Ling at the Center for Tobacco Research & Education at UCSF, Rescue SCG sampled over 20,000 young adults in 8 cities, including San Diego, CA and Portland, ME, at bars and clubs using a random venue-based sampling method. The observed smoking rates among young adults who patronized bars and clubs in these studies were double to triple the state smoking prevalence. Moreover, the tobacco industry's priority targets are young adult "trendsetters" who unsurprisingly demonstrated higher smoking prevalence in our studies.

1. Based on CDC YRBS & BRFSS data from 1999 – 2007.
2. R.J. Reynolds, 1994 Bates #: 516067044-516067077

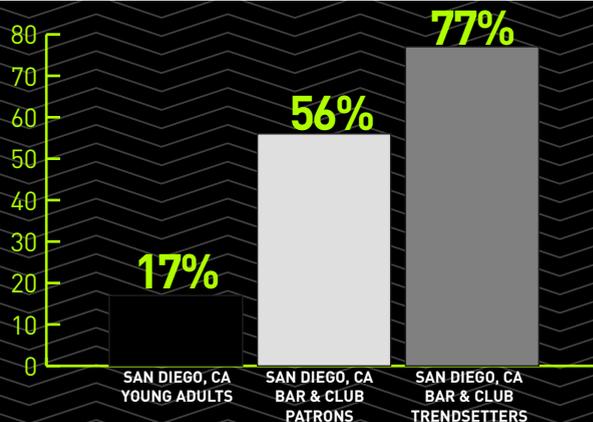


YOUNG ADULT TOBACCO USE IN MAINE 2009 DATA



PAST 30-DAY CIGARETTE SMOKING PREVALENCE RATES

YOUNG ADULT TOBACCO USE IN CALIFORNIA 2008 DATA



PAST 30-DAY CIGARETTE SMOKING PREVALENCE RATES

SOCIAL BRANDING® TO REDUCE YOUNG ADULT TOBACCO USE

Social Branding® is a form of hard-hitting counter-advertising that changes tobacco attitudes among young adults who currently smoke or are at high-risk of smoking by focusing on modifying their cultures and influencers.

Social Branding® programs begin with formative research that results in specific recommendations and insights useful for an intervention. Implementation focuses on branded events at bars and clubs that deliver anti-tobacco messaging and create experiences that associate highly-valued identity characteristics with a tobacco-free lifestyle. In between events, **Rescue SCG** delivers messaging through brand ambassadors, direct mail, web, street marketing, and media. **Rescue SCG** truly is a full-service partner that recruits local staff for each **Social Branding®** implementation.

SOCIAL BRANDING® INTERVENTIONS NATIONWIDE

Today, **Rescue SCG** is proud to work with the following tobacco control organizations on young adult **Social Branding®** interventions:

- Southern Nevada Health Department
- New Mexico Department of Health
- Oklahoma Tobacco Settlement Endowment Trust
- Virginia Foundation for Healthy Youth
- University of California, San Francisco
- Vermont Department of Health

HOW DOES SOCIAL BRANDING® WORK?

Social Branding® directly addresses the social norms that sustain tobacco use within certain subcultures.

Here's how a typical **Social Branding®** program works:

ANTI-TOBACCO BRAND

1) Events, such as music concerts or club nights, are used to build the social brand's influence within the culture and gain the ability to disassociate the culture from tobacco use.



2) Once the brand gains enough "social authority," displays, clothing, onsite influencers, and interactive activities at its events are used to break the association between the culture and smoking.



3) Direct mail, clothing, paid media, and street marketing are used to reinforce the influence of the events. Messages focus on tobacco-related issues relevant to the specific culture.



1) A social brand is designed to specifically reach one young adult subculture.



3) Influencers within the culture (i.e.: musicians, event promoters, popular socialites, etc.) are recruited and trained to take part in the movement.



5) Tobacco prevention messages are carefully selected to reflect the culture's values and interests.



7) As behavior change occurs, the social brand publicly celebrates those who choose to quit smoking, building momentum that accelerates change and engrains it in the culture.



Young adults proudly posing in front of anti-tobacco displays at a HAVOC event.

CASE STUDY: THE



SOCIAL BRANDING®

COMMUNE is a Social Branding® program in San Diego, CA funded by UCSF's Center for Tobacco Research & Education through an NIH grant. The intervention targets trendsetting young adults known as Hipsters using the following Social Branding® components:



BRANDED BAR NIGHTS

Monthly events feature local artists, musicians, DJs, and fashion designers advocating against tobacco in their culture.



DIRECT MAIL

Young adults sign up for mailing lists at events to receive monthly posters designed by local artists highlighting tobacco-related social justice issues.

WEB & SOCIAL MEDIA

Online, young adults can see all of Commune's influential supporters, find out about future events, discuss campaigns, and see pictures from past events.

BRAND AMBASSADORS

The most influential trendsetters are recruited, trained, and incentivized to support the intervention.

QUIT GROUPS

Smokers can join 10-week, bar-based quit groups that provide them with counseling, support, and incentives in a format uniquely designed for young adults.

Evaluation - UCSF's evaluation of Commune found a significant decrease in current smoking rates (past 30-day) starting in Year 2 and sustained through Year 3. Smoking in the entire sample of young adults attending Hipster bars decreased from 56.4% to 46.5% at Year 3 ($p < 0.001$). Among those identified as Hipsters, smoking decreased from 60.9% to 47.9% ($p < 0.001$). Among Hipster influencers, smoking decreased from 77.7% to 60.8% at Year 3 ($p < 0.01$). An unexpected decrease in binge drinking from 78.5% to 63.5% at Year 3 ($p < 0.001$) was also discovered.

Social Branding® at bars & nightclubs is a highly targeted intervention. Messages are tailored to the audience most at-risk and delivered in the environment where tobacco use is typically promoted and initiated: bars and clubs. Unlike TV, radio, and outdoor advertising that deliver a passive message, Social Branding® delivers an interactive message at the time and place it matters most.

The budget for a young adult **Social Branding®** intervention is based on the size of your local young adult community and the number of events you wish to implement. While direct mail, web, media, street marketing, and promotional activities are essential components of the intervention, bar & club events are the most critical component. Contact us for a customized quote.

COST-EFFECTIVELY REACHING THOSE MOST AT-RISK

Sample Social Branding® Intervention Deliverables, Reach, & Budget

DELIVERABLE TYPE	SMALL CITY SCENARIO	MEDIUM CITY SCENARIO
Bar & Club Events	8 Branded Events	14 Branded Events
Event Reach	6,500 Young Adults	10,000 Young Adults
Social Media Campaigns	5 Campaigns	8 Campaigns
Trained Trendsetters	100 Young Adults	160 Young Adults
Annual New Facebook "Likes"	2,000 Likes	3,500 Likes
Direct Mail Reach	5,000 Pieces Mailed	9,000 Pieces Mailed
Events & Mailings Costs	\$140,000	\$225,000
Paid Media Budget	\$40,000	\$70,000
TOTAL BUDGET	\$180,000	\$295,000

CONTACT

Our team is ready to help you launch a young adult Social Branding® program in your community immediately. To learn more about getting started, please contact us.

TYLER JANZEN

SR. DIRECTOR OF CLIENT SERVICES,
STATE & LOCAL BRANDS

TYLER@RESCUESCG.COM

619-231-7555 x134

