



What Can We Learn from the Spread and Scale of Tobacco Control: The truth[®] Example

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- truth[®] is based on Florida's successful Truth campaign:
 - Tobacco Industry manipulation theme
 - Hard-hitting or edgy ads
 - Youth were integrally involved in the campaign

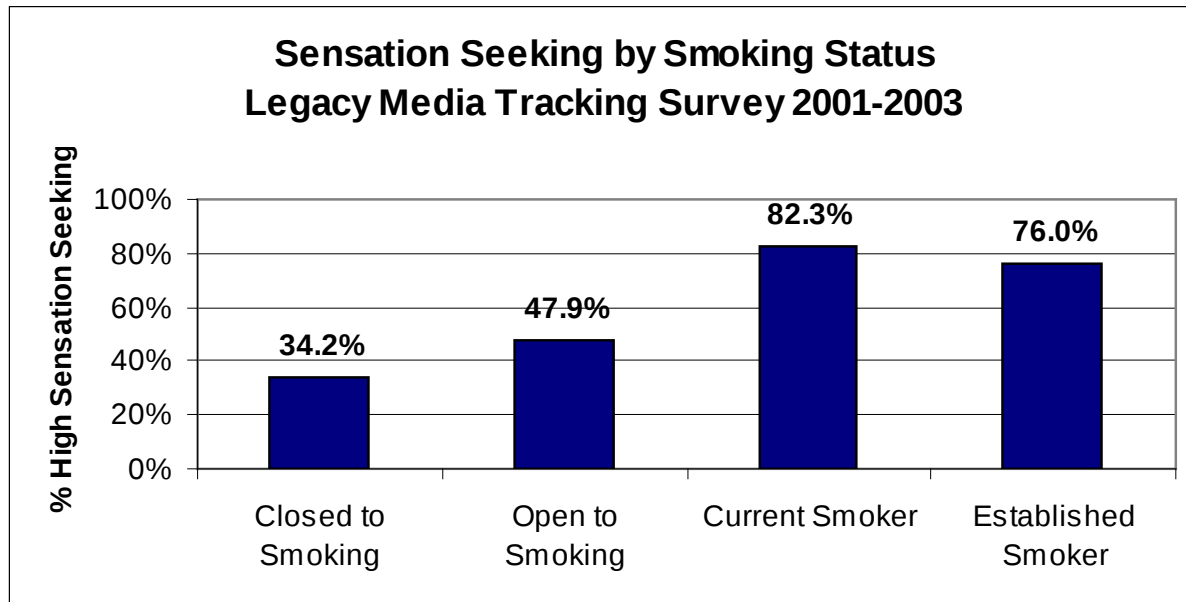
- Positioned as a brand:
 - Teen brands are a tool for self-expression
 - Help counter the pop culture smoking images pervasive in our society
 - Head-to-head with Big Tobacco - Create a brand that's more empowering and rebellious than smoking since the tobacco industry has some of the most successful brands in the world.



- The truth® brand has two components:
- Rational
 - Facts & information put teens in control
- Emotional
 - Rebellious
 - Risky
 - Intelligent

- Expose the lies of the tobacco industry
- Direct teens to rebel at the tobacco industry
- Never preach
- Never condemn smokers
- Relate to sensation-seeking **teens**

Sensation Seekers are More Likely to Smoke

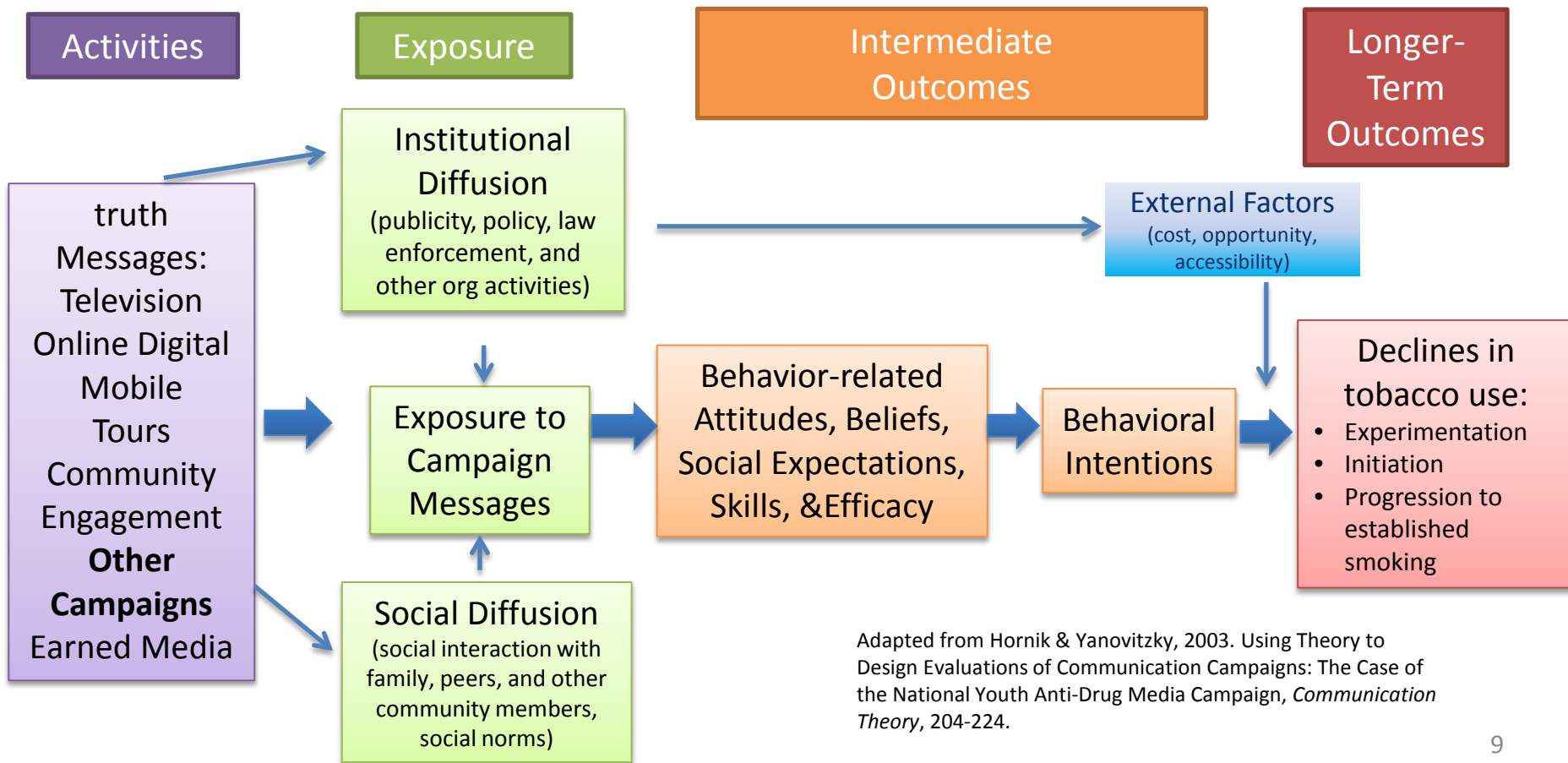


Unpublished data from the American Legacy Foundation LMTS

- Legacy Media Tracking Online (LMTO)—reactions to ads
- National youth data for tracking smoking prevalence
- Monitoring the Future National Data — historical pre-truth® trends

- 75% of all youth (12-17) in the U.S. accurately described at least one truth ad.
- truth[®] appeals to “sensations seekers” who are most likely to smoke
- Youth reactions do not differ by smoking status. Smokers and youth who are “open to smoking” are at the greatest risk
- Awareness of the campaign linked to changes in key attitudes and beliefs related to smoking

2014 Conceptual Model - Community/Organizational Level



Adapted from Hornik & Yanovitzky, 2003. Using Theory to Design Evaluations of Communication Campaigns: The Case of the National Youth Anti-Drug Media Campaign, *Communication Theory*, 204-224.

