The effectiveness of the mass-media campaign "No Smoking Friendly. Health Care Is Your Contribution to Victory. ACT!"



Background

Anti-tobacco law regulating e-cigarettes and electronic devices was adopted in December 2021. Its smoke-free provision came to force in July 2022. A mass-media campaign "No Smoking Friendly" supporting implementation run on social media, TV, and out-of-home in two waves. The first wave in May-July 2022 was focused on the benefits of the smoke-free provision, and the second wave in October-December announced the law with the patriotic message "Health care is your contribution to the victory" and empowered the public to comply with the law.

The all-Ukrainian online survey was conducted among smokers and non-smokers in December 2022. In particular, it tested knowledge and attitudes towards the law and the use of electronic devices in public places.



Materials of campaign



Survey report



Campaign Reach

recall saw seeing mass-media campaign materials

recall saw any social ads or information about the new law

112%

Where did you see mass-media campaign materials?



50% on YouTube



on TV



on other websites and networks



on Facebook



26%

outdoors on walls/billboards

Campaign Impact

85% agreed that the materials were easy to understand

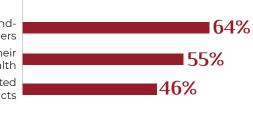
53% thought about the received information

46% ready to persuade others not to smoke e-cigarettes and heated tobacco products in the public places

Smokers:

felt concerned about the effect of secondhand smoking on the health of others thought about the impact of smoking on their own health

thought about quitting e-cigarettes or heated tobacco products



Non-smokers: 50% the campaign supported not to start smoking

Awareness of the law and perception of tobacco products and electronic devices on health:

48% know about the new law

Agree that smoking cause serious health problems



cigarettes 85%

e-cigarettes 58%

heated tobacco products

58%

hookah

45%

Agree that second-hand smoking cause serious health problems



cigarettes



e-cigarettes

80% 51%



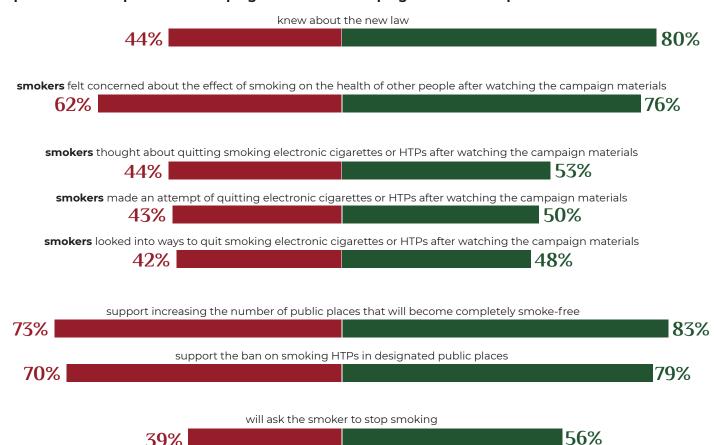
heated tobacco products

52%



43%

Comparison of the opinions of campaign aware and campaign unaware responders:



will complain to the staff in charge of this location or to law enforcement or other controlling authorities

Conclusions

The absolute majority of respondents (85%) agree that smoking cigarettes cause serious diseases, while only 57% and 58% are sure of the dangers of using e-cigarettes and cigarettes for heating, respectively.

32%

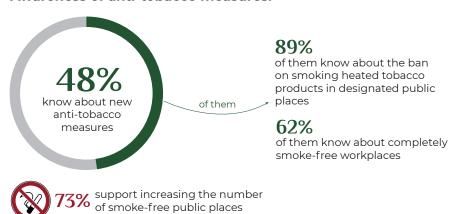
Decision

Conduct regular national anti-tobacco mass-media campaigns to raise awareness of the risks of using e-cigarettes and heated tobacco products and change social norms regarding smoking.

56%

The attitude of the population of Ukraine to anti-tobacco measures

Awareness of anti-tobacco measures:



Respondents agree that thanks to new anti-tobacco measures:



73% children's health will be much stronger



67% public places will become more comfortable to stay



 $65\% \stackrel{\text{own health will be much}}{_{\text{stronger}}}$



63% the environment will be cleaner

Where exactly was smoking observed in prohibited places?



at public transportation stops and stations



61% in apartment building premises for general use



on children's playgrounds



inside cafes. bars and restaurants



at workplaces indoors



of smokers told about using tobacco products or electronic smoking devices in places where it is prohibited in the past month

146%



would take some measures in case someone smokes in a place where it is prohibited

will move away from the smoker will ask the smoker to stop smoking will complain to the staff in charge of this location will complain to law enforcement or

other controlling authorities will do nothing and stay in the same place or room

26% ■10% **■** 18% refuse to answer =4%

Conclusions

Despite absolute support for increasing the number of smoke-free public places and readiness to take active action in case of violations of anti-tobacco legislation, there is a high level of exposure of citizens to the harm of second-hand tobacco smoke or emissions of electronic smoking devices in places where smoking is prohibited.

Public awareness of the law remains insufficient — only half of the respondents had previously heard of the new anti-tobacco measures.

Solution

Ensure proper response to citizen complaints to maintain a high level of enforcement of the anti-tobacco law by the National Police and the State Production and Consumer Service of Ukraine.

Regularly conduct national anti-tobacco mass-media campaigns to raise awareness about the prohibition of smoking in designated places.









