

# 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



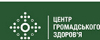
Survey report

## Турбота про здоров'я — твій внесок у перемогу!



Не будь байдужим!  
Захисти себе  
ВІД ШКОДИ ТЮТЮНУ

Сергій Скалун,  
військовослужбовець



## Campaign Reach



## Where did you see mass-media campaign materials?



50%  
on YouTube



39%  
on TV



31%  
on other websites  
and networks

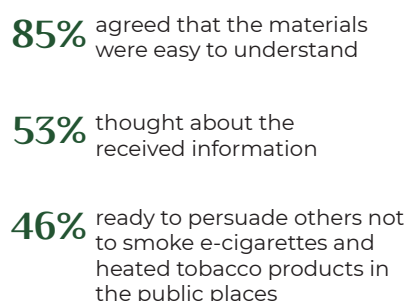


29%  
on Facebook



24%  
outdoors on  
walls/billboards

## Campaign Impact

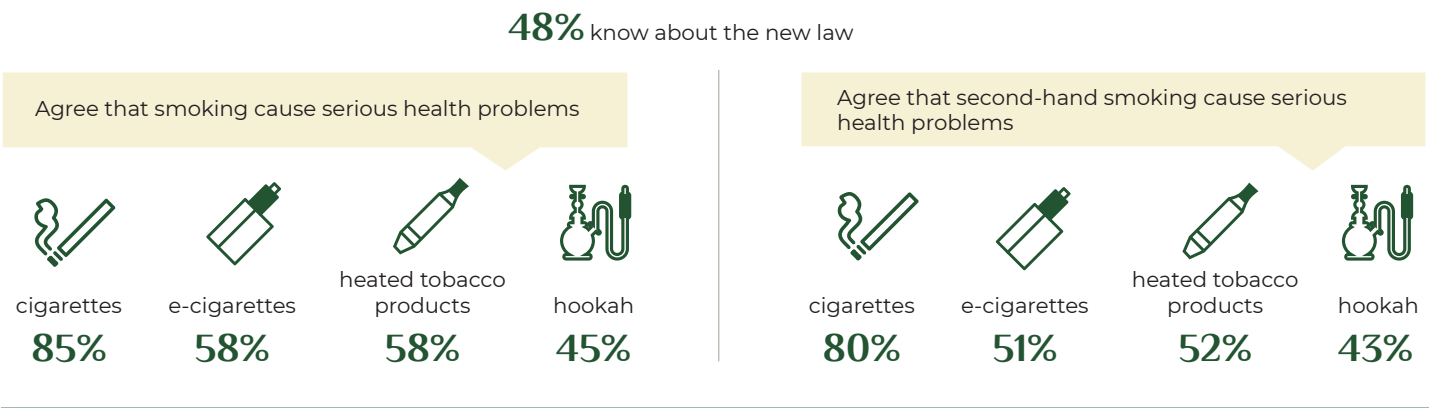


### Smokers:

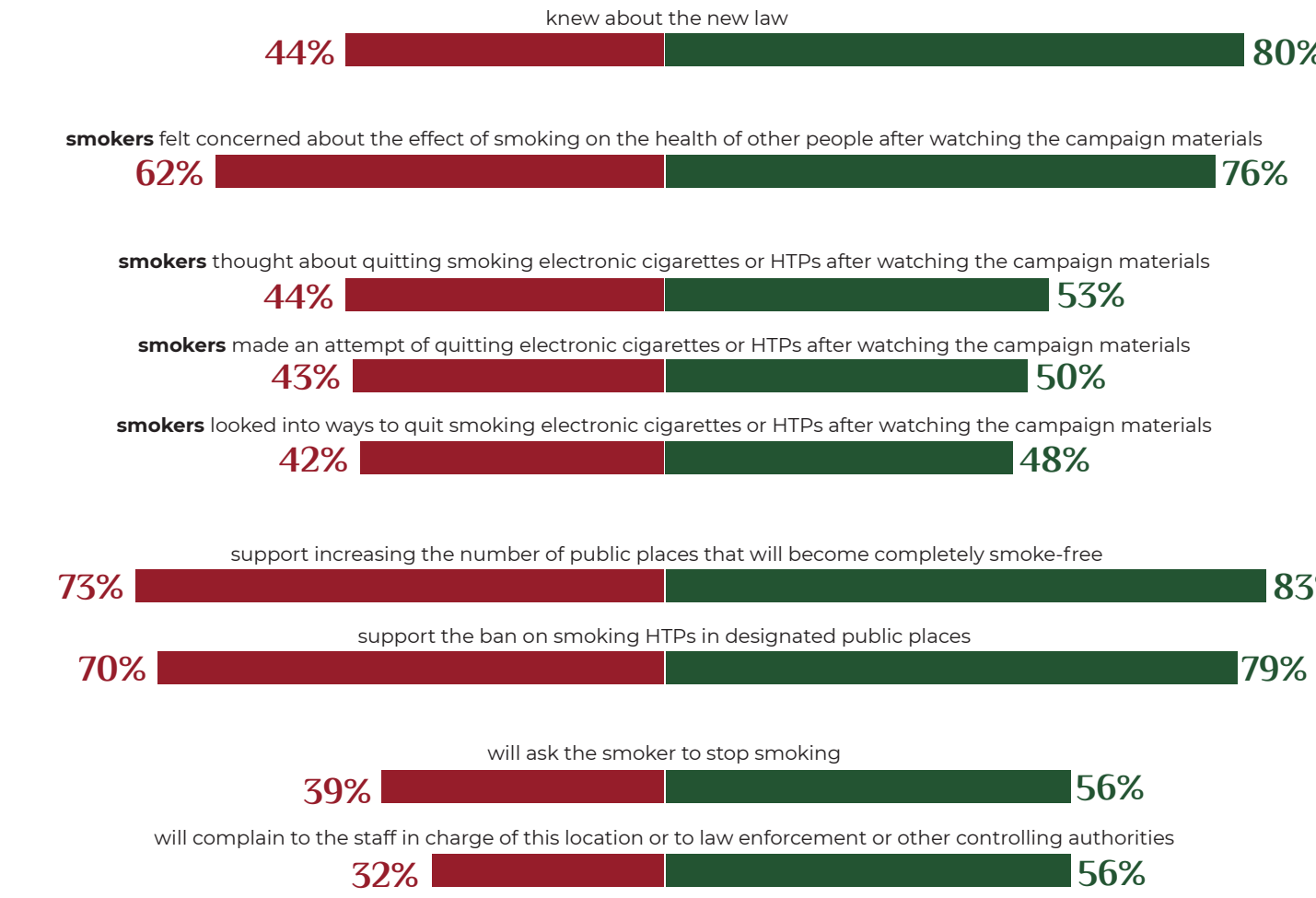


**Non-smokers: 50%** the campaign supported not to start smoking

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



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



Conclusions

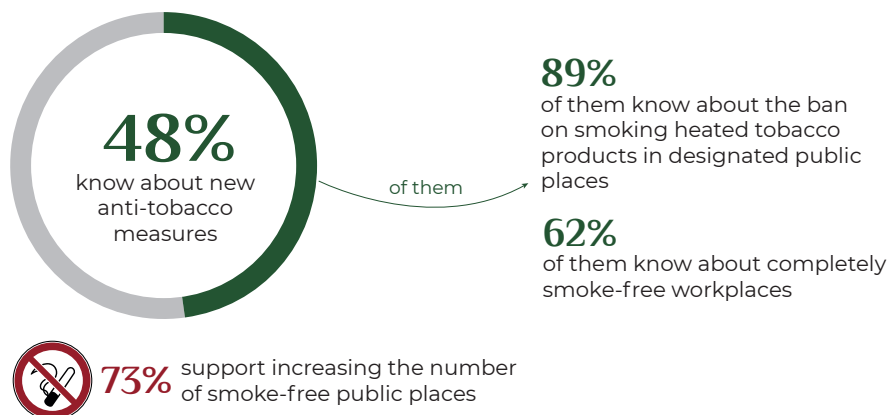
The absolute majority of respondents (85%) agree that smoking cigarettes cause serious diseases, while only 57% and 58% are sure of the dangers of using e-cigarettes and cigarettes for heating, respectively.

Decision

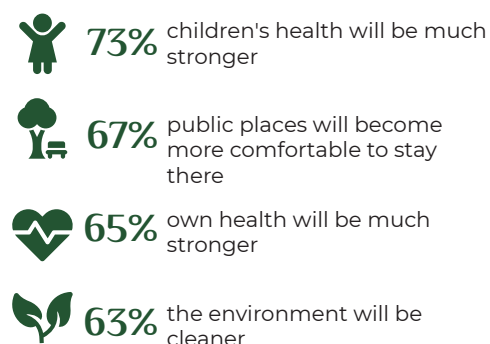
Conduct regular national anti-tobacco mass-media campaigns to raise awareness of the risks of using e-cigarettes and heated tobacco products and change social norms regarding smoking.

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

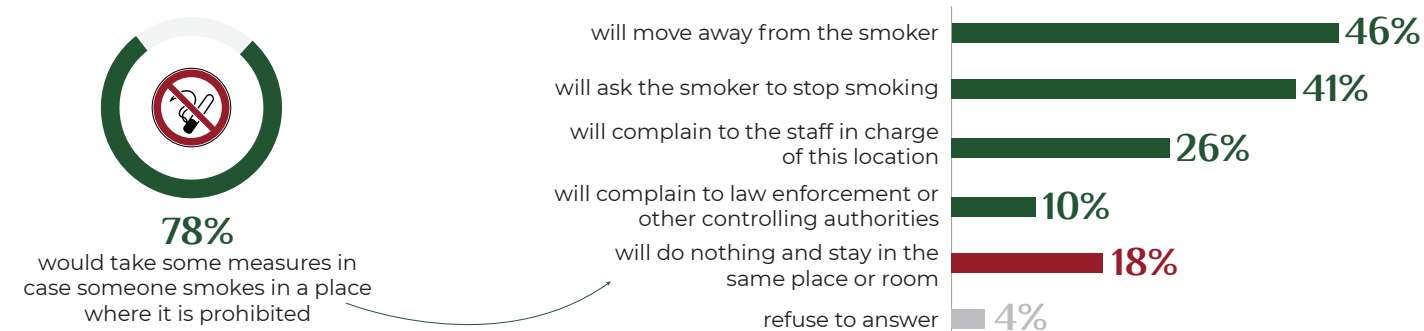
## Awareness of anti-tobacco measures:



## Respondents agree that thanks to new anti-tobacco measures:



## Where exactly was smoking observed in prohibited places?



## Conclusions

**1** 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.

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

## Solution

**1** 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.

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



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Vital  
Strategies