

# **‘Warning’ of Tobacco Harms: Review of 2013 - 2014**



**WORLD LUNG  
FOUNDATION**

New Delhi

## **Background**

### **Effective campaigns:**

- Change social norms
- Advance policy and implementation
- Advance healthy individual behaviors

### **To be Effective:**

- Hard-hitting
- Sustained: On air most of the year
- Part of a comprehensive strategy



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## SUMMARY: 2013-14

- Campaigns: Tears You Apart, Artery (2 versions)
- Films
- Film Rule Website
- India Mass Media Resource
- Karnataka: Massive outdoor campaign



## SUMMARY: NTCP FY 2013-14

Item	Amount (Approx. in USD)
NTCP "Public Education" Budget for 2013 - 14	5 million
Mass Media, TV, radio, outdoors	2.8 million
<ul style="list-style-type: none"> <li>• TYA (8 crores on TV &amp; Radio)</li> <li>• Artery (8 crores incl. lok sabha channel + 30 lakhs radio)</li> </ul>	
Other campaigns	1.7 million
<ul style="list-style-type: none"> <li>• Railways outdoor (8.7 crores): Mukesh, Alive, Sponge</li> <li>• Print media (1.5 crore)</li> </ul>	
Total spent	4.5 million
Total unspent	0.5 million



## MONTHS ON AIR

*Campaigns air in 17 languages covering key states*

Apr '13	May '13	Jun '13	July '13	Aug '13	Sept '13	Oct '13	Nov '13	Dec '13	Jan '14	Feb '14	Mar '14
	TYA				TYA						
									Atry		Atry
		Baby Alive									
Mukesh and Sponge											
									Child and Dhuan		



## REACH BEYOND PAID MEDIA

Systematic study of specific mentions of campaigns  
(not general tobacco control articles):

- Each campaign generating about **130,000 USD** worth of earned media, increasing campaign spend by ~25 – 33%.
- Latest Price We Pay advocacy film generated **~140,000 USD** of free media.



## RETURN ON INVESTMENT

Campaign awareness, despite adjustment for a number of factors, led to:

- Changed attitudes among 16 million Indians at the cost of (50% campaign attributable) **US\$ 0.12**
- Increased interpersonal communication among 23 million Indians with cost-per-person (50% campaign attributable) at **US\$ 0.09**
- Increased quit attempts among 29 million Indian SLT tobacco users at cost (50% attributable) were **US\$ 0.07**



## FUTURE: Challenges and Opportunities

- Using campaigns as a vehicle for policy change and adoption.
- Increased budget under the New Plan, opportunity for more coverage particular state-wide.
- Reaching States through the Center
- Need for funds at the State Level

