

# How to carry out *effective* tobacco control policy communication

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## 3 concepts

### Prohibit smoking

Prohibit the behaviour of smokers

### Quit smoking

Those addicted to smoking to quit

### Tobacco control

In order to solve the problem of excessive tobacco use, a series of measures to control the use of tobacco products were taken, such as...

- The foundation of effective tobacco control policy communication
- Key factors lead to effective tobacco control policy communication
- Reflections and challenges

# The foundation of effective tobacco control policy communications

## Have a solution

WHO Framework Convention on Tobacco Control

**Monitor** Tobacco use and prevention policies

M

**Protect** people from tobacco smoke

P

**Offer** help to quit tobacco use

O



W

**Warn** About the dangers of tobacco

E

**Enforce** bans on tobacco ads, regulate promotion and sponsorship

R

**Raise** taxes on tobacco

The foundation of effective tobacco control policy communications

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# Identify key stakeholders

- A "stakeholder" is defined as an individual or organization that has a certain interest in a particular appeal (policy change).
- If it is not possible to identify "stakeholders" from the start, it is not possible to develop an effective, continuous, consistent communication strategy, and it might easily miss the target audience, divide and fragment communication message and effort.
- When identifying key stakeholders who have to do with tobacco control policies, tobacco industry representatives should be excluded. And tobacco farmers are not (so far) our priority.
- Smokers are key stakeholders , never put them to the opposite side.

## The foundation of effective tobacco control policy communications

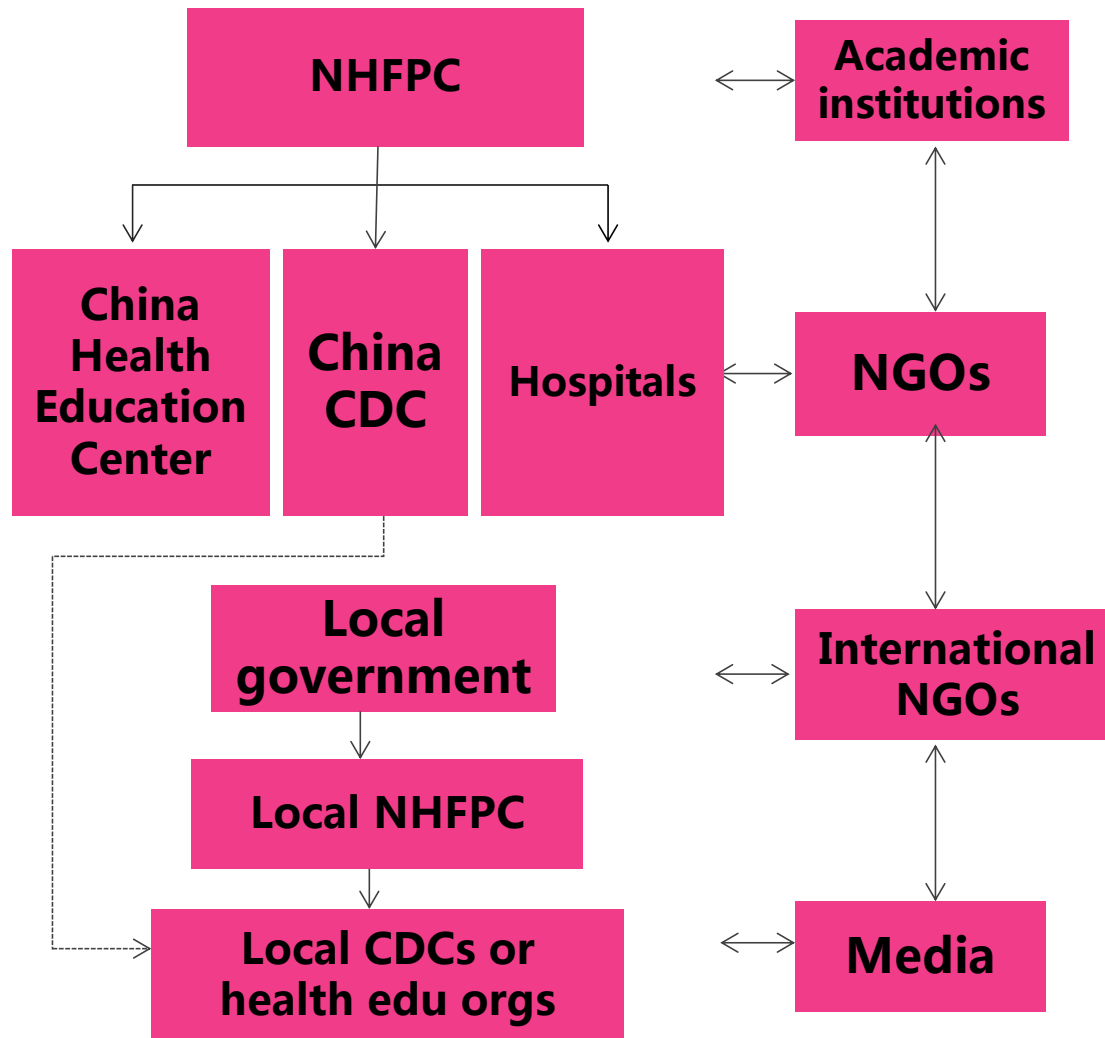
### Build a framework for cooperation

In the framework of policy advocacy and communication, the leading government department is the decision-maker ●

The role of academic institutions is to provide research and training, and data for specific tobacco control activities. ●

In practice, the role of community organisations is to support for tobacco control policies, and criticise government omissions. ●

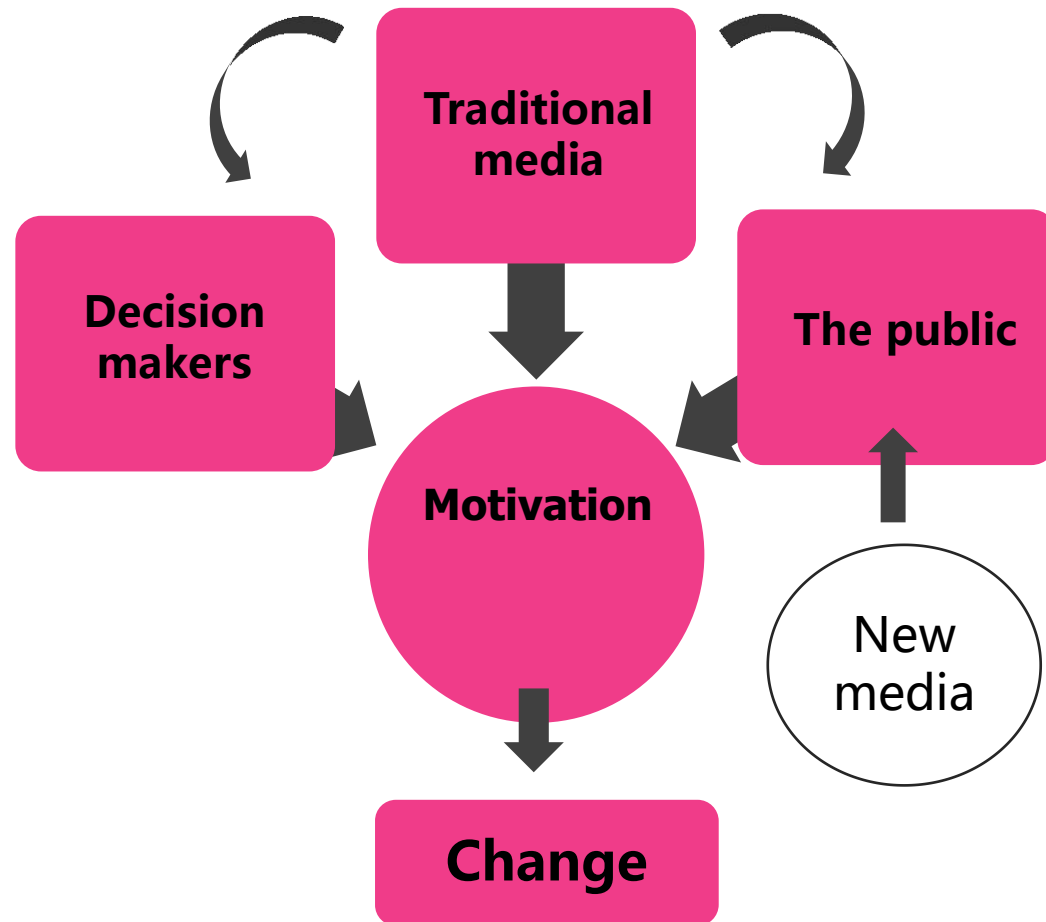
The long-term and sustained attention from the media is critical to the persistence and transparency of the tobacco control issues. ●





## The foundation of effective tobacco control policy communications

# Analyse impact



- Directly affect decision makers, develop their awareness of the issues, and mobilize their interest in the solution.

- Directly influence traditional media, improve their awareness and interest, promote the credibility and authority of the precise content spread, and then, once again, influence the decision-making and the public.

- Directly influence the public, increase awareness, and motivate them to take actions.

- The three sides must be motivated to really make change happen. Good to put focus on traditional media early on.

Key factors lead to effective tobacco control policy communication

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## Traditional media is a strong partner

- Long-term, systematic hosting of tobacco control media training courses, salons, seminars.
- Provide the opportunity for journalists to see the world and gain in-depth contact with the topic.
- Direct cooperation with traditional media, such as advertising layout.
- To enlarge and to share the media sources within the TC network.





From 2008 until now, there have been at least 40 media tobacco control course organised, and more than 600 journalists, editors trained.



财新传媒总编辑 胡舒立



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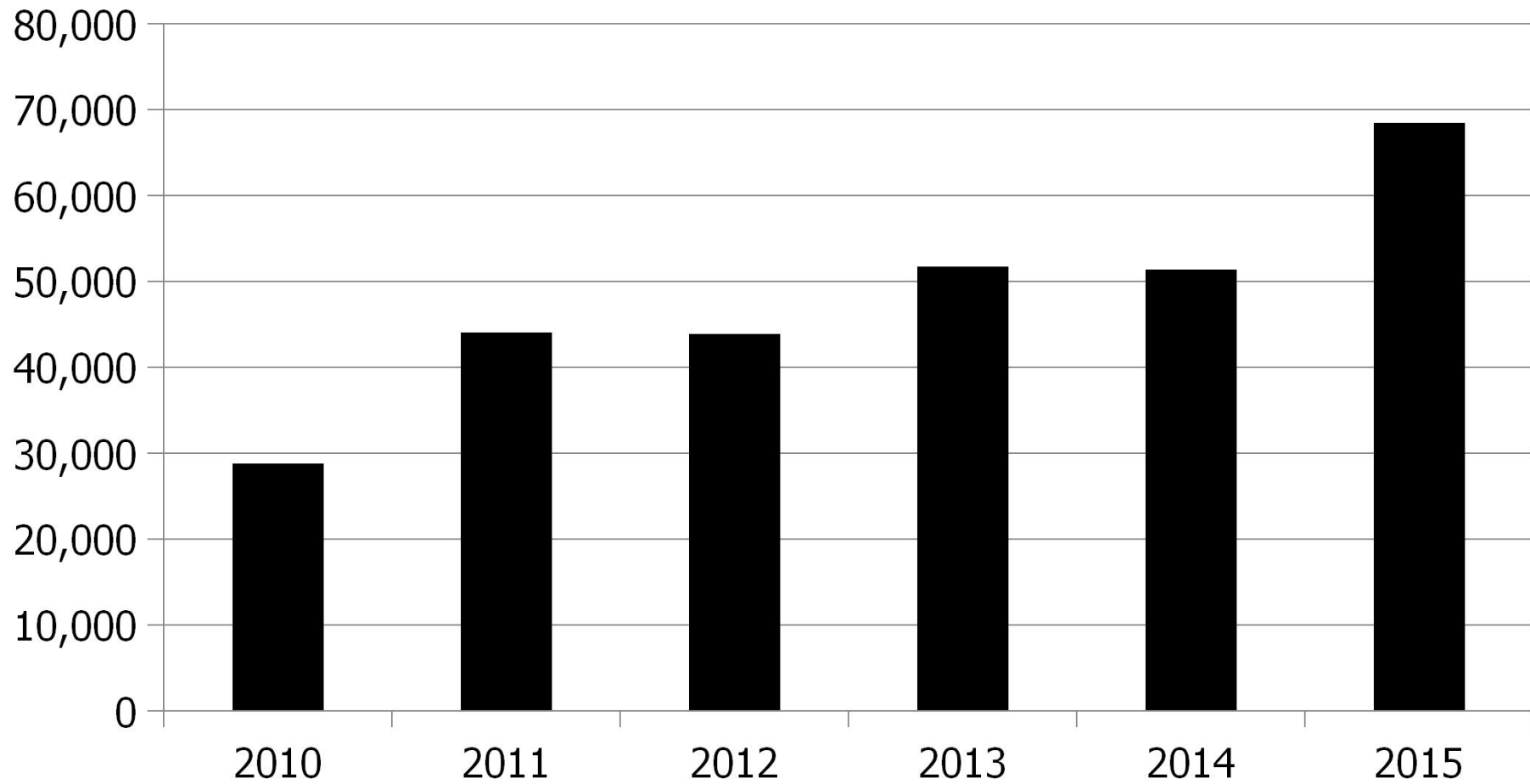
新探健康发展研究中心副主任 吴宜群



财政部财政科学研究所副所长 白景明



## Number of reports on tobacco control over the years (traditional media)



Data source: media annual analysis by Renmin University PCI

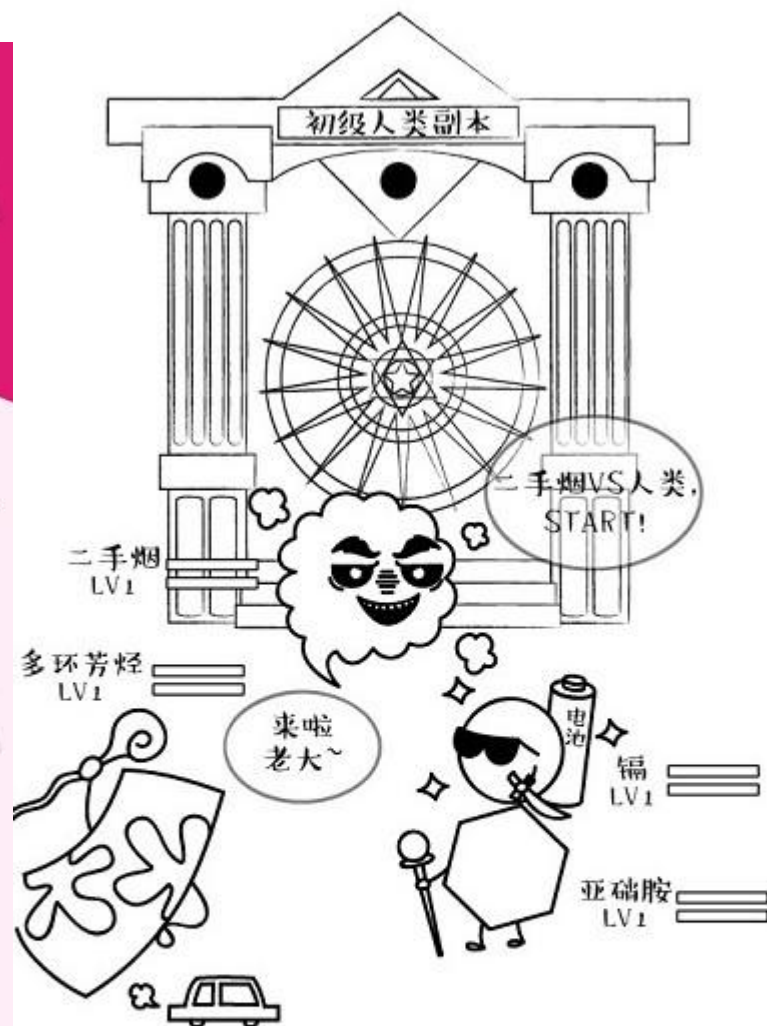
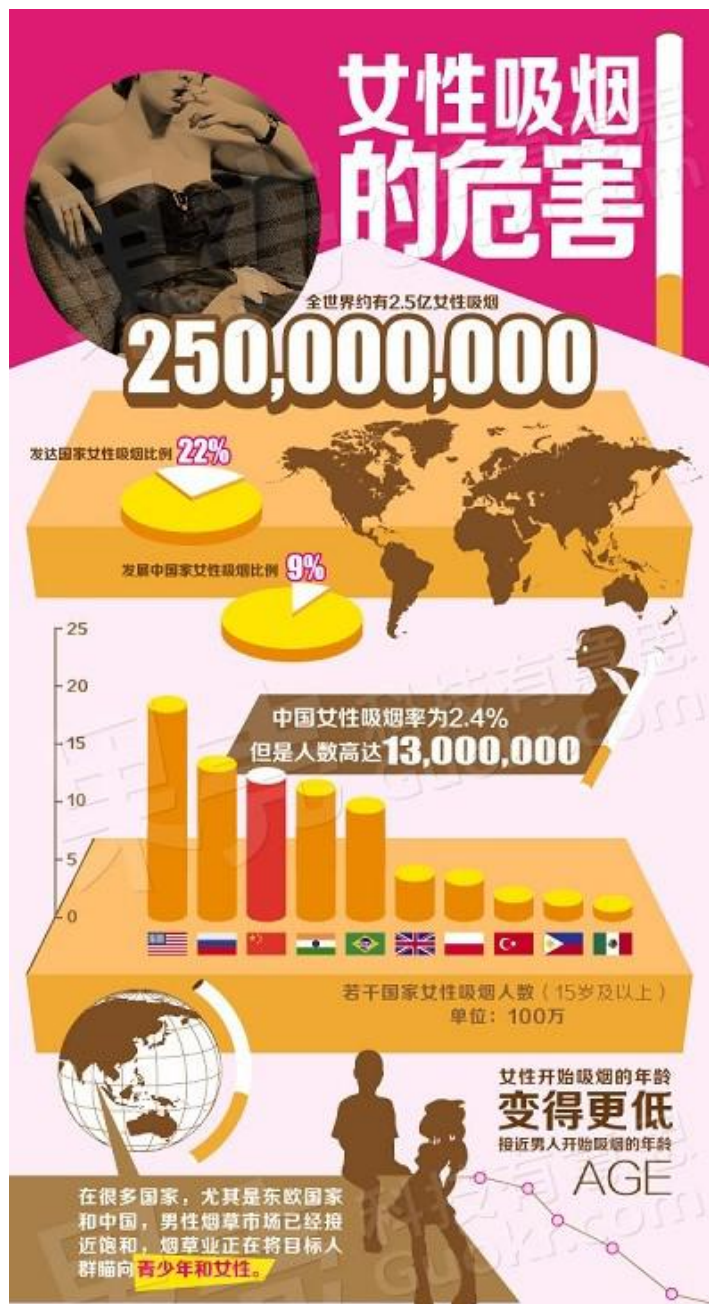
## Key factors lead to effective tobacco control policy communications

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# Data is essential

- Data is facts. All the factual resources about tobacco control policy materials, research findings, interpretation, monitoring and evaluation are inseparable from data.
- Data is news points. The scientific investigation reports on tobacco control can always instantly trigger media interest and generate a considerable amount of reports.
- The data is not necessarily just a number, and it can be manifested in any form. Data presentation should be accurate, concise, and can be used repeatedly in the future to enhance its spread.
- Data can be converted into pictures, comics, videos, etc. in order to attract more public interest.





首先  
二手烟开始让人类患上哮喘、支气管炎

在人类纷纷得病之后  
二手烟突然发现他的实力得到了极大的提升  
这让它的野心大大加强

## 2分钟弄懂 史上最严控烟条例

“吸烟有害健康”这句话都听腻了吧？

那为什么还基抽呢？



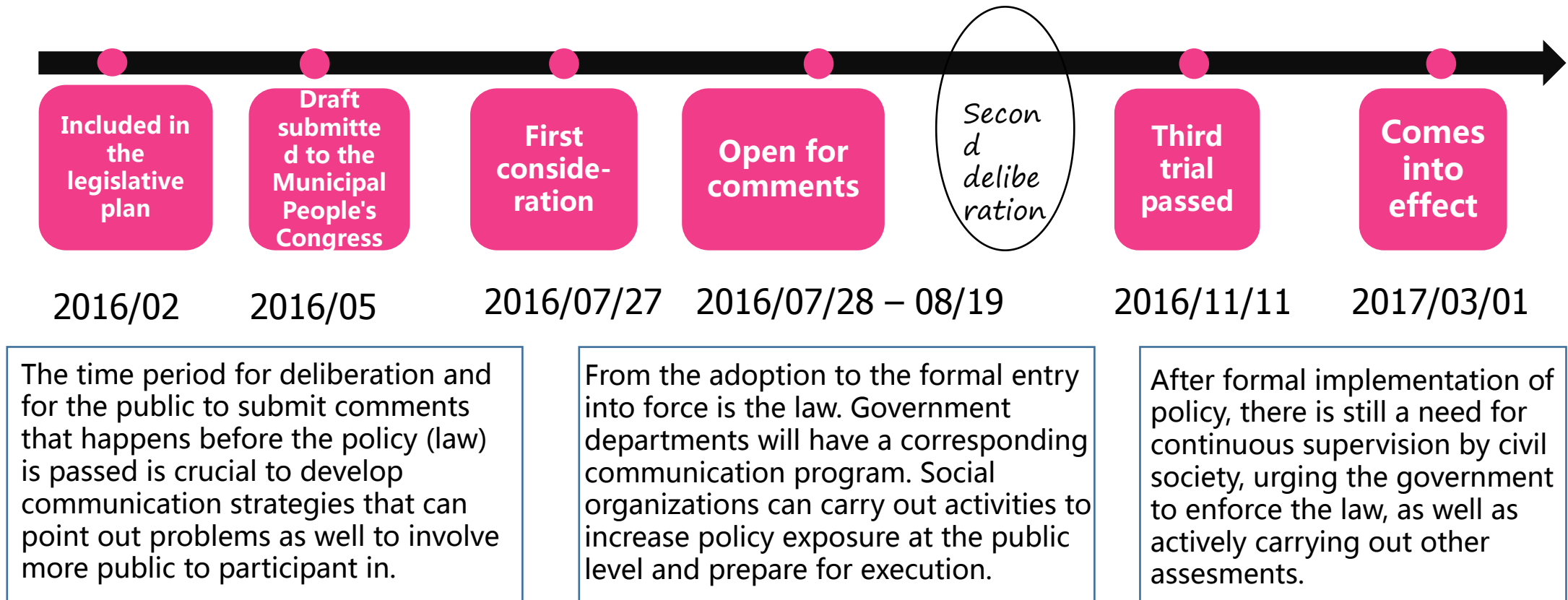
好吧，我知道这都赖尼古丁了，  
毕竟这个癌，不是说戒就能戒的



## Key factors lead to effective tobacco control policy communications ( 3 )

### Consider policy-making process when making communication strategies

- All policy decisions have timelines. Developing a communication plan at a critical time node is top priority for effective communication.
- Take March 1, 2017, " Regulations of Shanghai Municipality on Smoking Control in Public Places" as an example in effect.



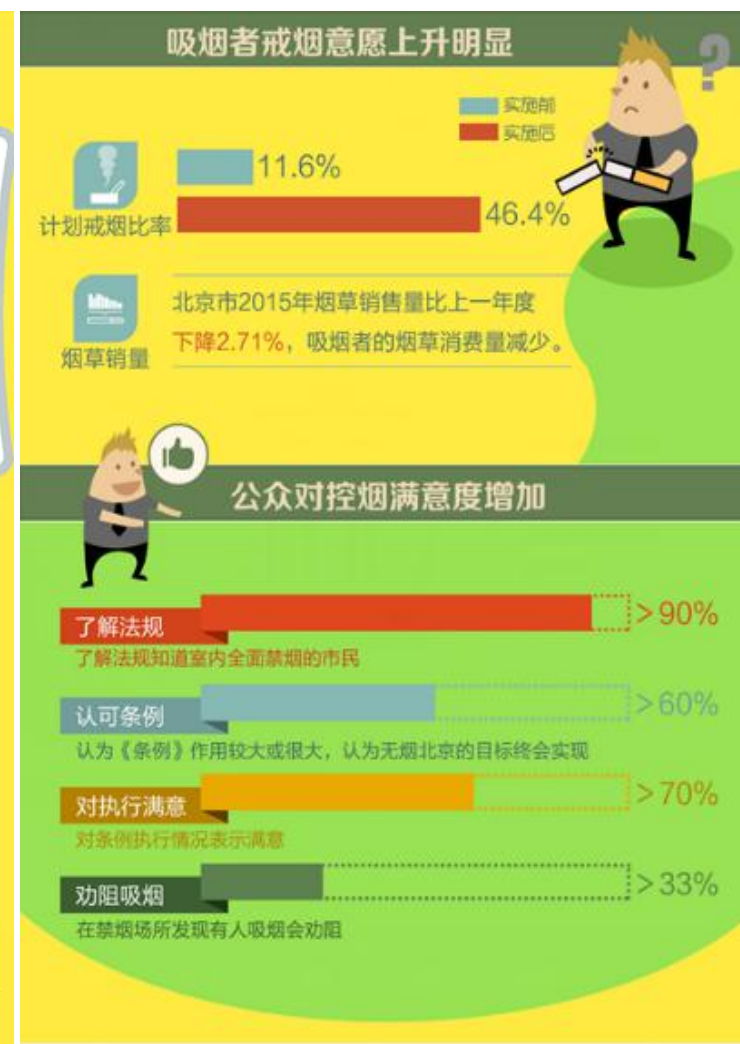




## *For different stages, Develop different communication strategies*

- 2016 May 29, Institute of Health Communications, Fudan University Tobacco Control Research Center, published the average results of PM2.5 pollution inside and outside of smoking rooms in Shanghai bus station and discovered strong indoors pollution.
- 2016 June 23, Shanghai Taxis Health Promotion Center, Shanghai Controlled Smoking Association and the Shanghai Municipal Preventive Medicine Association co-sponsored a workplace initiative to promote smoke-free working environments - "Praise the smoke-free CEO"
- 2016 July 31, Fudan University Tobacco Control Research Center, together with YOLORUN, held an activity called "Smoke-free Shanghai, running towards health"
- 2016 August 20, World Health Organization in China, China Controlled Smoking Association, New Research Center for Health Development and other tobacco control institutions supported the Shanghai smoke-free initiatives.
- 2017 February 14, a popular music band called SNH48 performed a song called "The smoke-free love song" for the countdown of smoke-free Shanghai.





After a year of Beijing city issuing the "Beijing Controlled Smoking Ordinance", the effect is remarkable.



Key factors lead to effective tobacco control policy communications ( 4 )

## Fusion of the new and the old

- Unparalleled advantages of traditional media:
  - Credibility, authority
  - Topics discussed in-depth
  - Professional journalism
- The role of social media:
  - Knowledge popularisation
  - Reflect public opinion
  - Encourage public engagement and motivation
  - More flexible and down-to-earth
- They should support each other, integrate, and maintain core information consistent.



#protectthemostpeople#

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阅读

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讨论

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Social media:

Initiate and improve the topical words, KOL communication, number of likes, topic integration;

Traditional media:

The merging of seminar topics, photos and videos as well and topical words of a seminar, continuing the advertising of topical words on media marketing; additional marketing of public social media accounts of traditional media;

# Reflections and challenges

1

## Data v.s. emotions

Data, evidence, accurate core information easily become "flattening". If the audience is fatigued, dissemination influence is weaker.

How to find and lock people's emotional bounds?

2

## Precision v.s. falsehood

How can the precise, evidence-based contents of a public health issue stand out in a ocean of (false) information and gain more people's recognition?

3

## General public v.s. internet communities

When we are still discussing how to target women, men, children, the elderly, white-collar workers, we must remember that the network civilization has "evolved" to the identify with in-group labels.

How does policy communication keep up with this era?

*Thank you  
for your  
attention !*