

The Whole is Greater Than the Sum of the Parts

The Journey of Smoke-Free Movies Advocacy in Ontario

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Overview

- The Movement
- Accomplishments
- Challenges
- Current Initiatives



Steps to Advocacy

1. Define your goals



2. Know Your Audience



3. Craft Your Message



4. Identify the Messenger



5. Identify Delivery Methods



6. Identify Resources and Gaps



7. Plan Next Steps



8. Evaluate Effectiveness

The Movement in Ontario

2005

- OFRB Presentation by Dr. Stan Glance and Ontario Tobacco Free Network (OTN)
- +++ Letters to OFRB
- YAA Youth involved and send letters to Disney, Sony, Time Warner, Beyonce & Jamie Fox

2006

- OTN transit ads at TIFF
- Youth training on SFM's starts and continues through to the present time

2008

- Cineplex PSA (NE)
- OTN and youth delegation to OFRB
- OFRB tells group of many letters received by students and community members



1. Define your goals

To influence policy so that movies which contain smoking will receive an 18 A rating

or

To reduce the exposure and impact of exposure to tobacco imagery in movies on children and youth

The Movement in Ontario

2009

- Hooked by Hollywood
- Cineplex PSA (CW)
- National Tobacco Conference Montreal Youth Advocacy
- Tobacco Vector Report from Physicians for a Smoke Free Canada

2010

- Ontario Coalition for Smoke Free Movies Formed & joins University of California National Network
- T-Dot radio, YouTube and Facebook ads
- SAC & TSAG recommend 18 A in Ontario

2011

- Minister of Consumer Services (Best) Staff Briefed on SFM's
- OCSFM delegation to OFRB with 5000 ++ postcards to request 18 A rating
- National Tobacco Conference Toronto OCSFM shares lessons learned
- **IPSOS Reid Poll shows Ontarians support SFM;s**
- Parent and Youth Focus Groups (CW)
- SmokeFreeMovies.ca launches including e advocacy
- Cineplex PSA (Toronto)
- Online Banners (CW/NE, ON)



2. Know Your Audience

The Movement in Ontario



2012

- OFRB Content Advisory
- OCSFM letter to OFRB requesting 18 A Rating
- Stop Smoking Oscar & TIFF Twitter bombs
- Radio, Mall, cinema, resto-bar, print, online, magazine ads reach parents across Ontario
- Report: Interventions to Reduce the Impact of Smoking in Movies on the Smoking Behaviours of Youth: A Rapid Review (Region of Peel)

2013

- Minister of Community Services (McCharles) is briefed
- ON & NY letter to OFRB calling for 18 A rating
- TakeAction.Cancer.ca launches
- Oscar Twitter Chat
- TIFF twitter bomb
- Cineplex PSA (MLHU)
- City parent ads/events, blogs, newsletters (CW)
- Cogeco & Rogers PSA (ON)
- OTRU Update: Ontarians Support R Rating (CAMH Monitor 2012)

2014

- 44 Organizations endorse 5 WHO solutions on SmokeFreeMovies.ca
- Cineplex PSA (MLHU)
- Parent Campaign Development and Audience Analysis (CW)
- Urban Public Health Network National Working Group on SFM's Forms (Peel PH the lead)
- OTRU releases report: Exposure to on-screen tobacco 2004-2014)
- International Youth Event Niagara Falls
- **Parent Audience Analysis (CE)**



2. Know Your Audience

4. Identify the Messenger

3. Craft Your Message

5. Identify Delivery Methods

The Movement in Ontario

2015

- Launch of Scream the Truth (CW & SW)
- 1418 shares and 206 actions on takeactioncancer.ca
- TIFF
- Selfie Campaign
- 5000 plus post cards to the OFRB via OCSFM
- E advocacy on smokefreemovies.ca



The Movement in Ontario

2015

- Parent Focus Groups re messaging (CE)
- Message Testing (CE for Ontario)

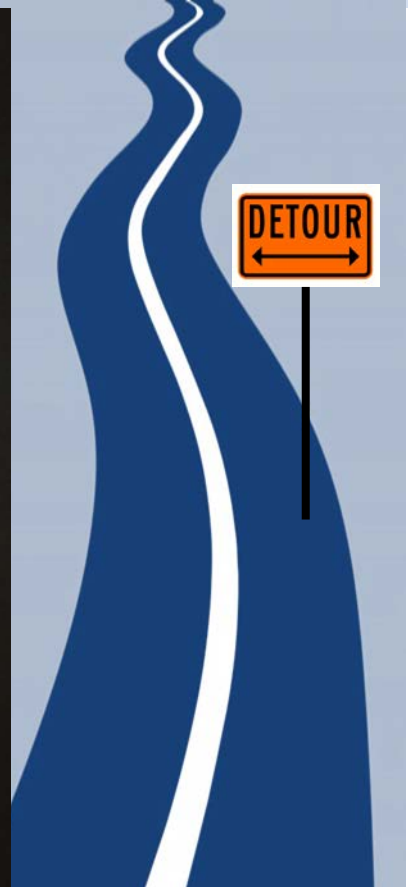


3. Craft Your Message

5. Identify Delivery Methods

4. Identify the Messenger

Challenges



6. Identify Resources and Gaps

Parent Communication Campaign

Hey Parents!



The more kids & teens see smoking in movies, the more likely they are to start.

Now that's scary!

Protect your kids from getting Hooked by Hollywood.

  smokefreemovies.ca

Hey Parents!



At least 185,000 kids today in Ontario will end up smoking thanks to smoking in movies!

Now that's scary!

Protect your kids from getting Hooked by Hollywood

  smokefreemovies.ca

7. Plan Next Steps

Group Activity

What can we do to improve our advocacy for policy change in Ontario?



Focus Testing

8. Evaluate Effectiveness

Questions?