



“Le Souffle Court” race: rational for a social media Campaign fostering the tobacco cessation month in France.

Resume:

For the project “Le Souffle Court”, the none-for-profit organization “L’Espace du Souffle”, relies on tried and tested approaches that are effective, long-term and mobilizing at both national and regional levels. It is a question of developing a tobacco prevention based on new technologies: on the one hand, the social marketing so developed around the world and, on the other hand, to integrate the data of science with all the tools usually used in prevention: Internet, social networks, smartphone applications, ...

Moreover, “L’Espace du Souffle” wants to enhance the tobacco cessation month throughout the country, with one of the most googled sport events, the boat race of “the Route du Rhum”. For over a semester we rally all our resources: scientists in the fields of epidemiology, operational through new information technologies, advocacy to mobilize our partners both at national level and at the regional level as well so that the communication of local campaigns and actions is joint together.

Rational:

Tobacco consumption has been a public health problem for decades of government in most countries (Brinn, Carson, Esterman, Chang and Smith, Peracchio and Luna, Vallone, Duke, Cullen and McCausland. Allen, 2011). In the various actions of public health protection, the fight against smoking would be the stake with the largest advertising investments (Cohen, Shumate and Gold, 2007). The effectiveness of anti-smoking campaigns is admitted (Lalonde and Heneman, 2004), despite some important reservations about the methodology of published studies (Brinn et al., 2010).

Smoking is linked to a number of factors that affect both people and their environment (O’Loughlin, Karp, Koulis, Paradis and DiFranza, 2009). The determinants of smoking vary with age, age, or cultural context (O’Loughlin et al., 2009), and the results of the same campaign range from good to bad depending on the deprivation of the environment in which it occurs. Taking into account the diversity of these elements, it seems utopian to hope to discover a unique preventive strategy, a kind of “ready-to-wear” advertising suitable for all situations (Audrain-McGovern et al., 2004).

Despite these caveats, prevention of smoking initiation is currently seen as an essential component of the fight against smoking. And not surprisingly, adolescence, linked to the first consumption of tobacco (Falomir-Pichastor, Mugny, Invernizzi, Di Palma and Estrada, 2007), offers a privileged target by several campaigns. Since the aim of these campaigns is the protection of health, the use of advertising is considered to satisfy the ethical concerns surrounding advertising to minors.

But producing campaigns requires significant investment. For the first six years, the implementation of the California Tobacco Control Program required \$ 694 million (Siegel and Biener, 1997). A recent three-month campaign required \$ 54 million (Rigotti and Wakefield, 2012). In Quebec, where more modest budgets are allocated to social advertising, each campaign of the Ministry of Health and Social Services (MSSS) is based on an annual budget ranging from \$ 0.2 to \$ 1.75 million.

The constraints of a limited budget require careful consideration of the strategies and means proposed by advertisers (John-Leader et al., 2008). In the context of contemporary societies with high levels of advertising saturation (Abroms and Maibach, 2008), the production of messages that will be seen and understood by a given audience is a challenge. This is what usually directs youth-oriented campaigns to school-based dissemination, where the target population is easily reached while enjoying an environment with minimal advertising space.

However, school broadcasting imposes a burden on school authorities that are called upon from all sides to support different social causes (fight against smoking, promotion of physical activity, prevention of violence, incentive to recycling ...) or sometimes mercantile (purchase of food products, promotion of shows, advertising of suppliers). For the past decade, Ministries of Education, Health, Recreation and Sports have implemented coordination processes to limit the number and increase the complementarity of school interventions designed to promote student development. The approach of our "Souffle Court 2018" project targets the integration of several health issues - such as smoking - into an approach that includes health promotion, healthy lifestyle habits or the prevention of addictions (Lalonde and Lagüe, 2007).

Access to school facilities is not, either, guaranteeing the success of the preventive action. The benefits of school outreach should not be overstated by confusing accessibility with the site and the collaboration of school stakeholders. Addressing the constraints of youth research, which also requires the collaboration of school staff, Wanat (2008) discusses the complexity of approaches to these institutions. By distinguishing the authorization to access sites and the collaboration of school staff during a survey, the author describes a situation similar to that encountered by campaign promoters who must ask the school authorities to distribute their material in each school. The presence of an advertising message in the enclosure of a school is initially only the initial step possibly leading to the exposure of the target audience to the material. This could favor, thanks to the contribution of other factors, the appearance of the desired effect.

The Internet has become a vehicle for mass interventions in public health, an area where we are seeing its growing presence (Gosselin and Poitras, 2008, Webb, Joseph, Yardley and Michie, 2010). As part of our smoking cessation awareness project, the Internet offers an alternative or complement to more traditional dissemination mechanisms. Online dissemination helps reduce the cost of deploying a campaign. The Internet also makes it possible to modify information during the campaign, making it possible to adjust certain contents to take account of new elements. These features optimize the efficiency of the vehicle to reach young audiences. We rely on an existing internet campaign to potentiate the effects by associating a content (the nautical race) likely to mobilize the attention and to propose angles of communication adapted to different public

Social networks (Facebook, Tweeter, Instagram, Linkdin ...) are among the tools popular with advertisers of our time. Few scientific studies, however, deal with its integration into health promotion campaigns and the evaluation methods for this type of action. Our tobacco prevention health promotion campaign combines the theoretical underpinnings (persuasive communication, causes of smoking, media theories, risk communication, etc.) with different practical considerations related to advertising trends or the constraints inherent to each campaign (economic political, strategic, administrative).

In this respect, American data confirm the interest of the Internet as an alternative to school broadcasting. Three out of four young people now use the Internet at home or in other places, supporting the idea that the Web is no longer the privilege of a small group (Jones, Biddlecom and Milne, 2009). It is estimated that 93% of 12- to 17-year-olds are surfing the Internet (D'Auria, 2011). And new media now seem to be part of everyday life for young people (Pascoe, 2012). Québec data for 2009 indicate that 45% of 12-17 year olds connect to the Internet 10 hours or less a week, 32% do so from 11 to 20 hours and 25% do so more than 21 hours a week (CEFRIQ, 2009) .

The use of the Internet, however, is not a monolithic reality, we must distinguish its different uses, to understand the phenomenon and the interpretation that must be made. Online browsing, e-mail, listening to audio or video documents, interactive games, blogs or social networks are often grouped under a single and general term encompassing different realities. Taken individually each medium is a specific complementary or privileged channel according to individual characteristics of users

difficult to apprehend. It integrates in addition to various degrees an active participation (example: comments) of the receiver part of the message which are as much additional lever to the change of behavior.

One cannot, for example, study online exchanges without considering the plurality of mechanisms that exist on the Internet (Thoër, 2012). It cannot be overlooked that many health-related publications focus on different instruments and uses (Kivits, 2012), and the results of a study of one type of online activity are not necessarily transferable to another.

Despite its recent appearance, Facebook seems to have become a staple for advertisers. From 2005 to 2009, the number of social network users has more than quadrupled (Chou, Hunt, Beckjord, Moser and Hesse, 2009). In June 2018, Facebook almost reached the threshold of ten million active users in France (age 13-18) and more than 2 billion worldwide. If the Americans were the first users, the network has now become global while 80% of users come from other countries (Wilson, Gosling and Graham, 2012). Facebook, combined with Twitter and SMS, has become since 2010 the main vehicle for informal exchanges between peers (Sashittal, Sriramachandra-murthy and Hodis, 2012). These numbers should be considered with caution. According to frequent changes Facebook, its architecture or its rules, the information surrounding the use of Facebook fluctuate quickly. Facebook can accurately target potential consumers based on specific characteristics.

the Internet does not seem to question the assumption that the success of a social campaign is facilitated by the existence of theoretical foundations (Frenette and Vermette, 2009, Glanz and Bishop, 2010, Noar, Palmgreen, Chabot, Dobransky and Zimmerman, 2009, Randolph and Viswanath, 2004, Whittingham, Ruiter, Castermans, Huiberts and Kok, 2008). Webb's (2010) study has pinpointed some theoretical underpinnings in some campaigns deployed on the Internet: theory socio-cognitive (Bandura, 1989), reasoned action (planned behavior) (Ajzen, 1991) and the trans-theoretical model (Prochaska and Velicer, 1997). Theories of persuasion also apply to Internet-based campaigns, which can sometimes be thought of as a channel for exposing a targeted audience to communication (McGuire, 1984), as a vehicle of modifying cognitions (Bandura, 1986) or as a complementary process acting when the central message is less attractive to a person (Petty and Cacioppo, 1986). Renaud (2012), examining the place of the Internet in health promotion, notes that Web 2.0 has produced changes in the design of online public health interventions that benefit from the interactivity offered by the medium. The Internet is also helping to change communication practices for health through other mechanisms. In the first place, the Internet leads us to examine the mechanisms of information acquisition. On the Web, the Internet user actively chooses to be exposed to certain information that he consults voluntarily, contrary to what happens during commercial breaks that are part of the ritual of television consumption. Kivits (2009) sees the online acquisition of health information as a process that is neither linear nor passive. In a dynamic way, the user navigates in a reflective way in an ocean of information where he chooses and organizes the information to answer questions which are anchored in what he lives. The perceived credibility of information, its relevance, coherence with individual values and expectations modulate the use it will make of the content it is offered. In fact, the Internet allows the user to assemble the elements on which his perceptions and attitudes towards health topics will be based. And in this process of obtaining health-related information, Thoër notes (2012), Internet users amalgamate information provided by traditional experts and institutions with online exchanges involving other users. At the discretion of this combination of selected information, the user develops a specific expertise of the subject, a little like the musician who interprets other composition producing new sonorities by different arrangements to produce a personal and unpublished work. This health promotion project considers that the message it delivers will be filtered, juxtaposed with others, adjusted or modified. So, we are not addressing a passive public that must be guided towards health through advertisements developed by health authorities (Schevitz, 1918). With the Internet, communication becomes truly multi-media, raising a second important issue: delivering preventive messages on the Internet, the text, the music and the image combine while offering the possibility to the user to interact by opening hyperlinks, by selecting the listening, by rebroadcasting graphic or sound elements. Interactive technologies are already part of the advertising tools and the impact of blogs, online games, smartphone applications and videos are territories increasingly invested by health experts (Silk et al., 2011).

We based our approach on a previous anti-smoking campaign broadcast in the spring of 2012 in Quebec. It targeted young Francophones between the ages of 11 and 14 (a coverage period in the Quebec school system, the last year of elementary school and the first three years of secondary

school). The line of communication was stated: "It's OK if I say no. There's nothing more disgusting than a cigarette." Based on a one-time budget near \$ 500,000, the communication was mainly based on a Facebook page advertised by television messages, posters a network of recreational and sports facilities, advertisements in magazines and newspapers, promotions on the Web and on a partnership with the producers of a television series. A product-related partnership approach that advertisers use to promote consumer products on television and in movies (Yang and Roskos-Ewoldsen, 2007), was part of a series of programs designed for young people short interventions related to the campaign (for example, mentions of film-shooting in a smoke-free environment, the presence of a computer campaign visual decor or the occasional interpretation by participants of a "smoke-free rap"). When choosing the most appropriate communication channels to broadcast their campaign, advertisers felt that Facebook met the needs of the campaign as it allowed:

- a) to convey information;
- b) to share "likes" among young people by contributing to the perception of popularity;
- (c) to correct the perception that many young people use tobacco.

While logistical obstacles (delays, authorizations, costs, ...) complicate a possible diffusion in the schools, Facebook offered to the promoters an interesting alternative.

Advertisers tracked their campaign activity with the number of "unique clicks" they received (which was higher than the average for the advertising industry) and the number of fans (which had increased by 96% compared to the situation observed in a previous campaign) (Cartier marketing, 2012).

To enhance messages, we decide to combine the campaign to a major sport event (the boat Race "La Route du Rhum"). Our campaign will than "surf" on the wave media of the sport event and the health campaign tobacco cessation month ("Moi(s) Sans Tabac) as well. Each event potentiates the overall campaign. While using already tailored message to support smoke cessation from the previous campaign, the strategy here is to prepare public two month before November following the race preparation. The race keep in suspense and maintain attention while daily messages are deliver by skipper-tobacco specialist on how to keep breathing well in constrain environment.

Population

The target population is predominantly smoking adolescent and young adults. More broadly the project aimed at any smoker as the Route du Rhum is the second sport event search for with google in 2014 worldwide. Moreover, the departure brings 10 Million people during 10 days in Saint Malo; There will more 3000 press articles.

An estimation of the human resources

The Boat skipper, tobacco specialist and physiotherapist is the key staff. The whole communication revolve around him. About 10 Collaborators for communication purpose have bie recruited that are key component: community manager, event and public relation, website manager, communication design, film director. We aimed at starting a social movement with the commitment of several patient association concern with respiratory conditions.

The budget

The overall budget is estimated at 400 k€.

The boat, namely "Renaissance" have been kindly lent by a none for profit organization. It is currently being repaired and upgraded for the race, but the cost of renting / bying a boat is spared.

One third of the budget have acquired and a second third has been promised. We are still searching for a remaining 120k€. Although the budget for the boat to do the race is already acquired, remains the budget that determine the extend to wich the communication will be accurate and complete to reach the goal of fostering tobacco cessation.

Much of the communication is done with social media and internet tools. This reduce the cost of diffusion and help to tailored communication to different population at a very low price (as seen above).

Stakeholders

For this operation, "Le Souffle Court" relied on Public Health France ("Santé Public France"), the Ministry of Health, health care professional bodies (such National French Physiotherapist body) as

well as professional societies (French speaking society of Pneumology SPLF) . Local institutional support is also gain from the county council “Région Centre val de Loire” as well as the council of Tours.

Sponsorship with health care provider, private health insurance contributes to 20% of the budget. Communication companies such as local TV network (“TV Tours”), Communication agencies (Ref Production, Magamo) and a national well known Radio Station (“SkyRock”) contribute to 40% of the overall budget. All partners as a mingful contribution that serve the purpose in terms on targeted population (Skyrock public), communication lever and public health importance of the subject.

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