

DRIVE SMOKEFREE

— FOR TAMARIKI —



Marketing activity

In November 2021 a new law came in to force to create healthier spaces for little lungs.

The Smokefree Environments (Prohibiting Smoking in Motor Vehicles Carrying Children) Amendment Act made it illegal for people to smoke or vape in the car when children are present.

This law came after years of hard work from communities who have been rallying for the change.

Te Hiringa Hauora | Health Promotion Agency* worked with community groups to deliver information so that people knew the law was coming and what it meant. A national campaign emerged called Drive Smokefree for Tamariki.

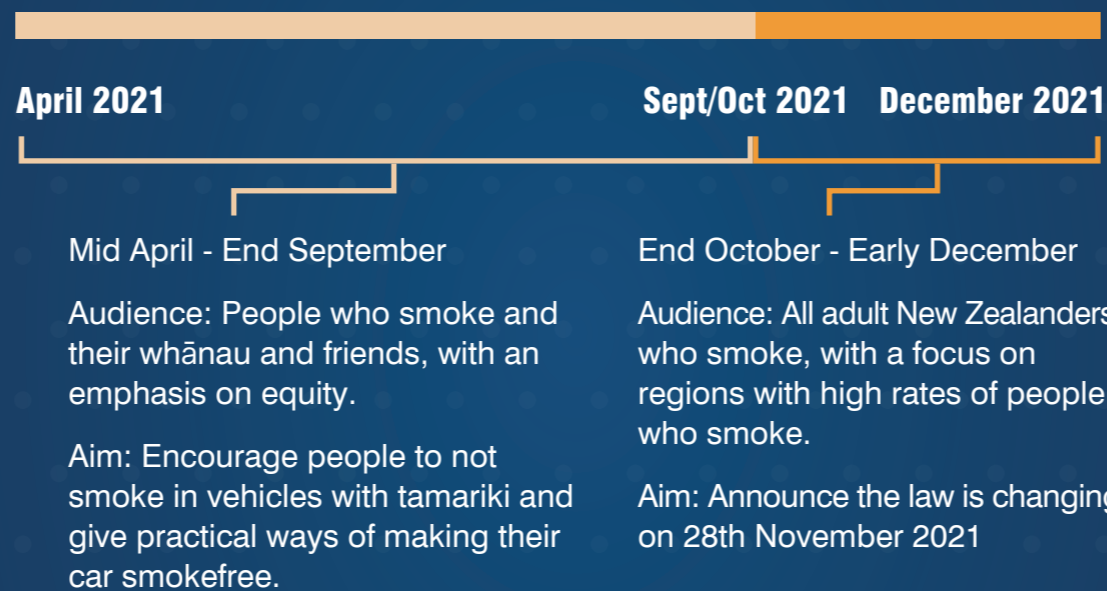
The campaign ran over the eight months leading into the law change. It acknowledged that for adults, making the change from smoking in the car when tamariki are on board can be tough but it can be done. It's worth it for healthy tamariki.

It's about tamariki. Our taonga. Protecting future generations.

Fun facts:

- Modern Māori Quartet and Kora musician, Francis Kora wrote the campaign's tune 'Let's Do It Together'.
- The "Drink" and "Hide Them" videos (both six seconds), which showed people how to make their car smokefree, had over one million views each.
- The most popular video was the one with the father and son (15 seconds).
- The digital poster "The Law Awareness" had the highest click through rate to the Drive Smokefree for Tamariki website.
- 10,000 car air fresheners were given away through a partnership with MaiFM.

Campaign approach



Campaign media placement

The campaign reached people who smoke, and their whānau, through a range of media channels. The focus was on regions with higher smoking rates. The channels were:



The campaign was designed to:

- educate people on ways to make their car smokefree
- encourage those wanting to change their smoking habits in the car
- announce the upcoming law change.

Key messages were shared over eight months with a focus on the moment people got into their cars. This was done with help from partners including NZ Police, Tamariki Ora and Whānau Āwhina Plunket. Media coverage showed how communities were preparing as the law change date drew closer.

Quick Stats

10,438,307
Social media engagement

24,142,530
Digital impressions

8,656,776
Completed Video views (15 & 45 seconds)

71,702
Clicks to Drive Smokefree for Tamariki website

231
News reports including interviews on TVNZ, Māori TV, and Stuff news

We partnered with Challenge Fuel and Farmlands to distribute 150,000 'We Drive Smokefree for Tamariki' airfresheners. This brought the campaign to life in a physical way for regional and rural New Zealanders. Intercepting daily moments where cars, kids and smoking may take place. Air fresheners were given out across 125 stores nationally through September.

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Community activation grants

Te Hiringa Hauora supported community groups to share their own message of driving smokefree for tamariki. Grants were provided across the motu to enable communities to take a local approach to supporting the message on the ground.

Having regional support for a national campaign created even more awareness for the law change. Te Hiringa Hauora wants to thank the grant recipients for the amazing mahi they completed during this campaign, and for being able to adapt during the uncertainty of COVID.



Activities were catered to what each community needed. Some examples are:



Quizzes



Competitions



Activities for Tamariki



Working with local police



Radio advertising



Colouring competitions



Smokefree events



Sports games promotion



Car seat checks

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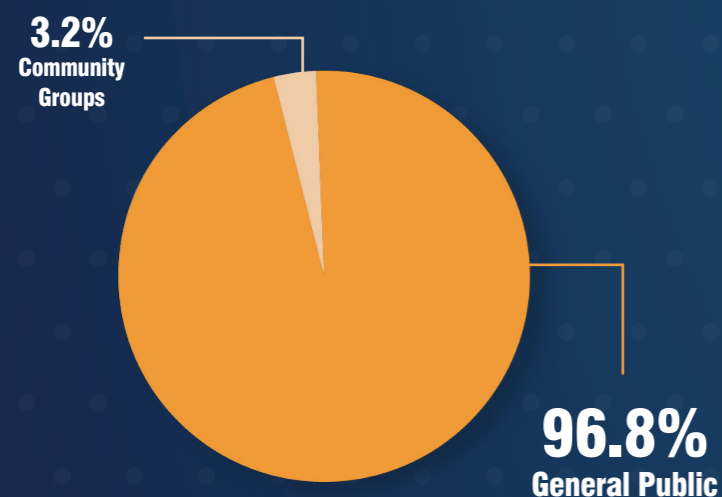
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Survey results

After eight months of campaign activity and the work of local communities, it was important to find out if people were now aware of the law change. People were invited to complete an online survey which focused on the last phase of the campaign, public awareness of the law change.

The survey results showed the Drive Smokefree for Tamariki campaign and community activities had successfully raised awareness of the law change.

In total, there were 1,053 people who completed the survey from the general public, and 35 people who took part through the community groups.



Key points

The audience for the survey was people who smoke cigarettes and whānau members of people who smoke cigarettes. Of those who were surveyed...

- Half of those who smoke cigarettes were very aware of the law change, with 85% either very or somewhat aware
- Māori respondents had higher awareness, with 61% being very aware of the law change
- Around half the people that smoke cigarettes (45%) and their whānau (54%) had seen or heard the campaign

The survey found that...

- 41% of people who smoke and saw/heard the campaign said they talked about it with whānau or friends
- 18% of those who had smoked in their car in the last month said they had stopped doing so
- 16% of people who smoke and saw/heard the campaign went to the website to learn more about how to stop smoking
- 6% said they had stopped smoking



Communities have been a crucial voice for this kaupapa. Te Hiringa Hauora acknowledges the community advocacy groups and the National Smokefree Car Working Group for their ongoing dedication. The Ministry of Health, creative and evaluation partners have also played critical roles in supporting the Drive Smokefree for Tamariki message.