Anti-smoking campaign for pregnant women using radio advertising

An Evaluation Report

by Greater Glasgow Health Board Health Education Department
Glasgow 2000 Radio Campaign for Pregnant Women 1985

Evaluation of Awareness of the Target Population

Summary

A Commercial transmitted 96 times on Radio Clyde in December 1984 and aimed at pregnant women was heard by an estimated 900 within the Greater Glasgow Health Board area.

In a sample of 500 pregnant women attending antenatal classes in the five maternity hospitals in Glasgow 50% said they usually listened to Radio Clyde during the chosen transmission times.

20% of the whole sample or 40% of these "listeners" recognised the Commercial.

Nearly all clearly identified the anti-smoking message (87%) although the detail of not smoking in pregnancy emerged only weakly (16%).

Valerie Inglis
March 1985
ACKNOWLEDGEMENTS

The co-operation of the parentcraft staff at the five hospitals named is gratefully acknowledged. They participated with little prior warning and personally managed all the sessions and the data collection. Their help and that of colleagues within the Health Education Department is greatly appreciated.

I am particularly grateful to the clients attending the parentcraft classes who listened to the Commercial, provided our data and additional useful comments.

The participating hospitals were:-

- Queen Mother's Hospital, Yorkhill, Glasgow G3
- Glasgow Royal Maternity Hospital, Rottenrow, Glasgow G4
- Southern General Hospital, 1345 Govan Road, Glasgow G51
- Stobhill General Hospital, 133 Balornock Road, Glasgow G21
- Rutherglen Maternity Hospital, 120 Stonelaw Road, Rutherglen G73
Glasgow 2000 - Radio Clyde Campaign for Pregnant Women

Recognition of the Commercial

Recognition of the 40 second commercial transmitted 96 times on Radio Clyde during mornings and afternoons in December 1984.

This commercial was specifically designed for pregnant women suggesting that pregnancy was a good time for smokers to give up the habit and to remind them of the health hazards to themselves and their unborn baby.

All the women attending parent-craft classes in the five maternity hospitals in Glasgow during the week 4th - 8th February were asked to listen to the Commercial "Jingle" and then later to the whole advertisement and were asked at each stage if they had ever heard it before.

The results are in Table 1 - firstly for the sample as a whole and secondly for each of the five hospitals.

Table 1 - Have you ever heard this tune before?

<table>
<thead>
<tr>
<th></th>
<th>Total (%)</th>
<th>QM (%)</th>
<th>GRMH (%)</th>
<th>Sou Gen (%)</th>
<th>Stobhill (%)</th>
<th>R'glen (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>57</td>
<td>14</td>
<td>11</td>
<td>4</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td>No</td>
<td>442</td>
<td>112</td>
<td>89</td>
<td>34</td>
<td>89</td>
<td>97</td>
</tr>
<tr>
<td>Total</td>
<td>499</td>
<td>126</td>
<td>38</td>
<td>112</td>
<td>110</td>
<td>113</td>
</tr>
</tbody>
</table>

Those who declared they had heard the "Jingle" were asked there they had heard it. A large majority (84%) said either "Radio" or "Radio Clyde"; the rest could not remember and two said "television".

1. The participating hospitals were:-
   - QM - Queen Mother's Hospital, Yorkhill, Glasgow, G3.
   - GRMH - Glasgow Royal Maternity Hospital, Rottenrow, Glasgow, G4.
   - Sou Gen - Southern General Hospital, 1345 Covan Road, Glasgow, G51.
   - Stobhill - Stobhill General Hospital, 133 Balornock Road, Glasgow, G21.
   - R'Glen - Rutherglen Maternity Hospital, 120 Stonelea Road, Rutherglen, G73.
After the whole Commercial including the spoken message had been played the respondents were asked if they had ever heard that advertisement. More said they remembered this than had remembered the music alone. These findings are in Table 2.

**Table 2. Have you ever heard this advertisement before?**

<table>
<thead>
<tr>
<th></th>
<th>Total (%)</th>
<th>QM (%)</th>
<th>GRMH (%)</th>
<th>Sou Gen (%)</th>
<th>Stobhill (%)</th>
<th>R'Glen (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>99</td>
<td>22</td>
<td>17</td>
<td>17</td>
<td>28</td>
<td>22</td>
</tr>
<tr>
<td>No</td>
<td>400</td>
<td>104</td>
<td>83</td>
<td>95</td>
<td>82</td>
<td>91</td>
</tr>
<tr>
<td>Total</td>
<td>499</td>
<td>126</td>
<td>38</td>
<td>112</td>
<td>110</td>
<td>113</td>
</tr>
</tbody>
</table>

The 'Message' in the Advertisement

The words of the "Jingle" and the spoken message are given in the appendix. There was emphasis on the role of Glasgow 2000 in presenting the Commercial; the effects of smoking on health; and the particular importance of not smoking in pregnancy.

All respondents were asked what 'message' they elicited from the Commercial. The replies fitted easily into the categories shown in Table 3. The results are given separately for those who had heard the Commercial before and those who had not. This was done because of considerable unsolicited comment that "It was much too fast and noisy and unclear" and in fact appeared to cause irritation in some of those asked to concentrate and answer questions. It must be remembered of course that this is an artificial way to hear a radio commercial.
Table 3. - What is the message in this advertisement?

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>QM</th>
<th>GRMH</th>
<th>Sou Gen</th>
<th>Stobhill</th>
<th>R'Glen</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
<td>1+2</td>
<td>2</td>
<td>1</td>
<td>1+2</td>
<td>2</td>
</tr>
<tr>
<td>Smoking damages health</td>
<td>73</td>
<td>74</td>
<td>64</td>
<td>246</td>
<td>62</td>
<td>16</td>
</tr>
<tr>
<td>Don't smoke if pregnant</td>
<td>13</td>
<td>13</td>
<td>16</td>
<td>69</td>
<td>17</td>
<td>2</td>
</tr>
<tr>
<td>Make Glasgow no-smoking</td>
<td>7</td>
<td>7</td>
<td>6</td>
<td>25</td>
<td>6</td>
<td>2</td>
</tr>
<tr>
<td>Lead a healthy life</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>0.5</td>
<td>0</td>
</tr>
<tr>
<td>Don't know</td>
<td>6</td>
<td>6</td>
<td>13</td>
<td>58</td>
<td>15</td>
<td>2</td>
</tr>
<tr>
<td>Number in each group</td>
<td>99</td>
<td>100</td>
<td>400</td>
<td>100</td>
<td>22</td>
<td>100</td>
</tr>
</tbody>
</table>

1 = had heard the advertisement before
2 = had NOT heard it before
In general those who had heard the Commercial before were more aware of the 'no-smoking' message which is in accord with repetition being advantageous. This result compared with the whole sample is shown in Table 4.

Table 4 - Recognition of the 'no-smoking' message.

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Those who had heard it before</td>
<td>93/99 (94%)</td>
<td></td>
</tr>
<tr>
<td>Those who had NOT heard it before</td>
<td>340/400 (85%)</td>
<td></td>
</tr>
<tr>
<td>Whole sample</td>
<td>433/499 (87%)</td>
<td></td>
</tr>
</tbody>
</table>

There were however differences between hospitals.

Compared with those who answered "don't know" (13%) or "Glasgow 2000" (6%) the "smoking in pregnancy" message did not emerge very strongly (16%).

Audience Listening Times

Respondents were asked when or if they listened to Radio Clyde. They were asked to indicate their "usual" not "occasional" listening times. Results are given in Table 5 and include the composite results of those who listened during the transmission times of this Commercial viz mornings or afternoons or any combinations including mornings and afternoons.

2 This is the sum of the first three messages in Table 3.
### Table 5 - When do you listen to Radio Clyde?

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>QM</th>
<th>GRMH</th>
<th>Son Gen</th>
<th>Stobhill</th>
<th>R'Glen</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1 1+2 2</td>
<td>1 1+2 2</td>
<td>1 1+2 2</td>
<td>1 1+2 2</td>
<td>1 1+2 2</td>
<td>1 1+2 2</td>
</tr>
<tr>
<td></td>
<td>% % %</td>
<td>% % %</td>
<td>% % %</td>
<td>% % %</td>
<td>% % %</td>
<td>% % %</td>
</tr>
<tr>
<td>Glasgow 2000 Time</td>
<td>98 99 50 150 38 22 100 39 27 26 10 100 58 12 43 17 100 50 39 41 28 100 57 35 43 21 95 58 37 41</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mornings</td>
<td>73 38 117 19 31 20 8 53 12 12 37 29 24 51 32 10 30 24</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Afternoons</td>
<td>33 16 48 5 11 9 4 21 4 9 23 17 10 20 12 5 10 6</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Evenings</td>
<td>10 6 19 2 5 4 1 3 0 2 6 5 3 5 3 2 8 7</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Never</td>
<td>5 48 235 2 58 71 1 42 15 0 50 56 1 37 40 1 48 53</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total each group</td>
<td>99 100 400 22 100 104 10 100 28 17 100 95 28 100 82 22 100 91</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1 = had heard the advertisement before
2 = had NOT heard the advertisement before
Although there were variations in rates between the hospitals overall
248 = 50% of the respondents listened to Radio Clyde during the times the
Commercial was transmitted.

Cost Effectiveness and Further Development

Of this 248 - 98'(40%) recognised the Commercial and
- 150(60%) did not (see Table 5)

This gives some indication of the measure of success in construction
of the Commercial and should be considered in association with the
finding on the clarity of the message with a minority but significant
report on the fast, noisy presentation.

When these findings are related to the whole sample:-

Of 499 - 99 (20%) recognised the Commercial and
- 400(80%) did not.

It must be remembered however that not all pregnant women smoke and
therefore are not within our target.

An approximation to the number in the target group within the Greater
Glasgow Health Board area who heard this Commercial can be made thus.
If there are 13,500 births within GGHB p.a. and about 45% of
women in Glasgow smoke

\[
\frac{13500 \times 9}{12} \times \frac{1}{5} \times \frac{45}{100} = 911
\]

and of course many women are not aware of their pregnancy for the full nine
months so that the number aware of their pregnancy during December would
have been even smaller.

3 There are no standard tables on recognition of Radio or Television Commercials.
This is a very difficult area with many variables such as number of transmissions,
previous related campaigns, familiarity of the product, and its presentation,
style etc.

Some advertising like British Telecom "Its for you - hoo" reach almost 100% of
recognition levels and become cults. This doesn't often happen and 40% of the
listening audience is good.
The contribution of this evaluation study to reducing smoking among pregnant women should be noted.

In the course of one week 500 pregnant women (certainly not all smokers) spent time in antenatal classes discussing the issue with a parentcraft sister. The oblique approach of evaluating a Radio Commercial very likely adding a freshness and an interest often missing in what can be a dull topic. Strategies of this type should be developed and evaluated in association with the midwifery staff of the Health Board.

Radio Commercials are a costly medium and must reach large numbers of people to justify the outlay.

The other half of this exercise not reported here viz for women aged about 16-44 years unfortunately was not evaluated but probably would have appeared much more cost effective.

There are about 196,000 women in this age bend and if we can assume 20% of this group heard their Commercial, that 45% smoke and that we achieved almost total clarity of broad message then we reached a target of

\[ 196,000 \times \frac{1}{5} \times \frac{45}{100} = 17,640 \]

However this is only an approximation assuming similar listening and recognition rates.