

Bad Ways to BE nice

Cindy Baker-Barill RN, BNSc.
Joyce Fox RN, BScN, MHS

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CHAPTER I



Once upon a time...



*in Central Eastern Ontario a
campaign unfolds*

Mirror mirror what is happening



What's The Real Story?



"I don't see it as big of a deal. I am close with all my cousins. They know me well. They ask me and I will give it to them and help out. Friends are on the same lines. They are asking me for a favour. If I need a favour, I hope that they remember me."

PHOTO COURTESY OF JUSTCUTEANIMALS.COM

The Facts

- ~ Youth can easily get their hands on cigarettes
- ~ Providers don't think twice about giving a cigarette to a teen
- ~ They think they are being nice but can see after discussion that maybe it isn't nice at all
- ~ They are worried that not providing could be costly socially and result in awkward situations or conflict – do not know how to refuse when asked

WHAT WOULDN'T WORK



Moral of this story...



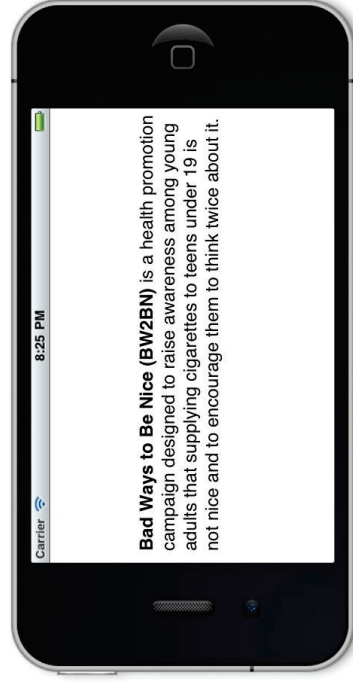
Bad Ways TO BE NICE



Sometimes being nice isn't really nice at all.

DON'T GIVE CIGARETTES TO TEENS

ABOUT THE CAMPAIGN



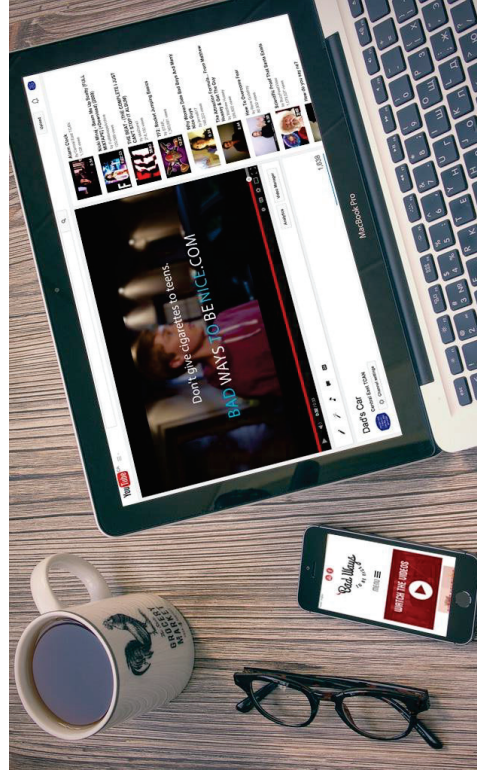
Bad Ways TO BE NICE



CHAPTER II

Planning continues

CAMPAIGN CREATIVE



KEY CAMPAIGN ELEMENTS

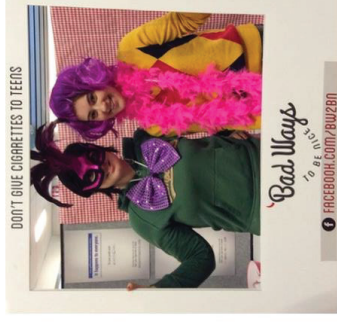


- Grassroots activities
- 4 YouTube videos
- Online ads
- Website
- Facebook fan page, contest and quiz
- 4 posters

Bad Ways

TO BE NICE

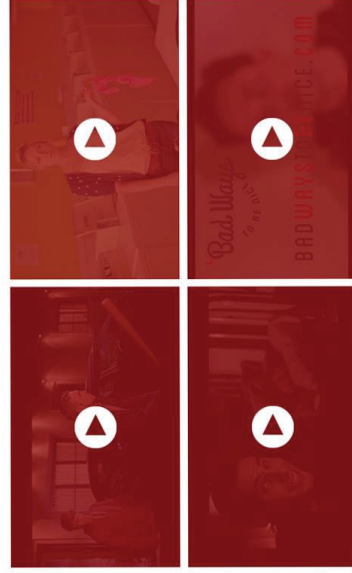
CAMPAIGN CREATIVE – GRASSROOTS



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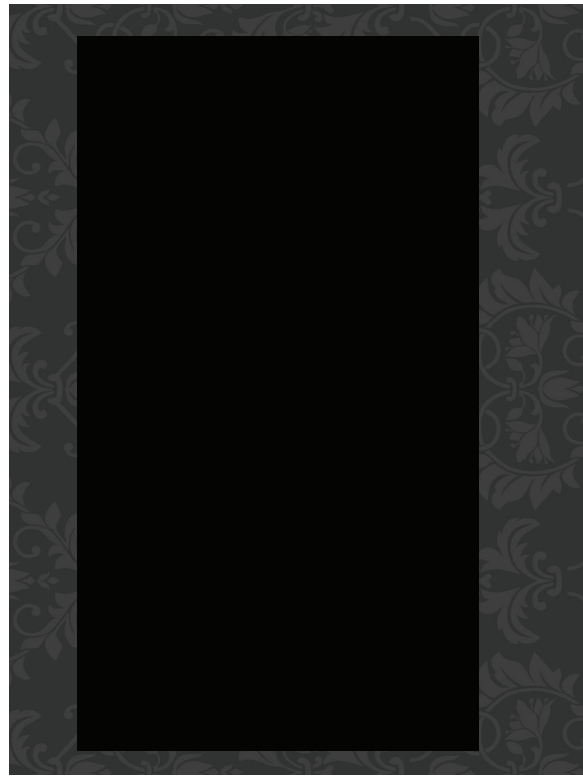
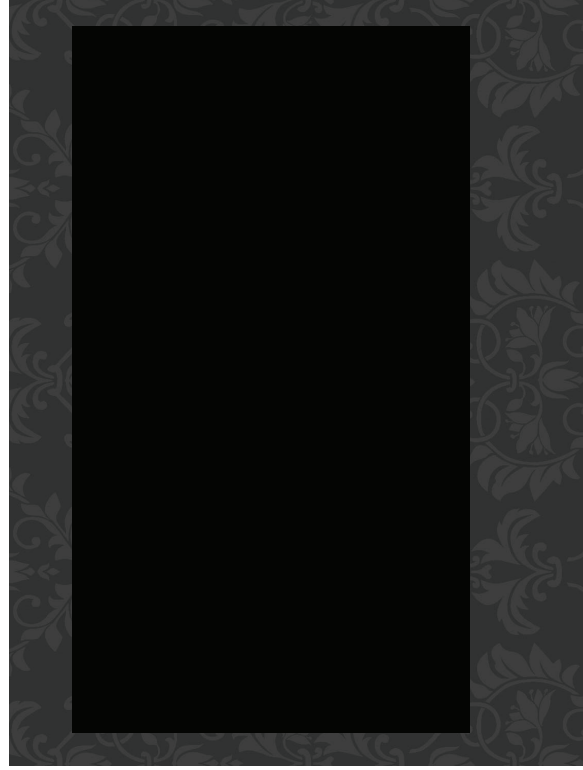
CAMPAIGN CREATIVE – VIDEOS



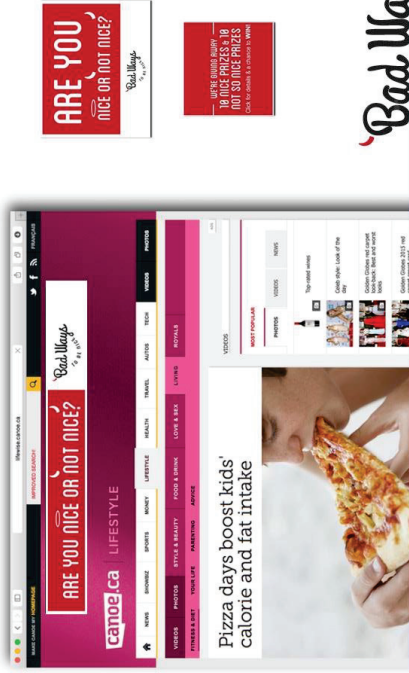
Bad Ways

TO BE NICE

LAUNDRY

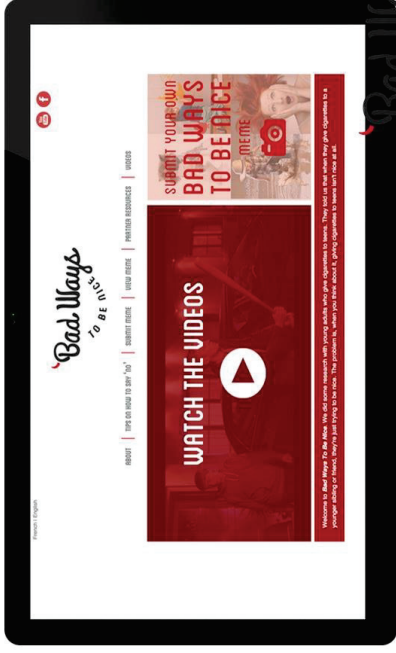


CAMPAIGN CREATIVE – ONLINE ADS



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CAMPAIGN CREATIVE – WEBSITE



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CAMPAIGN CREATIVE – POSTERS



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TACTICS AND RESULTS

TACTICS AND RESULTS – VIDEOS

YouTube
800,956
IMPRESSIONS
104,535
TOTAL VIEWS
2,894
CLICKS TO WEBSITE

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SOCIAL MEDIA IMPACT

The infographic features the YouTube logo at the top left and the Facebook logo at the bottom left. The statistics are presented in a white box with a dark background. The text reads: "2.2 MILLION + TOTAL VIDEO IMPRESSIONS (IDEON, YOUTUBE & CINEPLEX)", "13.9 MILLION + TOTAL FACEBOOK IMPRESSIONS", and "CINEPLEX".

TACTICS AND RESULTS – VIDEOS

6,136
OF TIMES VIDEO PLAYED

143,934
OF PEOPLE IN ATTENDANCE

32 **3**
SCREENS LOCATIONS

TO BE NICE

TACTICS AND RESULTS – FACEBOOK

3,264
NEW PAGE LIKES

1,680
LIKES FROM ADVERTISING

13,921,098
TOTAL IMPRESSIONS

HELP SET THE RECORD STRAIGHT
Bad Ways To Be Nice Community

3,383 LIKES
Previous Year Post
Growing with more of the people who matter to you

ABOUT
Bad Ways To Be Nice is a cool way to be nice.

POSTS
DON'T GIVE CIGARETTES TO TEENS

TO BE NICE

TACTICS AND RESULTS – FACEBOOK

13,760 People Reached
911 Video Views

25 Likes, Comments & Shares

21 Likes
1 Comment
3 Shares

1,187 Post Clicks

1,098 Clicks to Page
0 Likes/Check-ins

129 Page Clicks

13,760 people reached
Like Comment Share

Bad Ways To Be Nice
TO BE NICE

TACTICS AND RESULTS – GRASSROOTS

11,920 Photo Views

88 Likes, Comments & Shares

104 Likes
1 Comment
1 Share

1,187 Post Clicks

1,098 Clicks to Page
0 Likes/Check-ins

129 Page Clicks

13,760 people reached
Like Comment Share

Bad Ways To Be Nice
TO BE NICE

TACTICS AND RESULTS – WEBSITE

Bad Ways To Be Nice

VIDEOS

Page	Progress	Visitors	Avg. Time on Page	Revenue	% Exit	Page Value
1. /index/	2,055	1,700	00:01:21	1,522	86.94%	\$0.00
2. /index/	2,655	1,790	00:01:16	1,522	86.94%	\$0.00
3. /index/	2,655	1,790	00:01:21	1,522	86.94%	\$0.00

Bad Ways To Be Nice

Post intervention only data collection methodology was used for the evaluation.

The results were assessed separately for aware and non-aware groups.

Participants not aware of the campaign were shown one of the three videos on spot.



AWARENESS

21%



WHERE DID THEY HEAR ABOUT
BW2BN



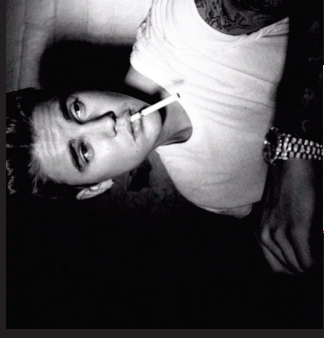
62%



EVERY SECOND
PERSON...

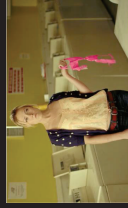


WHAT WE LEARNT
ABOUT THE SUPPLIERS



GRABBED THEIR
ATTENTION

87%



80%

POSITIVE
ATTITUDE



POSITIVE OUTCOMES

46%

Giving cigarettes
to teens isn't nice

27%

Made them think
twice

7%

Convinced them not to
buy/give cigarettes to a
teen

NEXT STEPS

CONTACT FOR MORE INFO:

Cindy Baker-Barrill RN BNSc
Central East Tobacco Control Area Network Coordinator
Simcoe Muskoka District Health Unit
15 Sperling Ave.
Barrie ON
L4M 6K9
Tel. 705 721-7520 x7341
Cell: 705 321-1278