

TOBACCO KILLS: SAY NO & SAVE LIVES



The Tobacco Kills: Say No & Save Lives campaign was launched in January 2013.

ABOUT TOBACCO KILLS

Campaign participants are able to take action via one of four ways:

1. Join social media channels on Twitter or Facebook. Participants can contribute to the discussion and join nearby events.

2. Tune into the edutainment drama featured in six languages across the country. The edu-drama follows the characters as they share how their day-to-day lives are affected by tobacco. Listeners can express their views and comments on what they learn from each episode online or via SMS.

3. Sign the petition that shows community support for the Tobacco Control Bill via SMS or online.

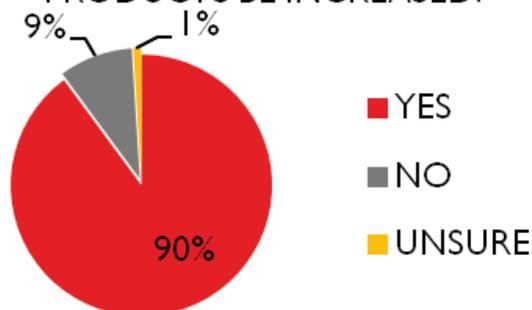
4. If the participant is an organization such as a restaurant, bar or hotel, it can declare their space as smoke-free, protect workers and patrons from secondhand smoke, and be part of Uganda's 1st smoke-free map

BRIEF OVERVIEW

According to the World Health Organization's 2011 Report on the Global Tobacco Epidemic, tobacco is the leading preventable cause of death in the world. It is expected to cause approximately eight million deaths per year by 2030, 80% of those in low- and middle-income countries. Additionally, the 2011 Uganda Demographic Health Survey states 15% of adult males and 3% of adult females smoke, and tobacco is responsible for 2% of all non-communicable diseases in the country.

Text to Change (TTC) is working on Uganda's first nationwide anti-tobacco campaign utilizing mobile technology and social media. Entitled Tobacco Kills: Say No & Save Lives, the one-year campaign is designed to bring Ugandans awareness of the harms of tobacco. It will also support the proposed comprehensive Tobacco Control Bill that aims to introduce a law in 2013 to regulate the manufacture, sale, promotion, advertising, sponsorship, distribution and public use of tobacco products.

SHOULD TAXES ON TOBACCO PRODUCTS BE INCREASED?



BEHAVIOR CHANGE COMMUNICATION

The campaign also conducted an opinion poll via SMS to assess public attitudes towards raising revenue through increasing tax on tobacco products. Over 500 responses were received and results were used to support the economics paper on increasing tobacco tax. Both were submitted together to the Ugandan Parliament.

Google Hangouts are organized on Google+ to have face-to-face group interaction to discuss related topics such as top tips to quit smoking

EVALUATION AND RESULTS

On launch day, #tobaccokills was mentioned 853 times on Twitter and became the number one trending hashtag in Uganda, earning thirty followers and 119 tweets.

As of March 2013, the campaign has earned a total of 1,558 fans on Facebook and a weekly reach of 147,262 people. The fan growth rate is at 1.378% and fans respond actively to 30% of the campaign's posts. Overall, fans are most active between 8am to 11am and 2pm to 5pm. Tuesday is the most active day, followed by Wednesday, and Sunday is the least engaging

LESSONS LEARNED

- New media can be used aside traditional media to increase the interactivity and engagement of the audience
- Establish ongoing M&E and regular community management of online channels, value the importance of strong support, and ensure sufficient resources
- Creativity is key. Combine social media with offline activities, and understand that some trial and error will be part of determining the best content that appeal to local audiences and that will produce a strong call to action.

- Building partnerships is vital for public awareness and advocacy efforts, and contributes to ensuring the cause's sustainability

CONCLUSION

In the upcoming months, the campaign will continue to use social media for promotional activities. Participants will be speaking to schools on youths' opinions and knowledge about tobacco control, as well as promoting the signing of the petition, which will be shared with the MPs leading up to the hopeful passage of the Tobacco Control Bill.

GEOGRAPHIC COVERAGE

Uganda

IMPLEMENTATION PARTNERS

Text to Change; Partners: Campaign for Tobacco-Free Kids, Uganda Health Communication Alliance (UHCA), Parliamentary Forum for Non-Communicable Diseases (PFNCD) and Uganda National Health Consumers Organization (UNHCO)

FUNDER

Campaign for Tobacco-Free Kids

CONTACT INFORMATION

Text to Change

- **Bas Hoefman, Founder and Director**
Email: bhoefman@texttochange.com

Campaign for Tobacco-Free Kids

- **Joshua Kyallo, Director, Africa Programs**
Email: JKyallo@tobaccofreekids.org

Information was excerpted from:

"Building a Tobacco Free Africa via Mobile & Social Media." Text to Change. 2013. Web.

WHO Report on the Global Tobacco Epidemic, 2011: Warning About the Dangers of Tobacco. World Health Organization. 2011. Web.