

The French campaign against tobacco in 2004

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The context (1)

- Advertising on tobacco banned by law in 1993
- Smoking prohibited in all public places, or limited to dedicated areas (of restaurants, workplaces...)
- Tobacco prices have been much raised over recent years
- Kid packs (with less than 19 cigarettes) have been banned since 2003



The context (2)

- A new message in bold letters appears on all tobacco packages: « **Smoking Kills** »
- Selling tobacco to young people (under 16) has been prohibited since July 2003
- More and more high schools are now tobacco free



The context (3)

- between 2001 and 2004, the numbers of young people who smoke seem to have dropped dramatically:

⇒ 12-13 years old : - 80 %

⇒ 14-15 years old : - 61 %

⇒ 16-19 years old : - 55 %



The context (4)

- In the last 2 years, the representation of tobacco products among young people has changed (lost its prestige and appeal)
- Tobacco cessation before 25 years is now common

“What can pharmacists do to support this evolution ?”

To answer that question, the French Council of Pharmacists commissioned an opinion poll





Tobacco and young people

- Poll in March 2004 among the 13 to 17 years old (p=407):
 - 80% of the respondents said they were ready to act against tobacco
 - 64% recognized pharmacists as key actors in this fight



Tobacco and young people

- 70% were ready to discuss the tobacco problem with their relatives and friends
- 68% were willing to stick up posters against tobacco
- This led the French Council of Pharmacists to launch a communication campaign aimed at young people



The campaign

- During 2 weeks, a message was released on radio channels popular with young people
- It encouraged them to collect a poster at their community pharmacist's, and to display it at home, at school, or in other places of their choice



The campaign poster



- The slogan was chosen by young people:
- “Fumer ça pue,
Fumer ça tue”
(“*Smoking stinks,
Smoking kills*”)



Material sent to pharmacists

- Pharmacists were informed of the campaign beforehand, through the Council's Newsletter
- Copies of the poster were sent to every pharmacy (with possible refills)
- Further training material about tobacco was proposed to pharmacists



Conclusion

More information on:

<http://www.ordre.pharmacien.fr/tabac/tabac.htm>

Thank you

