

#StopBigTobacco: social and mass media campaign, final report

Before the campaign was launched and, in order to start sensitizing the general public, FIC started working towards including the need of complete TAPS ban and plain packaging policies in the public agenda through publication on FIC's website and social networks. Here are some examples:

- Uruguay becomes the first country in Latin America to adopt plain packaging for tobacco products: <https://www.ficargentina.org/uruguay-se-convierte-en-el-primer-pais-de-america-latina-en-adoptar-el-empaquetado-generico-para-los-productos-de-tabaco/>
- FIC Argentina filed a complaint regarding BAT violations to the ban on tobacco advertising: <https://www.ficargentina.org/fic-argentina-denuncio-a-bat-por-violar-la-prohibicion-de-publicidad-de-tabaco/>
- FIC Argentina presented a new complaint before the National Ministry of Health and Social Development for violations of the national tobacco law: <https://www.ficargentina.org/fic-argentina-presento-una-nueva-denuncia-ante-el-ministerio-de-salud-y-desarrollo-social-de-la-nacion-por-violaciones-a-la-ley-nacional-de-tabaco/>
- The results of the last National Survey of Risk Factors reflect the lack of public policies to prevent NCDs in Argentina: <https://www.ficargentina.org/los-resultados-de-la-ultima-encuesta-nacional-de-factores-de-riesgo-reflejan-la-falta-de-politicas-publicas-de-prevencion-de-las-ent-en-la-argentina/>
- Brazil presents a historic lawsuit to hold tobacco companies responsible for the damage to health: <https://www.ficargentina.org/brasil-presenta-una-demanda-historica-para-responsabilizar-a-las-companias-tabacaleras-por-el-dano-a-la-salud/>
- Over 50 organizations are requesting a complete TAPS ban law: <https://www.ficargentina.org/mas-de-50-organizaciones-piden-una-ley-que-prohiba-de-forma-completa-la-publicidad-de-productos-de-tabaco/>
- FIC Argentina is awarded by the World Health Organization for the World No Tobacco Day: <https://www.ficargentina.org/fic-argentina-recibe-el-premio-de-la-organizacion-mundial-de-la-salud-por-el-dia-mundial-sin-tabaco/>
- Formal complaints against the tobacco industry to recover health expenses of the sanitary system: <https://www.ficargentina.org/demandas-contras-las-empresas-tabacaleras-para-recuperar-los-gastos-de-los-sistemas-de-salud/>

Within the framework of the campaign, the following communications were released to the FIC Argentina journalist base (more than 1300 contacts):

- #StopBigTobacco Campaign: signatures are gathered to completely ban tobacco products advertising: <https://www.ficargentina.org/campana-altoalastabacaleras-juntan-firmas-para-prohibir-completamente-la-publicidad-de-productos-de-tabaco/>
- A meeting was held to analyze the new challenges for tobacco control in Argentina: <https://www.ficargentina.org/se-realizo-un-encuentro-para-analizar-los-nuevos-desafios-para-el-control-del-tabaco-en-argentina/>

Once the campaign was over, the need to move forward with a complete TAPS policy continued:

- Non-communicable diseases should be a priority on the agenda of the new government: <https://www.ficargentina.org/las-enfermedades-no-transmisibles-deben-ser-una-prioridad-en-la-agenda-del-nuevo-gobierno/>

As a result of all these actions, repercussions were achieved in the national main media, reaching more than **140 repercussions** in total. The most important are detailed below:

- Press article from the Télam news agency on World No Tobacco Day where a mention of the campaign was made: <https://www.telam.com.ar/notas/201905/362718-aumento-de-impuestos-y-prohibicion-publicitaria-ejes-de-la-lucha-contra-el-tabaco.html>
- Interview with Marita Pizarro in Canal de la Ciudad: <https://www.youtube.com/watch?v=rgYvPoKJp0Q>
- Press article from the Télam news agency about the #StopBigTobacco campaign: <https://cable.telam.com.ar/cable/833285/lanza-campania-para-prohibir-la-publicidad-de-cigarrillos-convencionales-y-productos-de-tabaco>

The following communication channels and resources were used for the dissemination of the campaign: campaign website, social networks (Twitter, Facebook and Instagram institutional account), e-mail marketing, press releases, Change request, WhatsApp messages and customized emails for key actors (tobacco networks, for example, with whom a dissemination kit was shared). Considering all the channels, **1,110,964 impressions** were achieved (that is, times a user saw some content related to the campaign on a website, social networks, etc.), **89,900 interactions** (comments, likes, etc.) and **8,351 clicks**.

In order to enhance the scope of the campaign, content was published on the following channels:

- Social networks: 12,348 impressions were achieved on Twitter; and on Facebook and Instagram the total reach was 279,821 and the interactions reached 84,774.
- Google Ads Display was used as a complement to the Google Ads Grant account of FIC Argentina. From these ads, 527,415 impressions and 1286 clicks were achieved.
- Change.org: the number of signatures increased considerably after the activation of this ad and more than 1,330 signatures were reached.

Although no modification on the tobacco advertising (TAPS) current legislation was achieved, the results previously described regarding the campaign impact show that remarkable sensitizing on the general public was accomplished regarding the fundamental importance that TAPS bans represent for public health.

This campaign was conducted with the financial support of Bloomberg Philanthropies through the Campaign for Tobacco-Free Kids.