

## Progress report #4

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4. **Name of project funded:** Reducing the Social Acceptability of Smoking in Vietnam
5. **Time frame:**

**Covered in the report:** April 1, 2006 to September 30, 2006  
**Of project:** January 1, 2005 to March 31, 2008

## 6. Executive summary

This progress report covers the period from April 1, 2006 – September 30, 2006 for the project entitled, “Reducing the Social Acceptability of Smoking in Vietnam”. The project is jointly carried out by HealthBridge Canada Vietnam (HBC) and the Vietnam Public Health Association (VPHA). The project aims to decrease the social acceptability of smoking in Viet Nam and to build the capacity of the Viet Nam Public Health Association in tobacco control.

Key administrative activities undertaken during this project period included developing subcontracts between HealthBridge Canada, VPHA and two local television channels in Da Nang and Ben Tre for the airing of additional TV spots at those provinces; a subcontract between HealthBridge Canada, VPHA and Thai Binh PHA has also been developed for the implementation of all activities at this interventional area. The project team sought to gain the support of the National Committee for Science and Education and the National Committee for Culture and Sports for the airing of TV spots at the national level. The project team worked with Voice of Vietnam to prepare a subcontract for the development of radio spots, radio news, and a radio talk show; it also identified newspapers that might be interested in the dissemination of messages.

Key technical activities undertaken during this project period included qualitatively testing TV spots in three provinces (Thai Binh, Da Nang and Ben Tre); processing and analyzing the data; preparing a qualitative report on the TV spots testing; revising the TV spots based on the results of the test, development of other IEC materials (leaflets, training materials, posters); monitoring and reporting on the airing of national level TV and radio spots; conducting a training workshop for Commune Leaders and the District Women’s Union and another for the Deans of Primary Schools in Thai Binh.

The major outputs of these activities included:

- Subcontracts with local television stations in Da Nang and Ben Tre for airing TV spots
- Subcontracts with Thai Binh PHA for local interventions
- Analyzed qualitative data set on audience opinions about the TV spots
- Qualitative report on audience opinion about the TV spots (see annex 1)
- Revised TV spots (submitted on a separate CD1)
- Disseminated TV spots at national and local levels
- Radio spots, news and talk show (on CD2)
- Leaflet targeting women (on CD2)
- Leaflet targeting primary school children (on CD2)
- TOT training materials for members of the Women’s Union (program and hand out in Annex 2)
- TOT training materials for Deans of Primary Schools (program and handout in Annex 3)
- Posters to be used as teaching materials for Primary School Teachers (on CD2)
- Teaching plan and teaching materials for Primary School Teachers

- Work plan for Thai Binh province for the next period

Key lessons learned during this project period include the following:

1. Support from national committees such as the National Committee for Science and Education and the National Committee for Culture and Sports are very helpful to obtain permission from National television to air TV spots at peak times with adequate frequency and at no extra fee. The ability to advocate to different channels is an important skill at this stage of the project
2. Working closely with local partners could lead to the identification of opportunities to integrate project activities at low cost and with a greater degree of participation

## 7. Narrative Report

### 7.1. Evaluate project progress

#### 7.1.1 Describe progress made toward project goals specified in the proposal:

During the period under the report, the following achievements have been made:

#### ***A- Project management and administration:***

- ***Developing subcontracts between VPHA and two local television channels in Da Nang and Ben Tre for the airing of additional TV spots in those provinces***

Two subcontracts have been developed between VPHA and two local television channels in Da Nang and Ben Tre for the airing of additional TV spots in those provinces; agreements between HealthBridge Canada and VPHA were signed to cover the airing costs.

- ***Developing subcontract between HealthBridge Canada, VPHA and Thai Binh PHA for the implementation of all activities in this interventional area.***

A subcontract between HBC, VPHA and Thai Binh PHA was developed for the implementation of planned activities in Thai Binh. Thai Binh PHA will be responsible for coordinating all activities conducted in this province, including (i) airing messages on the local TV channel, network of provincial radio, and loud speakers, (ii) overseeing activities conducted by members of the local Women's Union and training for little educators (primary school children). VPHA and HBC will be responsible for providing IEC materials and technical support, and conducting TOT training for commune leaders, the district Women's Union and the Deans of Primary Schools

- ***Advocating the National Committee for Science and Education and the National Committee for Culture and Sports to get their support for the airing of TV spots at the national level.***

The project team held some advocacy meetings with the chairman of the National Committee for Science and Education and worked with a contact at the Committee for Ideology and Culture of PC, in order to gain the support from both of these Committees for the airing of national level TV spots. The two committees sent their official support letters to Central Vietnam Television asking it to support the project's campaign. These letters were very helpful to gaining the agreement of the Director of National television to airing the project's TV spots in "hot" time, with adequate frequency for no cost.

- ***Preparing subcontract with Voice of Vietnam for the development of radio spots, radio news, and a radio talk show.***

A subcontract between VPHA and Voice of Vietnam (VOV) was developed. VOV committed to develop the radio spot, radio reports and to organize a talk show on VOV channels for a reasonable fee. The spots and reports will be reused at the local level in Thai Binh province for the provincial radio channel as well as the network of commune loud speakers.

- ***Finding potential newspapers for the dissemination of messages on newspapers***

As the IEC dissemination budget is limited, it was necessary to carefully consider which newspapers should be selected. The Women's Newspaper and the Labor Newspaper are newspapers with the largest audience and were considered as potential newspapers for dissemination of project messages.

## **B- Technical Activities**

### ***Testing of TV spots in three provinces (Thai Binh, Da Nang and Ben Tre) using qualitative methods, processing qualitative data; conducting data analysis and preparing the qualitative report:***

After the advertising company had developed TV spots, some comments for revision were made by project team and consultant. The TV spots then were adapted to the South and Central dialect. However only the version with Northern dialects was tested. The test was conducted using qualitative methods with different target groups: smokers and women who had smoking relatives. The qualitative data were processed and the qualitative report on audience opinions about the TV sports was completed. For more details about the methods, tools and findings please refer to Annex 1

### ***Revising TV spots based on the results of the test:***

The comments collected during the qualitative testing were sent to the advertising company. Final versions of the TV spots were developed. With support from two Committees of Party Communist, National television agreed to broadcast the TV spots daily during the six week period June to August, 2006 on VTV1 and VTV3 in relatively "hot" times.

### ***Monitoring TV spots, radio spots and news airing at national and local levels***

Broadcasting of TV spots on national and local television stations was monitored by the collaborators. Double checks were arranged for the monitoring to ensure the quality of monitoring.

### ***Developing radio spots and report:***

3 Radio spots, 3 radio reports, 3 talk shows, and 3 educational shows were developed and broadcasted on VOV1 and VOV2 during the peak time of the Voice of Vietnam. The broadcasting was also monitored by project collaborators.

### ***Developing other IEC materials (leaflet, training materials, posters)***

The following IEC materials were developed:

- Leaflet for women "Raise your voice for your health and that of your surroundings"
- Leaflet for primary school children
- TOT training materials for members of the Women's Union
- TOT training materials for Deans of Primary Schools
- Posters as teaching materials for Primary School Teachers
- Lesson plan, curricula as teaching materials for Primary School Teachers

All of the above IEC materials were developed by the national technical consultant.

Leaflets for women and primary school children were tested with the target populations before being printed. The Leaflet for children was different from those used by the COMBI project as the objectives of the two projects were different

### ***Conducting a training workshop for commune leaders and district Women's Union and another for Deans of Primary Schools in Thai Binh***

Two training workshops were conducted for commune leaders and the district Women's Union and for the Deans of Primary School in Thai Binh. The workshops provided basic information for the participants on tobacco and its health effects and skills needed for educating people. In addition, the workshops provided guidelines for implementation of activities at commune and school levels. Discussions were also organized to get feedback from participants on the further implementation of the project at the commune level.

## ***Developing a Work Plan for activities in Thai Binh province for the next period***

The Coordinator of the Thai Binh PHA developed a work plan for all activities in Thai Binh. The plan was based on discussions with the Thai Binh provincial Women's Union and the Thai Binh provincial Educational Bureau.

### **7.1.2 Changes in project goals and implementation plan:**

No changes have been made to the project goal or objectives

### **7.1.3 Describe problems, responses, and lessons learned**

#### **Problem 1:**

As in other countries, commercial broadcasting in Vietnam is very expensive. Even though a policy exists that mass media should support non-profit, for-the-public-interest broadcasting at no fee, there is no clear definition of such broadcasting nor a clear cut methodology for applying this policy. Generally, the frequent answer is that such broadcasting time not available.

**Responses:** VPHA and HBC contacted the Committee of Science and Education and the Committee of Culture and Ideology of Central Party Communist. A meeting was arranged with the leaders of these committees to explain the goal of project and the benefit that the proposed broadcasting program would bring to the public. The chairmen of each committee agreed to issue a supporting letter to the Director General of VTV. As a result, the TV spots developed by project were accepted for broadcast on VTV1 and VTV3 (the most watched channels) at a relatively hot time (evening program between 7-10pm) .

**Lesson learned:** having the support of politically influential organizations is crucial to gain media support. In this case, the role and prestige of VPHA is very important: while HealthBridge Canada as an INGO cannot officially access the agencies of the party Communist, working with VPHA offers such opportunities.

**Problem 2:** As our TV spots were to be aired at the same time that the World Cup was being televised, there was some concern that commercial/industrial advertising would take precedence over our spots.

**Response:** The project team had negotiated the broadcasting with the National Television, which committed to ensure that the TV spots would be broadcast as agreed but over a longer time period.

**Lessons learned:** when planning a media campaign, it is important to learn in advance about other media "events" that may influence the commitment or

ability of the media broadcasters. If such a risk exists, it is better to avoid this time period

**7.2 Describe work planned through next scheduled report date:**

Organizational and administrative:

- Contact newspapers to discuss conducting message dissemination

Technical work:

- Monitor activities in Thai Binh
- Development of reports on newspapers
- Workshop to disseminate baseline report to tobacco control network in Vietnam

## **7.3 Appendices:**

### **Appendix 1: Qualitative report of testing TV spots**

#### **REPORT ON EVALUATING 7 TV SPOTS TESTING ON HARMS OF SMOKING BY VIETNAMESE PUBLIC HEALTH ASSOCIATION AND PATH CANADA.**

Synthesized and reported by Le Minh Thi

#### **I. BACKGROUND**

Society's acceptance towards smoking behavior is a serious problem in Vietnam. In general, the community is not well aware of health consequences of active and passive smoking, and smoking is accepted socially almost everywhere including schools and hospitals. Smoking and offering cigarettes are considered to be normal social behavior. Wide smoking acceptance makes it difficult to persuade smokers to give up smoking and youths not to smoke. Vietnamese government has mentioned difficulties in carrying out policies on non-smoking areas due to community's wide acceptance towards smoking behavior.

Social attitude alteration is a process but we can see it in a couple of years. In Thailand, our neighboring country, society's acceptance towards smoking behavior has dramatically decreased in the last decade thanks to efforts into awareness promotion of passive smoking, which leads to increased number of non-smoking areas. Currently, Thailand is one of the leading countries in the world in number of non-smoking public areas, although before the acceptance towards smoking in public areas like in Vietnam now used to exist. Advertising ban, frequent tax increase and smoking prohibition in most of public areas have dissuaded smoking enormously among men and women. Similar efforts in Vietnam will surely make similar outcomes.

While the government has succeeded in banning advertisement and getting acceptance of tax increase, there are still difficulties in expanding non-smoking areas. Expanding areas without cigarette smoke has proved itself to be one of the most effective measures against smoking: when smokers cannot smoke in the office and are not allowed to smoke in public places they are motivated to give up smoking.

This project supplements the efforts of PATH Canada and Vietnamese Public Health Association (VPHA) into increasing the number of non-smoking areas. At present, PATH Canada is trying to implement policies on expanding areas without cigarette smoke in hospitals and restaurants. PATH Canada, Vietnamese Public Health Association and other organizations are making great efforts into educating the community of smoking dangers and enhancing the world's effective policies on decreasing the percentage of smokers. The project supplements the on-going efforts and supports national long-term schemes in order to decrease the social acceptance toward smoking behavior in Vietnam, then decrease the percentage of smokers and passive smoking.

Apart from long-term outcomes, the project aims at building competence for Vietnamese Public Health Association in smoking harm prevention. The Public Health Association is the principal implementer with the technical assistance from PATH Canada. Through the project implementation, VPHA will gain skills of qualitative and quantitative research, model of communicational mobilization,

project management and evaluation as well as essential strategies for smoking harm prevention.

Within this project series of TV spot against smoking were made according to action strategies. The contents of the strategies include:

***Carrying out the communicational mobilization at national and local levels*** to promote the awareness of health consequences caused by smoking and passive smoking, to decrease the social acceptance towards smoking and to develop positive behaviors of smokers (not smoking near others, especially women and children, and in public places) and non-smokers (being confident to ask smokers not to smoke near them).

The project uses mainly mass media channels in Vietnam. PATH Canada and VPHA collaborate closely with many communicational organizations. The educational work is conducted by mobilizing the communication of many national channels (television, radio, press).

The group of smoking harm prevention (in which PATH Canada and VPHA are members of coordinate committee) has established close relationships with Committee of Ideology and Culture, a governmental organ in charge of supervising all domestic communicational activities and politically influential. We are also able to establish relationships with Ministry for Culture and Information (a governmental organ controlling communicational activities) with the assistance of VINACOSH.

A contract is signed with television, radio 'The Voice of Vietnam', a central newspaper on message development and dissemination. The project is conducted in parallel with that of Johns Hopkins School "Mobilization of smoking cutting down in Vietnam'. These two projects can assist each other in developing relationships with communicational organs and sharing materials for mobilization.

The communicational mobilization focuses on three topics:

- Health warnings of smoking and passive smoking
- Educating smokers not to smoke near women and children
- Educating non-smokers (women and children) to avoid cigarette smoke and keep their houses free from cigarette smoke

These contents are rotated for each of the communicational forms. 7 TV spots of the model against smoking were built, each of which lasts 30-60 seconds.

## **II. RESEARCH OBJECTIVES**

To evaluate the attitude of smokers and passive smokers towards effectiveness of TV spots on the model against smoking in order to adjust them before official broadcasting.

### **III. RESEARCH METHODOLOGY:**

#### **1. Research designing:**

The research aims at evaluating the impact and people's attitude towards TV spots, therefore, we use the methodology of qualitative research. Focus group discussions were conducted to gather the group's opinions and general agreement.

Group discussions were conducted with male smokers (representing smokers) and women having husbands-smokers (representing passive smokers). The participants of the smoking group were selected according to age, occupation, education background, smoking material (cigarettes and pipe tobacco)...; similarly, women group was also diversified in age (from 18 to 55), occupation, education background... for the purpose of collecting multiple information for evaluation as well as possibility to cross-test the feedback information.

The research is carried out with projective technique. Each discussion group has 6-10 people. The participants watch each TV spot twice and then discuss on the topic. There are 8 main topics to be discussed on including: viewers' response, attention, understanding level, persuasion, attractiveness, reliability, appropriateness, health information reception level, and interest level in TV spots.

Researchers are members of Vietnamese Public Health Association being well aware of research objectives and experienced in operating discussions with a secretary to take notes.

#### **2. Research site:**

3 provinces are selected to do the research include Thai Binh, Da Nang and Ben Tre, representing the North, Central and South of Vietnam. In each province, 2 districts are picked up randomly and each district has discussion groups of smokers and passive smokers.

#### **3. Research materials:**

- Group discussion guidelines (for men and women groups): see the appendix
- TV spots of
  1. Chronic obstructive lung disease
  2. Lung cancer
  3. Cerebral vascular accident
  4. Children and cigarettes
  5. At work
  6. At home
  7. At the station

In which spots 1-4 raise consequences of smoking such as chronic obstructive lung disease, lung cancer, cerebral vascular accident and the impact to children; spots 5-7 propagandize to reduce smoking at work, at home and in public places.

- These TV spots are dubbed with northern accent.
- Other audiovisual aids serving the participants to watch the spots.

#### **4. Analysis:**

All of the group discussions are recorded. The results later are transformed into documents. The secretary also takes notes of the discussion progress with

gestures, words and non-verbal behaviors to supplement the analysis. The content analysis is conducted based on the research objectives. The results are encoded, analyzed, compared and interpreted according to topics.

#### **IV. FINDINGS**

We present research findings following each TV spot in order to adjust it before official broadcasting. After each episode we synthesize and analyze the evaluation of smokers and passive smokers from the three regions to compare the effectiveness of images, sound and impact to audiences according to objectives: response, attention, clarity, persuasion, attractiveness, reliability, appropriateness and health information reception level. Level of being interested in the TV spot (scored) is not synthesized in this report.

#### **1. TV Spot 1: Chronic obstructive lung disease**

##### **1.1. Viewers' response:**

Generally, viewers are impressed by the approach of the spot. Most of the discussion groups understand clearly the message of long-term harms of smoking such as potential diseases. The initial response of both men and women groups from the three regions are 'feelings of horror' when they see the pictures of chronic obstructive lung disease. The response of male youths is really strong.

*'We find it very dangerous. Although we are aware of the harm of smoking to lungs, we cannot imagine such horrible harms. If we don't see it we cannot realize it'* (men group discussion in Da Nang).

*'After seeing the TV spot I realize that smoking is terribly harmful to people's health'* (Men group discussion in Thai Binh).

*'After seeing the TV spot I realize clear harms of smoking. I myself suffer from the harm of smoking but I didn't know therefore I still smoke.'* (Men group discussion in Thai Binh)

And the women group has strong response, too. Many of them have never thought of the harm of passive smoking to health.

*'At home I often inhaled cigarette smoke but I thought it was normal but today I know it was harmful despite not smoking.'* (Women group discussion in Thai Binh)

*'Having seen the spot I realize that smoking is so harmful to health... Firstly, smoke makes people nearby cough. Secondly, smoke stains the lung and causes lung diseases'* (Women group discussion in Thai Binh)

*'Smoking is harmful to health and affects the lungs. Inhaling the smoke is as dangerous as smoking'* (Women group discussion in Ben Tre)

The male participants who have smoked for a long or short time are not impacted as strongly as the female participants.

*'Having seen the spot I realize that smoking is harmful to health but smoking is my habit. I cannot sit with my friends without smoking'* (Group discussion in Da Nang)

The old male smokers have weaker response. They even consider harms of smoking not to be their story:

*'There are plenty of illustrated images of smoking danger on mass media but people often think it is others' story. It is not easy to give up smoking'* (Group discussion in Thai Binh)

or

*'I see the immediate harms of smoking to smokers and people nearby but we got used to smoking when we are bored'* (Group discussion in Thai Binh)

### **1.2. Attention:**

This TV spot is impressive and attracts almost all participants' attention at all group discussions. When asked to repeat images and contents of TV spots most of the participants do it right. They believe the spots are made attractive and they influence on smokers' behavior.

*'In my opinion, for manual workers like us, smoking makes us fresh but scientists show via images that smoking is harmful therefore we should give it up'* (Group discussion in Thai Binh).

This spot also attracts women's attention:

*'This spot is very attractive. As non-smokers feel frightened, smokers are frightened for sure. If the spot is broadcasted widely in the community it is very helpful'* (Women group discussion in Hoa Tien, Da Nang)

However, the women think that male smokers are not impressed strongly by the spots' contents as it is not easy to give up after a long time smoking:

*'Men do not pay much attention. If they do, they do not smoke. Once they smoke it is not easy to stop'* (Women group discussion in Thai Binh)

*'I think that it would be nice if the community is communicated with these spots. At first, people might not pay attention, however, if the spots keep broadcasting they will then draw smokers' attention'* (Women group discussion in Ben Tre)

Some groups suggest the spots should be broadcasted before a good program and repeat many times to attract people's attention.

*'Firstly, let people see it. Once they have seen it several times they will realize the harms. Then we expand the propaganda the program will be more impressive'* (men group discussion in Thai Binh)

Recommendations should accompany the spots yet the spots will be more valuable.

*'The program should be designed systematically. The TV spots should be followed by specific interventions such as regulations for smokers. Measures must match the implementation from hamlet level upwards'* (men group discussion in Thai Binh)

### **1.3. Understanding level:**

The contents of the spots are considered to be easy to understand and remember. Most of the groups can repeat the scene 'Two old men are playing chess when one of them smokes with his farmer's pipe. The smoke goes into his lungs and the lungs are eroded. The man keeps exhaling smoke and his partner coughs'.

However, not everyone can repeat the term 'Chronic obstructive lung disease as it is quite professional. Most of them can describe the harms of smoking through images such as the lungs get 'hollowed out' or 'pneumonia', 'pock-marked' lungs or 'injured' lungs; the smoke makes the lungs 'dull' or it blocks the lungs in time.

The participants suggest the message should go together with images and be repeated at the end to make it easier to understand.

#### **1.4. Persuasion:**

We ask the questions who are the target population of the TV spots and if the messages and image dissuade smokers from smoking (give up or cut down on smoking). During the discussions, women groups seemed to be more strongly impacted and they think that the men groups are not much persuaded.

*'On seeing the spots we are strongly impacted but we are not sure about the men- smokers, whether they think for others or not. They might cut down on smoking but to give it up right way is not easy. They would say 'it doesn't matter at all'' (Women group discussion in Thai Binh)*

Once women are persuaded it will cause chain reactions and smokers will receive the message.

*'In fact, it depends. However, if the spots keep being broadcasted on VTV3 to the whole community the smokers will reduce smoking in front of others for sure. I will advise smokers to stop'*

Male smoker participants are not persuaded after the first or the second time of watching.

*'The spot is influential but not deeply influential' (Men group in Thai Binh)*

*'To understand one needs to see once or twice. The spots should be made longer to explain the reason for worn out lungs and should be integrated into long special subjects to create deep and wide effects. Additionally, they should be broadcasted many times' (Men group in Da Nang)*

#### **1.5. Interest:**

Most of the participants admit that they are interested in the scene *'the smoke goes into the lungs and make them pock-marked'*. The pictures are impressive and strange, which make viewers interested.

The male smokers claim that the performance, pictures and sound are relatively natural.

*'The way of bringing out the message is succinct and specific' (Group discussion in Thai Binh)*

*'The fact that smoke enters the body and the lungs is obvious. In spite of being non-verbal, this part is easy to understand' (Group discussion in Da Nang)*

Conversely, the message words at the end should be adjusted so that everyone can see them.

#### **1.6. Reliability/appropriateness:**

The performance of the actors and script are pretty natural. The spot describes lively two old men offering cigarettes and smoking. The sound is recorded well.

Yet, the scene *'the smoker does not cough whereas the man beside coughs'* is not really convincing and the old man puffing pipe-tobacco sounds like a young man.

#### **1.7. Health information reception level:**

Spot 1 impacts the women group strongly. *'Generally speaking, the spot is good. If smokers watch it, they would be kept away from cigarettes'* (Women group discussion in Da nang)

Compared to the women group, the men group is less strongly impacted as they think smoking pipe-tobacco does not harm their body. On the other hand, the actors are men therefore they do not impress the male smokers because the male smokers believe men are not as susceptible as women and children.

*'Two men smoke but only one coughs, which is not convincing. We smoke we just see women and children cough' (Group discussion in Da Nang)*

As the spots are not broadcasted frequently, the male smokers argue that their smoking behavior does not have an effect on health and diseases are others' story. They even say that smoking influences on socioeconomic foundation.

*'Many men do not pay much attention. The propaganda should be wide and deep, otherwise male smokers would say smoking makes the society balanced and if they gave up smoking many workers would be unemployed. Repeated propaganda should combine with strict regulations for smokers'* (Men group discussion in Thai Binh)

Some men share experience of failing to give up smoking. Although they are aware of harms of smoking, other effects such as 'gaining weight', 'long lasting smoking habit' prevent them from stop smoking. Temporarily, the program should focus on cutting down on smoking instead of stop smoking.

### **Conclusion:**

Spot 1 on chronic obstructive lung disease impacts positively to viewers. The performance and message image at the end of the spot should be adjusted a little. On the other hand, the spot is recommended to be broadcasted many times and integrated into a special subject or followed an attractive television program to draw viewers' attention better and impacts gradually on smokers' behavior.

## **2. TV spot 2: Lung cancer**

### **2.1. Viewers' response:**

Most of the viewers in all groups are well aware of the effect of cigarette smoke to lung cancer so they quickly accept the conclusion of the spot, which is smoking might cause lung cancer.

Similar to spot 1, many people are impressed by the real image of lung cancer process caused by cigarette smoke.

*'I see clearly the effect of smoking to health. The smoke is harmful and might cause lung cancer. It goes into the lungs, damages them gradually and ends at lung cancer. I find the image of lung cancer horrible'* (Men group discussion in Ben Tre)

### **2.2. Attention:**

All of the groups remember and can repeat the content of the spot when being asked. Most of them say that the content is easy to understand and remember and highly educational. They can easily retell the scene that the boy in the café smokes and the smoke gradually affects his health as well the health of people near him and finally, smoking causes lung cancer.

However, the spot focuses more on the target population of young men. It is highly educational as it emphasizes on long-term effects to smokers' and surrounding people's health.

*'We agree that smoking might cause diseases to smokers themselves and people around them. The relationship between smoking and lung cancer is obvious'* (Women group discussion in Ben Tre)

*'I realize that when smoke enters lungs through bronchial tubes and pervades it is very hazardous as it might cause lung diseases and lung cancer'* (Men group discussion in Da Nang)

### **2.3. Understanding level:**

As mentioned above, smoking might cause lung cancer and many people in the society now know this effect. Especially, effect of smoking on passive smokers in terms of lung cancer is communicated clearly.

*'I see clearly that smokers and non-smokers both distressed by cigarette smoke. It impacts lung cells, make tumors and then cause lung cancer'* (Men group discussion in Thai Binh)

*'This is the first time I have witnessed how tumors develop. The pictures are highly educational as people can see how the real lungs are damaged. The spot would be more impressive if it were longer and in more details'* (Women group discussion in Da Nang)

The message of the spot is obvious and the pictures are eye-catching. Nevertheless, the comment words on tumor development should be more specific, for example *'Each cell damaged by cigarette smoke might develop into lung cancer'*.

Besides, men and women groups in Ben Tre suggest the spot be dubbed with southern accent or slower northern accent so that they could hear it clearly.

#### **2.4. Persuasion:**

The spot communicates a clear message that smoking or smoke inhaling might lead to lung cancer. It is highly educational.

*'The image of smoke going into the lungs, making them deformed and pock-marked and then causing lung cancer is the most frightening'* (Men group discussion in Da Nang).

To evaluate the persuasion on smoking behavior alteration after seeing the spot the research has not yet concluded anything. However, based on group discussion results, the spots should be adjusted so that they are closer to reality and should be broadcasted many times because the target population of the spots is young men, who rarely worry about long-term consequences of smoking to their health.

#### **2.5. Interested/impressive level:**

Similar to spot 1, the viewers, especially women, seem to be interested in long-term consequences of smoking (lung cancer); the formation and development of carcinoma cells caused by cigarette smoke (both active and passive smoking). Passive smokers express their point of view as follows:

*'We feel frightened as non-smokers are more affected. Possibly, smokers do not feel as frightened as us'* (Women group discussion in Da Nang)

#### **2.6. Reliability/appropriateness:**

According to general evaluation, this spot is highly reliable in terms of the pictures of carcinoma cell development. However, the performance and sound should be adjusted a little for better effects.

*'The young man should inhale the smoke instead of exhaling it. For this reason I do not feel the spot factual'* (Men group discussion in Thai Binh)

*'The background music is louder than the words so it is a bit difficult to hear'* (Women group discussion in Ben Tre).

#### **2.7. Health information reception level**

Because the performance is not close to the reality, the health information reception level among the men group is not high. Nonetheless, both men and women groups from three regions believe that in order to alter the point of view and smoking behavior it takes time and the spots must close to the reality.

*'Only by making the spots easier to understand and broadcasted repeatedly the messages would be helpful to health promotion and wide and deep propaganda'* (Men group discussion in Thai Binh)

Additionally, the viewers suggest the spots should be broadcasted at the right time due to some shocking images.

*'Old people often say 'Eating when hungry and saying when of sound mind' therefore advertisement should avoid 'sensitive' time. For instance, advertising for vermifuge should avoid meal time. The spots should be broadcasted at the appropriate time for educational purpose'* (Men group discussion in Thai Binh).

### **Conclusion:**

As most of the viewers know the relationship between cigarette smoke and lung cancer they accept the message quickly. The image of tumor development attracts them due to its reliability and persuasion. However, some mistakes of performance (exhaling instead of inhaling, comment words on smoking risks 'smoking might make each cell develop into lung cancer', the loud background music compared to words...) should be corrected before official broadcasting for better effects.

The viewers also suggest the spots be broadcasted at the right time.

### **3. TV spot 3: Cerebral vascular accident**

#### **3.1. Viewers' response:**

Generally speaking, the viewers are impressed by the spot, especially the scene the surgeon cuts the injured brain from cerebral vascular accident caused by smoking into halves with sharp sound. Most of the discussion groups catch the message of the spot that smoking in time will cause fatal diseases to human beings. The initial response of both men and women groups from three regions is 'feelings of horror'. Definitely, the spot impacts viewers strongly at the first time.

*'I'm really concerned. The direct impact to the lung is known by everyone but cerebral vascular accident and brain bleeding are too dangerous'* (Men group discussion in Thai Binh)

*'I'm a woman so I am frightened. I feel sick when the brain is cut into halves and bleeds, but I'm more frightened when people keep smoking despite those images'* (Women group discussion in Ben Tre).

However, some women believe heavy smokers do not get impacted by the spots.

*'My husband says as long as cigarettes are manufactured he keeps smoking. He does not care much the harms of smoking. The spots are not effective unless they accompany cigarette manufacture ban'* (Women group discussion in Ben Tre).

#### **3.2. Attention:**

As mentioned at 3.1, due to shocking images the spot attracts people specially. The viewers can retell the content of the spot easily. The details such as lighting a cigarette, cutting the diseased brain, cerebral vascular blockage and bleeding are repeated. Most of the groups think the spot is strongly impressive with effective background music therefore it impacts the viewers in a positively way.

*'The scene of brain cutting is terrible. The background music is as sharp as the Death's shear. Viewers can see fatal consequences of smoking, but despite that two men smoke in the office. When seeing this, surely, people do not agree with this behavior.'* (Men group discussion in Thai Binh)

#### **3.3. Understanding level:**

Due to the attraction and double impact of sound and illustrated image the spot was recognized by the viewers to be interesting and easy to understand. However, in the opinion of Ben Tre women group, the details and performance should be adjusted slower so that viewers can catch up and understand it more clearly.

Some people say that the illustrated pictures are a mixture of Vietnamese and foreign ones (the image of surgeon cutting brain comes from overseas). It would be more appropriate and homogeneous if the whole spot contains Vietnamese images.

Similarly, Ben Tre and Da Nang women groups suggest the message at the end of the spot (including words and image) should be slower and clearer so that every can understand it better.

*'The message at the end is too fast. It is just readable if we pay great attention otherwise we cannot see anything. It should be slower as it is the most important'* (Women group discussion in Ben Tre)

#### **3.4. Persuasion/reliability:**

The spot is influential and many male smoker participants intend to cut down on smoking at very the first time watching it.

*'I think I should stop smoking. The image of brain bleeding is horrible. Smoking also harms my family and people around.'* (Men group discussion in Thai Binh)

The groups think the performance of actors is close to the reality. Nevertheless, some groups still suspect the accuracy of the information on the relation between smoking and the risk of vascular blockage/ brain bleeding.

*'I have heard a lot that smokers might suffer from cerebral diseases but I'm not sure whether it is the exact fatal reason or not'* (Women group discussion in Ben Tre)

*'Many people die of cerebral vascular accident but we are not sure whether it is caused by smoking or not because both smokers and non-smokers might suffer from cerebral vascular accident'* (Men group discussion in Thai Binh)

*'If the spot had been made by an ordinary person or a CD shop I wouldn't believe it, but it was made by the government so I believe it. It should be broadcasted on VTV1 and VTV3 so that everyone can see it. Once they see it they will believe it'* (Men group discussion in Ben Tre)

#### **3.5. Level of interest**

The spot has quick performance, palpitating details so the participants seem to be interested in watching it. The image of brain cutting with sharp background music attracts viewers.

#### **3.6. Appropriateness:**

Most of the discussion groups agree that scene 1 (two men lighting cigarettes) is close to their local circumstances. The scene of brain cutting by the surgeon is considered to be impressive but they have never seen it so they do not know if it is appropriate to the reality or not.

*'I find it easy to understand. The two men lighting cigarettes look real. I have never seen a surgeon cutting a brain. Conversely, a 38-year-old man suffering from cerebral vascular blockage does not appear convincing'* (Men group discussion in Da Nang)

The groups suggest the pictures should run slower with clearer message; the background of the message (brain bleeding) should match the content; the message letters should remain a bit longer; the spot should be dubbed with

local accent; the music should match the image... to be more logical and attractive to viewers.

*'They read too fast. It would be easier for us to hear if they read with the southern accent. If they keep the northern accent it should be read slower otherwise we find it difficult to understand. We just see the image but do not hear anything'* (Men group discussion in Ben Tre).

### **3.7. Health information reception level:**

As mentioned above, the spot is rather impressive and attractive therefore it impacts strongly to both group of male smokers and group of women representing passive smokers. The frightened feelings convince the viewers at very first time they have seen it as they think of smoking consequences to their health and life. One woman expresses:

*'The spot makes smokers determine to cut down and later give up smoking. I will advise my husband, my children and my relatives to stop smoking. I myself will keep away from cigarette smoke...'* (Women group discussion in Ben Tre)

*'I think after seeing this spot I will be more motivated to ask smokers not to smoke in crowded places'* (Men group discussion Thai Binh)

### **Conclusion of TV spot 3:**

The TV spot was designed impressively with quick and strong rhythms of sounds and pictures, which make viewers palpitated and absorbed. Nevertheless, some mistakes of comment reading should be corrected; the pictures' speed should be slowed down; letters and background of the message at the end of the spot should be adjusted before official broadcasting for maximum effectiveness. The spot should be broadcasted at the right time as some pictures are shocking.

## **4. TV Spot 4: Children talking about smoking**

### **4.1. Viewer's response**

The response of discussion groups is not the same depending on groups and individuals. Different from spot 3, message and image of spot 4 are communicated by a child talking about harms of smoking, which does not impact strongly. However, many people express their interest in the child's role of raising his voice against smoking.

*'Via the spot I'm well aware of smoking harms to children. Besides, the recommendation of not smoking comes from a child'* (Men group discussion in Thai Binh)

*'The child inhales the smoke and his lungs are affected. Obviously, smoking is harmful to people around'* (Men group discussion in Ben Tre)

*'The image of standing and talking child reminds me of children. Such a small child is well aware of smoking harms. We have many things to learn from him'* (Women group discussion in Thai Binh).

### **4.2. Attention:**

Spot 4 draws people's attention through the image of a child warning of the harm of smoking. It is attractive as even children are well aware of smoking harms to themselves and other non-smokers. Viewers are interested in children's voice against smoking.

*'Having seen the spot I think the performance is so lively. Newborn babies might get affected if their parents take no notice. Smokers should keep away from their children'* (Men group discussion in Thai Binh).

*'Such small children are well aware of smoking harms. I do believe if the spot is broadcasted widely in the community we will learn many things to prevent'* (Women group discussion in Da Nang).

#### **4.3. Understanding level**

Spot 4 attracts viewers. The information in the spot is repeated nearly exactly by the viewers. Most of them remember the message the child communicates to people around, especially children.

*'The spot talks about the harm of smoking to people around and small children'* (Women group discussion in Ben Tre).

*'The message of the spot is every should raise their voice against smoking as it harmful to smokers themselves and to people around'* (Men group discussion in Da Nang)

Most of the groups think the spot reflects reality and is easy to understand. However, some groups from Da Nang and Ben Tre (central and southern regions) say that the child in the spot speaks too fast.

*'I like the spot but I would rather they spoke more slowly. I can hear it but central people prefer slow speaking'* (Women group discussion in Da Nang).

#### **4.4. Persuasion/interest:**

Male participants are impressed by the image and sound of the spot. The target population of the spot is smokers but small children make a great contribution in dissuading people not to smoke by raising their voice against smoking and calling upon everyone to do that, too.

*'The children speak very clearly. The smoke spreads all over the room and everyone inhales the smoke. Small children are the most susceptible'* (Women group discussion in Ben Tre)

*'There... Such small children have to speak, advise and object smoking. The husband might not listen to his wife, but he will listen to his children'* (Men group discussion in Da Nang)

The spot worries viewers with smoking harms to children through the image of smoke spreading around and 'going into the mouth of people nearby' or 'the child inhaling the smoke'

*'Smokers would be ashamed as their behavior has an effect on people around and their family members'* (Women group discussion in Da Nang)

*'I know some school children smoke. They might be fed up with warnings of smoking danger but we adults, we have to educate them to know how to protect their and others' health'* (Women group discussion in Da Nang)

Da Nang men group suggests there should be more illustrated pictures except from the child talking about harms of smoking.

#### **4.5. Reliability/appropriateness and health information reception level:**

All of the groups agree that the spot content reflects exactly the reality. However, people are not used to listening to a child talking about the harm of smoking therefore the spot should be broadcasted repeatedly for better effectiveness.

*'We find children have to inhale cigarette smoke absolutely true. We have heard a lot about the harm of smoking but this is the first time we have listened to a child making that kind of warnings. It is necessary to broadcast the spot and broadcast many time to make smokers ashamed'*(Women group discussion in Ben Tre).

*'It takes time to persuade men to give up smoking but it is important to mention it now as children can learn from that'* (Women group discussion in Thai Binh).

#### **Conclusion:**

The spot is rather impressive and attracts viewers' attention from the point children are well aware of the harms of smoking and urge smokers to stop. It is meaningful for both adults and children. However, there should be more illustrated pictures of the children's words instead of filming close-up a child talking about harms of smoking.

#### **5. TV spot 5 : at work**

##### **5.1. Viewer's response, attention:**

We ask the viewers about their response to the way of asking people not to smoke in the office, which has an effect on people nearby. They are interested in the message of the spot. Most of the viewers support the idea of banning to smoke in the office.

*'People should not smoke in closed offices. Smoke inhaling makes people cough'* (Women group discussion in Da Nang).

*'Having seen the spot I find it reflects people's educational background. I think the woman in the spot is wonderful as she asks the man not to smoke in the office directly'* (Men group discussion in Thai Binh).

*'To speak directly, the spot has been upgraded to a higher level of behaving, I mean, people are straightforward in asking the smoker not to smoke. Obviously, people should not smoke in the office'* (Men group discussion in Ben Tre).

##### **5.2. Understanding level:**

The spot has specific content; the message is easy to understand and remember. However, as it is tested at different regions, central and southern viewers suggest the accent should be adjusted so that they can hear and understand it better.

##### **5.3 Persuasion, interest**

The spot convinces viewers with the performance, context and logics. They see the effectiveness of asking others not to smoke in the office gently and straightforwardly.

*'I find the images beautiful and logical. Only by being gentle and straightforward the woman can make the man go out to smoke'* (Women group discussion in Da Nang)

The viewers are attracted by the spot and they are discontented with the man smoking in closed office.

*'I think the man smoking in closed office with regulations of smoking prohibition is very impolite'* (Women group discussion in Ben Tre)

*'The man smokes in the closed office making the woman beside coughs to death and not only her but all people in the office have to inhale the poisonous smoke'* (Women group discussion in Ben Tre)

#### **5.4. Appropriateness/reliability and health information reception level:**

The context of the spot is relatively close to the daily life so viewers feel it familiar and natural. However, not only the coughing woman should raise her voice against smoking but all the people in the office should, too (for example the man sitting next to).

*'I find it reasonable as one should not smoke in the office. The woman is right when she asks the man to put his cigarette out because she has to inhale the smoke and coughs. The spot is good for offices and public areas as everyone understand that they should raise their voice against smoking. The spot is good enough to be broadcasted as it is reasonable'* (Women group discussion in Thai Binh)

*'I find it appropriate as the woman coughs due to cigarette smoke while there is a sign of non-smoking in the office. Anyway, she is very gentle'* (Men group discussion in Da Nang)

*'They are in the office with non-smoking sign so anyone can ask the man to put his cigarette out. The woman just needs to gently ask the man to put his cigarette out, he understands what she means right away'* (Men group discussion in Da Nang)

The way of asking of the actress in the spot is also meaningful to smokers:

*'The spot is highly educational in terms of people's health. I will not smoke in such a closed office. I put my cigarette out immediately when being asked'* (Men group discussion in Ben Tre)

#### **Conclusion:**

The spot calls upon everyone to raise their voice against smoking at work. The performance in the spot is impressive, appropriate and logical to viewers. A small suggestion is that asking the young man not to smoke in the office should get the support of everyone. The voice should be adjusted to be real central and southern to improve the communicational effectiveness.

#### **6. TV spot 6: At home**

##### **6.1. Viewers' response and attention:**

On seeing the scene of the father smoking at home influencing on the mother and the child's health, the viewers, especially women object rather strongly.

*'My feelings are that I cannot accept the husband with small child smokes'* (Women group discussion in Ben Tre)

*'The father smokes so near the mother and children. After that he kisses his small child. It is terrible'* (Women group discussion in Da Nang)

*'I find the spot very interesting and impressive as it makes smokers think of their family members' health and viewers understand smoking can be harmful even for newborn babies'* (Women group discussion in Thai Binh)

Some women groups even think the wife's objection is still too gentle; she should be more serious.

*'This spot is the most impressive. In my opinion, the woman is too gentle to ask her husband to keep away from his children when he smokes'* (Women group discussion in Thai Binh)

The men group's reaction is not as strong but they agree that one should not smoke at home. Although they are not yet persuaded to give up smoking at once, at least they know how to protect others' health, especially children's.

*'In such a situation if one wants to smoke he should go out'* (Men group discussion in Ben Tre)

*'This happens in my family, too. My child (5-6 years old) objects smoking. I know... When being asked to put out the cigarette by my child I either put it out or go out to smoke'* (Men group discussion in Da Nang)

### **6.2. Understanding level:**

The context of the spot consists of a family with a young married couple and two small children. The husband smokes in front of his wife and children. The wife gently asks him to put out the cigarette so that his behavior does not affect their children. The content is quite simple and appropriate to the reality. The message against smoking is easy to understand.

*'There's nothing difficult to understand. It is close to the reality. One can see the harm right away. My small child often cries when he sees me smoke. I find it very familiar'* (Men group discussion in Da Nang)

### **6.3. Persuasion, appropriateness to the reality and health information reception level:**

We add up analyzing these three parts as the comments of the groups are similar and quite met. Most of the groups agree and are persuaded by the way of behaving of the wife in the spot.

*'Those whose husbands smoke and affect others should ask them to stop gently and their husbands will listen for sure'* (Men group discussion in Thai Binh).

The spot content is close to the daily life so the viewers seem to like it very much. The message is appropriate and easy to understand

*'The words 'For the health of your beloved people' are interesting to me'* (Men group discussion in Ben Tre)

*'I like the scene the husband saying sorry to his wife and children best; it is highly educational'* (Women group discussion in Da Nang)

The spot attracts the viewers' attention as some of them have an idea to put the message in various contexts such as weddings and funerals where people also raise their voice against smoking. Possibly, the idea helps the research group expand their activities aiming at these customs.

*'I think unions should communicate the message to conferences, weddings and funerals and encourage people to raise their voice against smoking'* (Men group discussion in Thai Binh)

Besides, some groups (both men and women) believe that the wife's attitude should be stronger and more direct when asking her husband to stop smoking.

*'The spot reflects enough but the woman is too gentle. At home my wife would yell at me. I would give up smoking if my wife were serious'* (Men group discussion in Thai Binh)

*'It would be wonderful if with such gentle attitude smokers stopped smoking. In fact, it is not like that. Here a lot of men smoke'* (Women group discussion in Ben Tre)

Some elderly smokers are not much impacted as the spot focuses on families with small children. They agree one should not smoke at home in front of small children. However, the spot does not mention families with grown up children: *'The spot focuses on young married couples with small children. When you have small children you shouldn't smoke at home as it is harmful to your children. We are old men; our children have grown up so...'* (laughing) (Men group discussion in Thai Binh).

When the research group uses the spot dubbed with southern accent, Thai Binh male group suggest the spot should be dubbed with northern accent during broadcasting in northern region for better effectiveness.

#### **Conclusion of spot 6:**

The context of this spot is very similar and close to the reality. The viewers (both smokers and non-smokers) agree with the way of behaving (object smoking in front of women and children). The dialogues and the message are clear enough.

Several suggestions: the wife's objecting attitude should be stronger and more straightforward; the actress's voice should be adjusted.

The tiny limit of this spot is that it just urges young fathers not to smoke in front of their small children but not older men in the house. However, this can be adjusted by making other spots and broadcasting at the same time and repeatedly.

It is recommended that people should raise their voice against smoking in crowded places and in places where tradition of offering cigarettes at weddings, funerals, conferences...exists.

#### **7. TV Spot 7: at the station**

##### **7.1. Viewers' response and attention:**

We receive different answers when asking the viewers about their responses to the scene the girl asking the boy at the station not to smoke. Similar to spot 6, women support the idea of smoking prohibition in public crowded places more strongly. The spot is highly educational to people who smoke in public places.

*'The spot educates people not to smoke and smokers not to smoke in crowded places'* (Men group discussion in Thai Binh)

However, the context at the station is not really convincing as people are not used to asking strangers not to smoke in public places.

*'The spot focuses people on non-smoking signs, but in my opinion, not many people pay attention on the signs at the station'* (Women group discussion in Ben Tre).

*'Two strangers remind each other to follow the rules seem to be theoretical'* (Women group discussion in Da Nang).

Some men groups believe smoking in public places like station is a normal behavior in the real life and it takes time to stop smoking. Smokers should be encouraged to cut down on smoking or not to smoke in crowded places first.

##### **7.2. Understanding level:**

The message of the spot is relatively simple calling upon smokers not to smoke in crowded places. All of the groups can remember the content of the spot as well as its message. However, the spot appears to be 'filmized'. This point was analyzed above and will be clarified further at 7.3

### **7.3. Persuasion, appropriateness and health information reception level:**

The spot advises smokers to limit or not to smoke in public places and non-smokers to raise their voice against smoking.

However, according to the investigation result, the spot is not really convincing as the performance and the context are not appropriate. As analyzed at 7.1 in terms of viewers' response, many people say that they have feeling of 'seeing a film' or the spot is too 'theoretical'. The way the girl asking the boy not to smoke is not convincing as she is a stranger and the actress's performance is not natural.

*'In my opinion, the girl should do something after asking the boy to put his cigarette out, for example, saying good-bye, thank-you or something like that. Or, the director of the spot allows the boy to apologize her. It is not very interesting as she turns round and says nothing.'* (Men group discussion in Thai Binh).

Additionally, the viewers suggest the girl raise her voice against smoking in a more appropriate way, for example, she shows him the smoking section instead of asking him to put out his cigarette directly.

*'In such a crowded place, the girl should ask the boy to smoke in the smoking section or the people around express their agreement towards her. It is not very convincing as she comes in, sees the smoker and asks him to put his cigarette out immediately.'* (Men group discussion in Thai Binh)

*'I see her frown unpleasantly. It is not easy to ask a stranger not to smoke in a public place. They might get angry'* (Men group discussion in Ben Tre)

Due to negative response to the performance, spot 7 is not successful in communicating health information although many men say one should not smoke in public places as *'smoking has direct effects on smoker and other's health'* and *'non-smokers should raise their voice against smoking'*. The women group claims they cannot *'follow the girl as they hesitate to ask strangers not to smoke'* and *'there are too many impolite smokers'*. The men group stops at *'leaving for another place to smoke'* or *'I have never seen a girl asking a stranger not to smoke in a public place like that'*.

The groups suggest the context should be more appropriate, for example two acquaintances. If they are strangers *'one should remind the other not to smoke in a crowded place such as on a bus or an express coach where cigarette smoke could bother many people. Passengers can remind each other. The station is well ventilated so the smoke does not bother anyone'* (Men group discussion in Da Nang).

### **Conclusion of spot 7: in public places**

The message is one should not smoke in crowded places and the people nearby should raise their voice for public health. Nevertheless, the effectiveness of the spot is not high because the context and the performance of the two actors are not very natural and appropriate. The context should be changed into a poorly ventilated place (e.g. a bus) where the smoke bothers people around and

the girl's response should be adjusted to encourage the boy to put his cigarette out.

## **V. GENERAL CONCLUSIONS**

Generally, all 7 TV spots were made carefully covering many factual situations, orienting at diversified target population (children, elderly people, active and passive smokers) on various contexts (at work, at home and in public places). Contents and images satisfy the objectives. However, the spots should be dubbed with accent and intonation of each region in the country for maximum effectiveness.

Here are some detailed conclusions of necessary adjusting for 7 TV spot testing:

### **Conclusion of spot 1: Chronic obstructive lung disease**

The spot impacts positively to viewers. The performance and message image at the end of the spot should be adjusted a little. On the other hand, the spot is recommended to be broadcasted many times and integrated into a special subject or followed an attractive television program to draw viewers' attention better and impacts gradually on smokers' behavior.

### **Conclusion of spot 2: Lung cancer**

Some detailed mistakes include exhaling instead of inhaling comment words on risks of smoking (smoking would make each cell develop into lung cancer) and loud background music compared to words should be adjusted for positive influences on viewers.

The viewers suggest the spot should be broadcasted at the right time.

### **Conclusion of spot 3: Cerebral vascular accident**

The spot was designed impressively with quick and strong rhythms of sounds and pictures, which make viewers palpitated and absorbed. Nevertheless, some mistakes of comment reading should be corrected; the pictures' speed should be slowed down; letters and background of the message at the end of the spot should be adjusted before official broadcasting for maximum effectiveness.

The spot should be broadcasted at the right time as some pictures are shocking.

### **Conclusion of spot 4: Children talking about smoking**

The spot is rather impressive and attracts viewers' attention from the point children are well aware of the harms of smoking and urge smokers to stop. It is meaningful for both adults and children. However, there should be more illustrated pictures of the children's words instead of filming close-up a child talking about harms of smoking.

### **Conclusion of spot 5: at work**

The spot calls upon everyone to raise their voice against smoking at work. The performance in the spot is impressive, appropriate and logical to viewers. A small suggestion is that asking the young man not to smoke in the office should get the support of everyone. The voice should be adjusted to be real central and southern to improve the communicational effectiveness.

### **Conclusion of spot 6: at home**

The context of this spot is relatively close to the reality. The dialogues and the message are clear enough.

Several suggestions: the wife's objecting attitude should be stronger and more straightforward; the actress's voice should be adjusted.

The tiny limit of this spot is that it just urges young fathers not to smoke in front of their small children not older men in the house. However, this can be adjusted by making other spots and broadcasting at the same time and repeatedly.

It is recommended that people should raise their voice against smoking in crowded places and in places where tradition of offering cigarettes at weddings, funerals, conferences...exists.

**Conclusion of spot 7: in public places**

The message is one should not smoke in crowded places and the people nearby should raise their voice for public health. The effectiveness of the spot is not high because the context and the performance of the two actors are not very natural and appropriate. The context of a well-aired place should be changed into that of a poorly ventilated place (e.g. a bus) where the smoke bothers people around and the girl’s response should be adjusted to encourage the boy to put his cigarette out (e.g. saying thank-you, expressing the attitude of agreement or smiling).

**Appendix 2: Program of workshop: “Encouraging women to ask for no smoking”**

**Organized by:** Thai Binh Women union- Thai Binh Public Health Association- Vietnam Public Health Association – HealthBridge Canada

**Time:** Thursday, 3th Augst, 2006, 13:30--15:30

**Venue:** Office of Women Union of Thai binh Province

<b>Opening</b> -- Nguyen Thi An – Deputy chairman of the Thai Binh Women Union	13:30 --13:45
<b>Harm effects of smoking and passive smoking – Real situation in Vietnam</b> -- Nguyen Ngoc Bich – Vietnam Public Health Association	13:45--14:05
Briefly introducing activities of the “Reducing the Social Acceptability of Smoking in Vietnam” project  Role of women in tobacco control activities  -- Nguyen Ngoc Bich- Vietnam Publc Health Association	14:05-- 14:30
Motivating women to persuade other people not to smoke in front of them  -- <b>Pham Hoang Anh- Vice President of Health Bridge Canada Vietnam</b>	14:30--15:00
Break	15:00 – 15:15
Integrating Tobacco control activities into others of the Thai Binh Women Union  -- <b>Nguyen Ngoc Bich- Vietnam Publc Health Association</b>	15:15 – 15:50
<b>Discussion: Advantages and difficulties met while integrating tobacco</b>	

<b>control activities into others of Thai Binh Women union</b> -- Le Thi Chi Phuong - HealthBridge Canada	
<b>Closing plenary</b> --Nguyen Thi An – Deputy chairman of Thai Binh Women Union	15:50--16:00

**Appendix 3: Program of Conference: Launching New Academic Year  
For the dean of 295 Thai Binh primary schools  
(tobacco control component had been integrated**

**Thai Binh department of – Thai Binh Public Health Association  
Vietnam Public Health Association – HealthBridge Canada  
Thai binh, 28th August,2006**

<b>Opening</b> -- Tran Thi Hue – Deputy president of Thai Binh Department of education and training	7:30 --7:45
<b>School year end summing and vµ and deploying missions of 2006-2007 school year</b> -- Dao Viet Khanh - Dean of primary education bureau	7:45--8:30
Handing the certification for meeting national stadard to 5 schools meeting standard level 2 and 27 schools meeting standard level 1.  -- Dang Phuong Bac – Deputy president of Binh Department of education and training	8:30-- 8:45
<b>Launching a campaign “Saying no to negative examination and the achievement-oriented approach in Education, and fighting against giving jointed lessons</b> -- Tran Quang Hoan – Deputy president of Thai Binh Department of education and training	8:45--9:00

<b>Break</b>	9:00 – 9:15
<p style="text-align: center;"><b>Harm effects of smoking and passive smoking – Real situation in Vietnam</b></p> <p style="text-align: center;">-- Nguyen Ngoc Bich – Vietnam Public Health Association</p>	9:15 – 15:40
<p style="text-align: center;"><b>Protecting the air from tobacco smoke: Making clean air for children (Lesson learned from the Combi project in Quang Ninh)</b></p> <p style="text-align: center;">-- Nguyen Tuan Lam – WHO</p>	9:40 – 10:10
<p style="text-align: center;"><b>Teaching material planing for primary teachers</b></p> <p style="text-align: center;">-- Nguyen Ngoc Bich – Vietnam Public Health Association</p>	10:10 – 10: 40
<p style="text-align: center;"><b>Teaching materials for teachers and pupils</b></p> <p style="text-align: center;">Nguyen Ngoc Bich- Vietnam Public Health Association</p>	10:40 – 11:00
<p style="text-align: center;"><b>Closing plenary</b></p> <p style="text-align: center;">-- Tran Thi Hue – Deputy president of Thai Binh Department of education and training</p>	11:00--11:30