

Women Create Smoke-Free Homes

Almost 16 million adults in Viet Nam currently smoke tobacco. In Viet Nam more women die from tobacco-related disease (9.5%) than from actually smoking cigarettes, suggesting that women suffer disproportionately greater illness and premature death from exposure to secondhand smoke.

The Viet Nam Women's Union developed the "Women Create Smoke-Free Homes" national initiative to help protect women and children from exposure to secondhand smoke. Supported by Vital Strategies and Danson Media, a campaign was designed for the initiative, featuring the personal story of a 41-year old, non-smoking women with lung cancer, Nguyen Thi Huong, with a call to action to "protect yourselves and your loved ones."

Pre-testing research was conducted on draft testimonial videos to strengthen the communication of Ms. Huong's story. This resulted in three 30-second video ads that were disseminated from December 2016 to February 2017 through Facebook, as well as radio ads reinforcing key messages from the video ads and public relations activities in print, online, radio and television media.

The campaign received nearly 4.2 million views, on social media, with Facebook comments mostly coming from women tagging their male partners. A national tobacco campaign evaluation study of 2,022 people found 8% of respondents, including 10% of female nonsmoker respondents, recalled the testimonial ads unprompted (representing approximately 4.75 million people). Of these, 74% of female nonsmokers (and 75% of male smokers) reported trying to make their home "smoke-free," and 77% reported trying to persuade others to quit smoking as a result of seeing the ads, while 67% of male smokers reported making a quit attempt after seeing the ads.

The campaign demonstrates the effectiveness of communicating personal stories of tobacco-related harm by a national women's organization. This supports previous evidence of the power of testimonial approaches and points to further opportunities for Viet Nam and other countries. Based on the success of the campaign on social media, the Viet Nam Tobacco Control Fund included broadcast of the campaign on national Viet Nam TV throughout 2018 as part of its National Tobacco Campaign.



Population

97 million

Smoking Prevalence

45.3% of men, 1.1% of women, 6.3% of boys and 0.9% of girls currently use tobacco¹.

Tobacco Control Policies

Smoking is banned in a majority of indoor and outdoor premises. Tobacco advertising and promotion is prohibited. Pictorial and text health warnings are required to cover 50% of tobacco packaging and labelling. The Viet Nam Tobacco Corporation is the only entity allowed to import e-cigarettes.

Milestone

As of 2013, the Viet Nam National Tobacco Control Fund incorporated a 1.5% surcharge tax on tobacco products from the tobacco industry as a tool to sustainably fund a coordinated tobacco control program that includes funding of population-wide national and provincial mass media public education campaigns.

¹ Global Adult Tobacco Survey, 2015



Banner for the Vn0khoithuoc (smokefree Vietnam) Facebook page placed during the campaign.



Mrs. Nguyen Thi Huong was featured in the campaign "Women Create Smoke-Free Homes."

This case study is part of a series highlighting our work with the Bloomberg Initiative to Reduce Tobacco Use in priority countries.

About Vital Strategies

Vital Strategies is a global health organization that believes every person should be protected by a strong public health system. We work with governments and civil society in more than 70 countries to design and implement evidence-based strategies that tackle their most pressing public health problems. Our goal is to see governments adopt promising interventions at scale as rapidly as possible. To find out more, please visit www.vitalstrategies.org or Twitter @VitalStrat.