

THE SECOND YEAR: 2001/2002



2001/2002

CHAMPAIGN COUNTY
MACON COUNTY
MCLEAN COUNTY
PEORIA COUNTY
SANGAMON COUNTY
TAZEWELL COUNTY
WINNEBAGO COUNTY



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BACKGROUND

The second year of I Decide built on the tremendous success of the Winnebago County pilot project, which grew from 16 teens to more than 2,000 members and community supporters in only eight months. As a result, in 2001-2002, the Illinois Department of Public Health expanded the teen-led anti-tobacco campaign to six additional counties: Champaign, Macon, McLean, Peoria, Sangamon and Tazewell.

The goal of I Decide was to empower teens to educate their peers and communities about the health effects of tobacco use and the manipulative advertising and marketing practices of the tobacco industry; a daunting task if you consider that, in Illinois alone, the tobacco industry spends \$5.5 million a week to advertise its products and lure teens to use tobacco. Although teens are well aware of the health effects of smoking, almost 90 percent of adult smokers still began at or before age 18. Despite these facts, I Decide teens embraced the challenge and research showed that the campaign achieved its goal.

Over the course of two years, more than 5,000 teens joined I Decide. In addition, surveys of Winnebago County teens found that nearly 60

percent of local teens were aware of I Decide and almost 90 percent rated I Decide as "excellent" or "good." Two-thirds of students said the campaign deterred them from using tobacco. Through advertising, public relations and counter marketing, the I Decide movement had made *not smoking* cool.

The Department funded I Decide from money allocated to Illinois by tobacco companies. In November 1998, 46 states, including Illinois, settled Medicaid lawsuits for recovery of tobacco-related disease treatment costs with the tobacco industry. Known as the Master Settlement Agreement, the tobacco industry agreed to pay the states approximately \$206 billion over the next 25 years.

RESULTS

I Decide continued to produce impressive results in its second year. The campaign included six new counties and more than 5,000 teen members.

A Youth Tobacco Survey, using methodology from the U.S. Centers for Disease Control and Prevention, was conducted in fall 2000 to provide baseline results in Winnebago County for tracking tobacco-related behaviors and attitudes of teens over time. In spring 2001 and 2002, additional surveys looked at changes in behavior and attitudes as well as at how students responded to the "I Decide" and "All Smoke High" advertising.

I Decide awareness increased substantially, with four out of five teens knowledgeable about the campaign. In addition, 86 percent of teens who were aware of I Decide continued to rate the campaign positively and believed that it increased awareness of tobacco issues and problems. Two out of three teens believed it deterred tobacco use.

The campaign's focus on prevention had an effect:

- * The number of students who had *never smoked* cigarettes increased to 52 percent from 45 percent one year ago, a **16 percent increase**.

- * The number of students who had *ever tried* cigarette smoking decreased from 55 percent to 48 percent, a **13 percent decrease**.

- * The number of students who had *smoked* a whole cigarette decreased from 40 percent to 33 percent, an **18 percent decrease**.

- * The number of students who had *bought* a pack of cigarettes decreased from 25 percent to 21 percent, a **16 percent decrease**.

Among youth who smoked, more of them have tried to quit since the campaign began. The proportion of middle school students who had tried to quit during the past 12 months increased to 62 percent in spring 2002, up from 55 percent the year before.

TEEN ADVISORY PANELS

The teen advisory panels continued to be the driving force behind I Decide. Teens served as community leaders and educated their peers about the realities of the tobacco industry and its manipulative advertising and marketing practices. Meeting on a monthly basis, the teens participated in every aspect of the movement, from writing articles for the newsletter and Web site to planning special events to recruiting their peers.

In 2001-2002, a total of 231 teens served on the seven I Decide teen panels. In addition to leading their local county programs, they served as an in-house focus group for advertising, marketing and public relations research. They helped develop all elements of the

campaign, including posters, billboards, television and radio advertisements, and special events, and they brainstormed the most effective ways to reach and educate their peers.

IDENTITY NEWSLETTER

I Decide's IDentity newsletter readership expanded to more than 6,500 teens, state legislators and other supporters of the campaign during the 2001-2002 year.

The bi-monthly publication included tobacco industry updates, anti-tobacco educational articles, celebrity interviews and articles written by teen advisory panel members. In addition, issues were

customized for each participating county and included a listing of upcoming events and teen advisory panel member profiles.

ADVERTISING

TELEVISION

What's shrouded in smoke, adorned with oxygen tanks and a big hit with teens? It's All Smoke High—a fictional high school where everyone is required to smoke.

The campaign's second year saw the continuation of the "All Smoke High" television ads. This award-winning series, based on the absurd idea of a high school where everyone is forced to smoke, was developed with help from I Decide teens.

The ads were seen on local ABC, CBS, NBC, FOX and WB affiliates in Bloomington, Champaign, Decatur, Peoria, Rockford and Springfield. In addition, the ads ran on the following cable networks: ESPN, MTV, BET, Comedy Central and TBS. "All Smoke High" commercials reached more than 1.5 million viewers in more than 700,000 households.

Ads filmed in August 2001 aired from September 2001—March 2002

Since the idea of "All Smoke High" had been established the previous year, the next step was to expand on the concept. With help from I Decide teen panel members, the "All Smoke High" ads evolved.

Big Dance: *The Big Dance at All Smoke High was more like a big flop. With the homecoming queen suffering from emphysema and countless people left dateless because their fellow classmates were too sick to attend, the students of All Smoke High made their prom truly unforgettable.*

Career Day: *A doctor? A fireman? How about a tobacco executive?! Welcome to Career Day at All Smoke High, where the students' career aspirations aren't driven by good grades or hard work, but by their smoking addiction.*

Football Team: *The Fighting Butts, All Smoke High's football team, gave new meaning to the phrase foul play. Between smoking cigarettes on the field and lugging oxygen tanks across the 50-yard line, the only thing the Fighting Butts succeeded at was losing.*

Substitute Teacher: *Nobody bothered to warn the unsuspecting substitute teacher about the mandatory smoking policy at All Smoke High. So, on his first day of class, instead of giving a lesson at All Smoke High, he ending up receiving one—one he wouldn't soon forget.*

Ads filmed in April 2002 aired from May 2002—September 2002

In the final commercial series, the ads started to explore the lives of "All Smoke High" teens outside of school. Eventually, the teens wised up and spoke out against their school's ridiculous smoking policy as well as the Dingham Tobacco Company.

Sleepover: *Welcome to the secret world of a sleepover, where girls talk about boys, hair, makeup and smoking. This isn't just any sleepover; it's with students from All Smoke High, so nothing is normal. But do we hear some doubts about smoking?*



Romance: *Ahh, true love. Isn't it sweet?*

Not when the person you're kissing is coughing up something nasty. This is dating at All Smoke High. It's not pretty.

Baby Sitting: *This mom didn't know what she was getting into when she hired an All Smoke High student to watch her kids. Why? Because the babysitter smokes and smokes and smokes. Why? Because she's addicted. Why? Because she smokes.*

Assembly: *Who let students who don't smoke into All Smoke High? It looks like the Dingham Tobacco Company's tactics have been exhausted and Mr. Dingham is running scared. The students at All Smoke High got smart and decided to speak out against tobacco!*

RADIO ADS

Mr. Dingham, from the infamous Dingham Tobacco Company, was up to his old tricks as he tried whatever it took to get teens hooked on his product. From crashing his young daughter's birthday party, to attempting to get a job at a toy store to recruit new smokers, Mr. Dingham's sneaky tactics were exposed in a series of radio ads chosen by I Decide teens during 2001—2002.

The second series of ads that aired in 2002 featured a grandfatherly "story teller" character and a child. These 60-second ads told the not-so-glamorous story of a smoker and the physical and mental toll tobacco use took on him. The teens chose these graphic, "in your face" ads to communicate pointed anti-tobacco messages to their peers.

Ads created in Spring 2001 aired from October 2001—May 2002

Birthday Party: *For Mr. Dingham, any opportunity was the right opportunity when it came to finding new replacement smokers, even if it was his own daughter's birthday party.*

Job Interview: *A former employee of the Dingham Tobacco Company is hoping his years of experience deceptively marketing products to young people will help him win a new job—at a toy store! Fortunately, the store manager isn't convinced that he is the right fit for the job.*

Lie Detector: *Mr. Dingham always had a difficult time being honest, but his words were finally put to the test, a lie detector test. The truth behind Mr. Dingham's manipulative tactics and dishonest claims about cigarette smoking were finally exposed in the third part of this radio series.*

Ads created in March 2002 aired from May 2002—August 2002

Little Boy: *Once upon a time is how any good fairy tale begins, but the ending to this story wasn't happily ever after as one little boy learned about the true effects of tobacco use through the lives of ailing and addicted characters.*

Little Girl: *Visions of sugar plums...no, more like visions of rotten teeth and bad breath danced in the head of a young girl whose ideal fairy tale with a princess and a castle was replaced with a tobacco tale of addiction.*

Clubs: *There are a lot of clubs you can join at school but if you want to make a difference is the wrestling team or drama club going to change the world? The point of this ad was to encourage teens to join the I Decide campaign. This radio spot encouraged teens to be a part of a movement that was all about creating a change by affecting the lives of everyday teens.*



OUTDOOR ADVERTISING

The outdoor transit and billboard advertising hit hard against the marketing tactics of big tobacco, letting the tobacco industry know that Illinois teens are fighting back.

Bus Ads

I Decide took to the open road in March 2002 as a second series of bus ads was unveiled in all seven counties. Capitalizing on the popular "Hello, I'm..." name tags, the campaign added additional phrases: Healthier than someone who smokes, Not hooked on tobacco, Putting the tobacco industry out of business, and Spreading the word: 1 out of 3 smokers die prematurely. The ads featured photos of teen panel members from each county.

Billboards

Ninety percent of all new smokers are children and teens. As a result, a lot of effort has been exerted over the years to stop the tobacco industry's tactics targeting young people. But, unfortunately, the industry always seems to find new ways. To address this in winter 2002, I Decide billboards debuted with the tag line, "What will they try next?" Three different billboards depicted cigarettes as prizes in cereal, on toy shelves and sold from what looked like an ice cream truck.

New billboards premiered in spring of 2002, touting anti-tobacco messages in a fresh way. The "fact" billboards were posted in the I Decide counties to provide hard-hitting facts to teens.

- * People in Illinois who will die this year from smoking: 19,000
People who didn't have to: 19,000
- * Odds Of...
Dying in a car crash: 6,200-1
Dying from smoking: 3-1
- * Major organs in the body that cigarettes damage: 5
Major organs in the body: 5
- * Cigarette ingredients that cause cancer: 40
Cigarette ingredients that cause popularity: 0



TV SPECIAL

A 30-minute television special on the making of the popular "All Smoke High" advertisements aired in July in the Rockford, Peoria, Bloomington, Springfield and Champaign media markets.

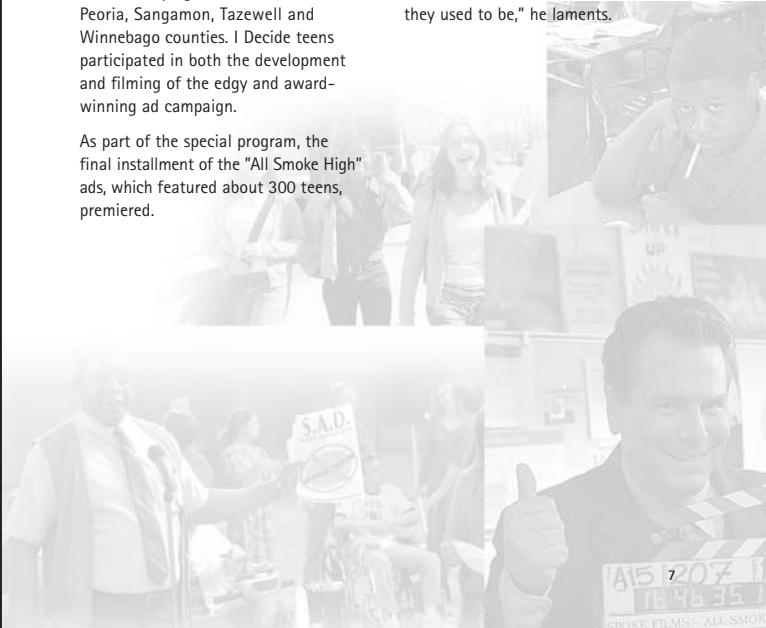
The commercials featured a number of memorable recurring characters, including Mr. Dingham of the fictitious Dingham Tobacco Co., which was the school's corporate sponsor; Principal Schafer, who spoke with a mechanized voice box due to a laryngectomy that was the result of heavy smoking; and a student so addicted to tobacco that he asked students to blow smoke in his face when he ran out of money to buy cigarettes.

The ads were filmed in Winnebago County using Illinois talent and teens from Champaign, Macon, McLean, Peoria, Sangamon, Tazewell and Winnebago counties. I Decide teens participated in both the development and filming of the edgy and award-winning ad campaign.

As part of the special program, the final installment of the "All Smoke High" ads, which featured about 300 teens, premiered.

The final 120-second ad, called "Assembly," and several other treatments were broadcast from mid-July through Sept. 1, 2002.

"Assembly" had the students of All Smoke High rebelling against the school's must-smoke policy, after realizing they had been duped into an addictive habit that causes cancer, saps their energy and curbs their social life. The sleazy Mr. Dingham decided that throwing more advertising dollars at the mutinous students would not stem the revolt. "The kids aren't as dumb as they used to be," he laments.





COMMUNITY OUTREACH

Teen advisory panel members worked hard to introduce the I Decide movement and its objectives in their communities. To make some long-lasting changes in the community, the teens reached out to legislators, restaurant owners, and local park and forest preserve management.

Legislator Meetings

I Decide teens met with 26 legislators in seven counties to discuss the importance and effectiveness of the campaign. In addition to providing an overview of the campaign, the teens shared their candid reasons for joining I Decide and how the movement had affected their lives. The teens followed up by writing letters to their legislators to encourage their continued support.

Forest Preserve Meetings

I Decide teens met with the Winnebago County Forest Preserve District (WCFPD) to identify opportunities to work together. They devised a pilot program to encourage tobacco-free behavior in forest preserve shelters. Teens developed signs and materials to educate forest preserve visitors. A news conference was held to announce I Decide's partnership with WCFPD.

Tobacco Compliance Checks

The Champaign-Urbana Public Health District partnered with I Decide teens in Champaign to perform tobacco law compliance checks at local retailers. Teens ages 15-17 were sent into local stores to purchase cigarettes.

Merchants illegally selling cigarettes to the underage teens were sent a warning letter by the health district.

Advocacy

With help from the Peoria City/County Health Department and in conjunction with the Great American Smokeout, I Decide teens from Peoria County supported three local restaurants that agreed to go smoke-free for the day. The event did more than just attract local media attention: At the end of the day, one of the participating restaurants agreed to make the smoke-free policy permanent.

This year, I Decide teens from all seven counties left more than just a tip in area restaurants where smoking is permitted. They left credit-card sized table cards with information on how the restaurant can join the Illinois Department of Public Health's smoke-free restaurant recognition program, along with this eye-catching message:

I enjoyed my meal at your restaurant, but I would have enjoyed it more if your restaurant was smoke-free. Second-hand smoke causes 2,650 deaths in Illinois each year. That means 2,650 fewer customers! Second-hand smoke is the third leading cause of preventable death in the United States. Besides, 77 percent of your customers don't smoke.



I Decide teens sent postcards to magazine editors asking them to remove tobacco advertising from their publications. More than 5,000 of these cards were distributed to 16 different publications teens read, but are not classified as "teen" publications—so tobacco advertising is allowed. Following are a few samples:

To: *People Magazine*

Did you know that because of tobacco products thousands of people die each year? Do you really want to advertise that? I think you should stop!
—Decatur, Ill.

To: *Vogue Magazine*

If you're offering tips on how to be healthy and beautiful, then why do you run cigarette ads? They're unattractive and unhealthy and they only make your company look bad. —Mount Zion, Ill.

To: *Sports Illustrated*

Why do you say you are an athletic magazine when you advertise smoking? It's pretty obvious that you can't play sports and smoke. You don't have to be a rocket scientist to get that. You need to stop! —Champaign, Ill.

WEB SITE

www.idecide4me.com was a popular Web site for teens. It provided them with the information they needed to make the right decisions about tobacco use. Teens joined the movement, caught up on the latest tobacco news and read about upcoming I Decide events in their communities. In addition, teens posted their own messages and checked out tobacco movements from across the country to get new ideas. The site averaged 10,000 hits per month.

Postings from the Web site

My boys have seen several of your signs and commercials and they hated that I smoked. I started to realize what a bad example I was giving them by smoking even after they asked me to stop on several occasions. I have now been smoke-free for 10 days and am breathing better already. I wanted you to know your message is getting through and I thank you, as do my boys. Keep up the good work! —Posted to I Decide Web site by Shane, a business owner

I would like to congratulate you on the wonderful radio commercials you sponsor for anti-smoking. Now, when I want to smoke, I just think of your commercials. I have tried several times to quit with no success, until these commercials. Please keep up the good work. —Posted to I Decide Web site by Cindy

A lot of the All Smoke High commercials have been filmed at my school and I think I Decide is a great campaign to promote. I know when I see my friends and family smoking, I really discourage it. And for those of you who are helping I Decide, Thanks. —Posted to the I Decide Web site by Kerry, Harlem High School, Winnebago County

I just wanted to say that when I Decide came to my school, it changed my point of view about smoking. Now that I know how many harmful chemicals are in cigarettes I will never do them! Thank you I Decide for coming to Antioch Upper Grade School on our ACES day! —Posted to the I Decide Web site by Kellie, Antioch Upper Grade School, Lake County



EDUCATION

During the second year, I Decide teens visited middle and high schools to conduct Tobacco 101, a peer-to-peer presentation on how and why teens are targeted by big tobacco. In preparation for this, the teen advisory panel members went through an intense, one-day training session. The training session familiarized the teens with the interactive presentation, which consists of shocking tobacco-related statistics and a trivia game where teens could win I Decide gear for correct answers. Student audience members participated in demonstrations designed to illustrate the harmful effects of tobacco.

School Presentations

Tobacco 101 was presented to more than 1,200 teens throughout the seven counties. In addition, the presentation was given at two teen conferences in Tazewell and Peoria counties, reaching nearly 400 teens.

Educator Kits

I Decide educator kits were sent to more than 400 teachers in December 2001. The cover letter requested assistance

from teachers in explaining the I Decide campaign to students and in encouraging their involvement. The kit included four different posters for display in the school, samples of I Decide educational materials, book covers, temporary tattoos, a magnet and a membership card. In addition, the packet included a request card to order additional copies of any of the I Decide materials or to request an in-school presentation by one of the I Decide teen advisory panel teams.

TOBACCO REALITY LIVE 2002!

During spring 2002, four youth summits—named Tobacco Reality Live (TRL) 2002!—were held to reach teens in seven counties. The summits were designed to empower Illinois teens to take a stance against big tobacco and to continue building momentum for I Decide. During the day-long events, teens were educated by youth advocacy leaders on the manipulative marketing practices of tobacco companies and listened to a 25-year-old woman discuss the loss of both of her parents to tobacco-related cancers.

The teens participated in interactive workshops on tobacco industry advertising, teen-led anti-tobacco movements in other states and what local teens can do to make a difference in Illinois. At the ID Diary booth, teens were encouraged to share their candid feelings about tobacco issues on videotape.

In addition to the educational elements, celebrity guests from MTV's "Real World" shared their opinions about tobacco use and signed autographs. LA Rhythm Force, an extreme sports group, thrilled the crowd with feats like the "death spiral," and local community leaders stopped by to show their support.

Teen advisory panel members played an integral role in planning the summit agenda, as well as providing input on the summit name and logo. With the assistance of adult coordinators, teen advisory panel members also helped to lead the summit break-out sessions. In a special session, summit attendees got to practice what they learned by participating in a Q&A discussion with a tobacco executive impersonator.

Nearly 700 teens participated in the Tobacco Reality Live 2002! youth summits held in Bloomington, Peoria, Rockford and Springfield. In a follow-up survey, the majority of the teens rated all aspects of the summit either "Kick Ash" or "Cool," the two highest ratings.





EVENTS

I Decide teens recruited their peers at events specially planned for membership enrollment, such as ice skating and bowling parties, and by setting up booths at public events frequented by teens. The result was a dramatic increase in membership from 16 teens in October 2000 to more than 5,000 teens by June 2002.

March Madness

The annual basketball tournament sponsored by the Illinois High School Association—March Madness—was a slam-dunk for I Decide. Teens helped staff a basketball skill station, Hoops Highway to Heaven, where guests could shoot baskets at hoops placed at varying heights for a chance to win one of 8,000 branded I Decide Nike headbands. More than 32,000 rally towels printed with the qualifying teams' names, the I Decide logo and Web site address also were distributed to attendees.

All Night Lock-In

Peoria and Tazewell counties held their first I Decide event—an all night lock-in—at the Peoria Riverplex. The night began with a live radio broadcast and a visit from two Peoria Rivermen hockey players. In addition to activities like swimming, karaoke, volleyball, basketball and ping pong, the teens listened to a motivational speaker and witnessed a “pizza demonstration” designed to illustrate the number of chemicals in cigarette smoke. More than 230 teens attended this event.

I Decide on Ice

Macon and Champaign counties held their first I Decide events at the Decatur Civic Center and University of Illinois ice arena. Teens brought cigarette ads from magazines for free admission to an afternoon of skating. Teens also played a tobacco trivia game. Nearly 80 new members joined I Decide at these events.

Tobacco Trivia Hunt

A tobacco trivia hunt kicked off the first recruitment event in McLean County. Teens who joined I Decide that day received trivia questions and searched stores for I Decide teen panel members who had the answer stickers. Teens had to match each answer sticker with the correct tobacco question. The event ended with a raffle where winners won I Decide prize packs. More than 40 teens attended.

Movie Day

Seventy new members signed up for I Decide at a local movie theatre event held by Sangamon County teens. Any teen who wanted to become a member could sign up and receive a goody bag filled with information on I Decide and a ticket to the movie of their choice.



I DECIDE: THE MOVEMENT THAT TEENS BUILT

When it came to fighting big tobacco in Illinois, I Decide teens led the charge. Members of the movement took a firm stand against tobacco use—and they made a huge impact. Bottom line, the number of Illinois teens starting or trying tobacco products decreased and the number of middle school students who've tried to quit increased.

Chicago Tribune

The pilot programs turned out to be not only a crash course in health and advocacy, but also a rare opportunity for teenagers to be the creative force—rather than just the target audience—of mass marketing.

Rockford Register Star

Last year, 28.5 percent of high school students said they smoked a cigarette in the previous month. Five years ago, the number was 36.4 percent. The Centers for Disease Control and Prevention traced the decline to high cigarette taxes and public anti-smoking campaigns..... Anecdotal experience aside, the survey is encouraging. It means that anti-smoking campaigns such as “I Decide” in Illinois (which got its start in Winnebago County) are having a real effect.

Chicago Tribune (letter to the editor)

The “All Smoke High” commercials were some of the most creative and poignant I have seen for anti-smoking.
—Amanda, age 17 Glenview

The Star Journal Register
State Capitol Bureau

The All Smoke High commercials prompted Sarah Meinen of Pekin to make her own choice—to quit smoking after beginning her pack-a-day habit five years ago.

Meinen, the 24-year-old sister of Jon Meinen, said she often would be smoking when the commercials came on. Students in the ads looked sick and depressing, she said.

"I would feel so bad," the college student said. "I felt like I was one step closer to death. I quit a month ago. I replaced smoking with jogging."

Chicago Sun-Times

Smoking among teens statewide reportedly dropped 11 percent six months after the campaign debuted last year.... The campaign was full of great copy, eerie visuals and bizarre characters. One of many amusing threads was the sign in front of the school, which always displayed a thematically pertinent, funny message.

Peoria Journal Star
(letter to the editor)

"I am a 14-year-old girl who recently attended the I Decide summit. I felt that it was very informational.

I have the choice to smoke or not, but I don't have the choice to breathe. Some 773,000 teens 13-19 are exposed to second-hand smoke at home. And 37,000 die from heart disease from second-hand smoke. Another 3,000 will eventually die each year from lung cancer. Second-hand smoke is just as bad as lighting up the cigarette. I have been born and raised around smokers.

If you don't smoke, please don't start. And teens shouldn't listen or believe that smoking is cool because it's not." — *by Michelle, Peoria County*

Chicago Tribune

A hard hitting, edgy, national-award-winning television advertising campaign devised by teens and aimed at preventing teen smoking. It turned out that not only did the campaign dissuade teens from starting to smoke, it also got current young smokers to quit — no small feat.

The goal of I Decide was for teens to educate their peers and communities about the health effects of tobacco use and the deceptive marketing tactics of tobacco companies. Not only was that goal achieved, but the teens' hard work was recognized by many, including Gov. George H. Ryan. In a speech to legislators regarding the budget, Gov. Ryan acknowledged the teens' dedication and the success of the I Decide campaign.

From its inception in 2000, I Decide was created by teens for teens. Its success continued to grow out of a commitment from thousands of teens, support from hundreds of community leaders and the belief, on the part of everyone involved, that one person can make a difference.

I Decide made a difference!

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