

Success Story Data

Please use the following data to write a success story for the Stop Tobacco Use Now (STUN) team's recent Bus Wraps activity.

In February 2021, the STUN team paid for two local buses to have a 'stunning' back of the bus wrap promoting smoking-free homes and cars. The bus advertising rolled out from Monday 1st March 2021.

This 'mobile bill board' included the team logo shown here, contact/location details for the team, and the team's smoke free campaign slogan:

Make your car and home a smoke free zone:
Take the pledge today at [Facebook.com/we are the STUN Team](https://www.facebook.com/wearetheSTUNTeam)



STUN Team Logo

Messages were bright, bold and eye catching. Images reinforced the health benefits of being smoke free.



The buses were used on two routes from the main town center out into two regional communities, with services running 4 times a day Monday to Saturday. The team were able to respond to a 'one time offer' to get 44 weeks of advertising on their chosen routes for \$99/week.



Community 1 has a total estimated population of 16,532 people. Aboriginal and Torres Strait Islander people make up 1.9% of the population.

Community 2 has a total estimated population of 30,288. Aboriginal and Torres Strait Islander people make up 22.3% of the population.

In May 2021 the team attended a WNTD event in Community 1, and organised a colour run at a school in community 2 in mid June 2021. They used these events as an opportunity to carry out a short survey to find out what impact the bus wraps had had on community members. Surveys were completed by 150 people across the two communities and results included the following:

140 people said they recognised the ad when shown a picture of the messaging. 135 of those who recalled seeing the ad on a bus, 5 weren't sure where they had seen the ad.



All respondents said the ad was easy to understand and correctly identified the message as being about the benefits for smoke free homes and cars for family health.

120 said it made them stop and think and 110 agreed the ad made them more likely to be smokefree at home and in the car. 50 respondents said they had gone to facebook and taken the pledge.