

Tobacco Prevention Kenya Brief - November 2019

Brief Overview

This process is made up of three stages. Only selected agencies will proceed to each subsequent stage.

- **Stage 1:** A *written submission* which we would like you to complete and send back to us by 1pm on Thursday January 9th (written in English)
- **Stage 2:** A 60-minute *presentation* to be held at your office on 20th/21st Jan exact timings to be confirmed
- **Stage 3:** A 90-minute *full pitch meeting* where you present your ideas on a specific brief outlined. Meetings to be held at your office in February 2020, exact timings to be confirmed

This document outlines our requirements for each stage of the process. Additional background information is provided below the process explanation.

Stage 1: Written submission

A written submission detailing the following:

Part 1

1. Your agency's experience of developing and running social marketing campaigns
2. Your agency's experience of creating work for a target audience of girls/young women
3. Your agency's experience of creating multi-channel integrated campaigns

Please note it is not a prerequisite that you have experience in all the above areas – just focus on areas where you do have experience.

Part 2

Identify examples of social marketing campaigns in Kenya or elsewhere (these campaigns should **not** have been run by your agency). Comment on what you feel the campaigns' strengths and weaknesses are, and how effective you think they are overall, based on the campaigns' insights, execution, or any other element you feel is relevant.

The written submission should be no more than 5 pages of A4 (including parts 1 and 2 within the 5 pages) and should be submitted in Word or PDF format. Please email your responses before midday UK time on Thursday January 9th (please note attachment limit of 5MB).

Stage 2: Presentation

Agencies who proceed to the second stage will be asked to host a 60-minute meeting at their offices on either 4th/5th December. During this meeting you will be asked to present as follows:

- Agency creds (with an emphasis on social marketing, if relevant) – 10 minutes
- Agency process (how do you work with your clients to turn briefs into campaigns) – 10 minutes
- The audience. Provide insight into the life of a teenage girl in Nairobi, including which media channels and platforms might be used to reach the girls - considering reach, aspiration and value for money? – 20 minutes
- Q&A – 20 minutes

Stage 3: Full pitch

Agencies who proceed to the final stage will be asked to present a full pitch at their offices based on a specific brief supplied after Stage 2. Timings and details to be provided to selected agencies w/c 27th Jan 2020. Final pitch presentations to take place in Feb 2020.

BACKGROUND

In 2013, Good Business (UK) was awarded a grant by the Bill & Melinda Gates Foundation (BMGF), the largest transparently operated private foundations in the world whose aims are to enhance healthcare, reduce poverty and expand education opportunities across the globe. The initiative is to pilot social marketing approaches to smoking prevention amongst teenagers in a small number of African markets, supporting the development of campaign infrastructure such that the model can be sustainable beyond the grant period. To date campaigns have run in Botswana, Ghana, and Uganda. In November 2019, the BMGF awarded a further grant with the aim of extending campaigns into Cote D'Ivoire, Kenya and Zambia.

The purpose of the grant is to provide support for the goal of reducing tobacco related death and disease in developing markets by preventing the initiation of new smokers and decreasing overall tobacco use. By creating positive prompts aimed at making tobacco less appealing, the grant seeks to develop effective approaches that can outweigh the impacts of peer pressure, tobacco company spending, social aspirations and addiction – stripping out the aspiration around smoking for a younger audience.

The Problem

Tobacco use is the world's leading cause of preventable death. Each year, nearly 6.3 million people die prematurely from tobacco-related diseases. If current trends continue, tobacco will cause 8 million deaths a year by 2030—80% of them in developing countries. The tobacco industry is increasing its aggressive marketing of tobacco products to people in Africa, often targeting women and children and distributing free cigarettes in connection with sports, music, and other events.

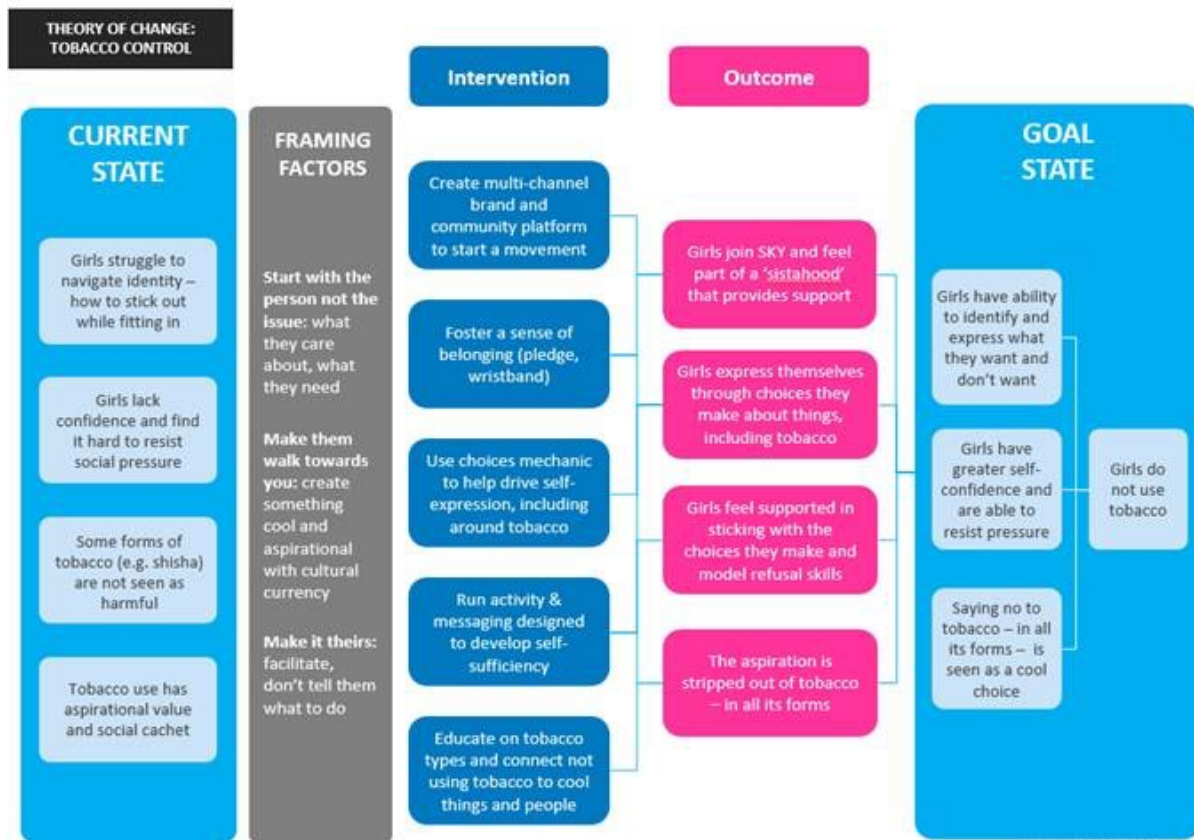
Scope

Good Business has just received its third grant from BMGF. This grant will fund the roll out of the social marketing programme we have developed (SKY) to Cote d'Ivoire and Kenya. The programme will also be continuing in Botswana and Ghana, and being launched in Zambia (under a different grant).

Our campaigns are delivered through multiple platforms, creating a supportive presence that is part of their world, and accessible to all.

Our approach

Our social marketing program, SKY, is built around an innovative approach to addressing the desire to use tobacco amongst young people, which is summarized in our Theory of Change, included below.



This approach was born directly out of the extensive qualitative and quantitative research we conducted at the start of the first grant period into the drivers of tobacco use and identifying which levers can effectively drive change. The approach has been refreshed periodically throughout the life of the programs, and in each new market of entry. The research shows that while young people understand the health risks of tobacco use, they seem distant and remote, disconnected from the immediate social context which is the focus of their lives. And while they don't want to use tobacco, many feel that when they find themselves in social circumstances where their peers are present and tobacco is available, they are likely to feel pressure to smoke, which is hard to resist.

This is also supported by recent research conducted on SKY in Ghana, which provided evidence on which norms and indicators are particularly impactful on smoking behavior. The perception of pressure to smoke was one of these, as was having conversations about smoking with adults.

Rather than a campaign framed around tobacco, the SKY program starts with what young people care about and works within their social worlds around their passions. It uses multiple channels to create a community which gives girls a sense of belonging, which helps them navigate their futures and express themselves, building empowerment and resilience. Tobacco messaging is integrated within the platform, and we work to make it come 'from' girls, rather than from us, which increases its impact and the extent to which girls genuinely identify with and believe it. This creates the conditions for young people to choose to reject tobacco, and to stick with that choice.

Girls join the community by taking the SKY pledge and getting the SKY wristband – they become 'SKY Girls'. They interact with SKY through multiple on and offline channels, which combine to make SKY a big part of their lives – from chatting about issues through Facebook and WhatsApp, to reading and contributing to

the SKY magazine with their friends, to listening to the girl-led radio shows, watching vlogs and the SKY film, and experiencing SKY at events and activations. This depth of impact and engagement is critical to us; however, we also must ensure we do this at scale, reaching a significant proportion of our target audience through the campaign. It is the combination of reach and impact that drive change.

SKY was first launched in Botswana in February 2014, and subsequently launched in Ghana in April 2017.