

Designing a Pledge

<p>What is a pledge?</p>	<p>It is both a call to action and a way to collect data.</p> <p>Call to Action: you are asking people to make a commitment to change or maintain positive healthy behaviours (e.g. stay smoke-free, quit smoking or vaping, have a smoke and vape free home)</p> <p>Data: When someone pledges to stay smoke free they are telling you what they are planning to do (behavioural intentions). Counting the number of pledges tells you how many people intend to stay smoke-free, quit smoking or vaping, have a smoke and vape free home.</p>
<p>What kind of data can a pledge provide?</p>	<p>Pledges do not tell you if someone’s knowledge or attitude has changed.</p> <p>Pledges address these outcomes listed by CIRCA:</p> <p>AIM 1: REDUCE UPTAKE OF SMOKING OR RECREATIONAL USE OF VAPES</p> <ul style="list-style-type: none"> • % of activity participants would decrease their intention to use tobacco or vapes <p>AIM 2: INCREASE SMOKING AN/OR RECREATIONAL VAPE CESSATION</p> <ul style="list-style-type: none"> • % of activity participants would increase their intentions to take steps towards cessation of tobacco or vape use <p>AIM 3: REDUCE EXPOSURE TO SECOND-HAND SMOKE OR VAPE AEROSOL OFFER THE FOLLOWING OPTIONS</p> <ul style="list-style-type: none"> • % of activity participants would increase their intentions to avoid second hand smoke • % of activity participants would increase their intentions to create smoke-free environments (e.g. homes, workplaces, cars) • % of activity participants would increase their intentions to attend smoke-free public spaces and events
<p>What basic Information do you need?</p>	<ul style="list-style-type: none"> • Name • Age • Gender (reach) • Community/postcode • How many people in the household • Do they smoke/vape • How many people in household smoke/vape • Date of Pledge
<p>What would be useful data for your CQI</p>	<ul style="list-style-type: none"> • Where did they hear about the pledge • Have they been to X event • Have they seen XX poster/billboard (images could be included) • Have they heard/seen XXX ad on radio/TV • Have they seen XXX social media campaign • Have they heard about your program/recognise brand
<p>How should you write your pledge (call to action)?</p>	<p>I pledge to have a smoke-free home....</p>