Social Marketing as a Strategy for Tobacco Control

Marketing Social como Estratégia para o Controle do Tabagismo

El *Marketing* Social como Estrategia para el Control del Tabaco

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ABSTRACT

Introduction: Social marketing is acknowledgedly a tool public health management uses in Brazil. In the specific case of the promotion of tobacco control and prevention, it is important to analyze how its use occurs through the main national government agency that oversees this assignment. **Objective:** To analyze, based in the use of social marketing, to what level of complexity changes are being proposed to the society in relation to smoking. **Method:** By analyzing advertising campaigns the National Cancer Institute José Alencar Gomes da Silva (INCA) produces and utilizing the advertising discourse analysis approach, it was possible to direct the investigation and understand the process of building advertising pieces. **Results:** After the categorization of speeches, according to the predominance of their functions, it was possible to relate them to the levels of social change intended in each advertising piece and thereby understand how social marketing can be an important strategy to promote measures capable of preventing diseases, as is the case of cancer. **Conclusion:** The use of social marketing was identified as a tool aimed for tobacco control and related to the most complex and advanced level of social change and therefore, difficult to execute.

Key words: Social Marketing; Social Change; Smoking Prevention; Cancer Care Facilities; Tobacco Use Disorder.

RESUMO

Introdução: O *marketing* social é reconhecidamente uma ferramenta utilizada pela gestão de saúde coletiva no Brasil. Em se tratando especificamente da promoção da prevenção e controle do tabagismo, é importante analisar como se dá o seu uso por meio do principal órgão governamental nacional que detém essa atribuição. **Objetivo**: Analisar, a partir do uso do *marketing* social, em que nível de complexidade estão sendo propostas mudanças na sociedade em relação ao tabagismo. **Método:** Por meio da análise das campanhas publicitárias produzidas pelo Instituto Nacional de Câncer José Alencar Gomes da Silva (INCA) e utilizando a abordagem da análise do discurso publicitário, foi possível direcionar a investigação e compreender o processo de construção das peças publicitárias. **Resultados:** Após a categorização dos discursos, conforme a predominância de suas funções, foi viável relacioná-los aos níveis de mudança social pretendidos em cada peça publicitária e, com isso, compreender como o *marketing* social pode ser uma importante estratégia de promoção à adoção de medidas capazes de prevenir de doenças, como é o caso do câncer. **Conclusão:** Identificou-se a utilização do *marketing* social como ferramenta direcionada ao controle do tabagismo e relacionada ao nível mais complexo e avançado de mudança social e, portanto, com caráter de maior dificuldade de implementação.

Palavras-chave: Marketing Social; Mudança Social; Prevenção do Hábito de Fumar; Institutos de Câncer; Tabagismo.

RESUMEN

Introducción: El marketing social es reconocido como una herramienta utilizada por la gestión de salud pública en Brasil. En el caso de una promoción específica de la promoción y el control del tabaco, es importante analizar cómo proporciona uso a través de la principal agencia del gobierno nacional que detecta ese uso. **Objetivo:** Analizar, desde el uso del marketing social, en qué nivel de complejidad se están aplicando cambios en la sociedad en relación con el tabaquismo. **Método:** Al analizar las campañas publicitarias producidas por el Instituto Nacional del Cáncer José Alencar Gomes da Silva (INCA) y utilizando un enfoque de análisis del discurso publicitario, fue posible dirigir una investigación y comprender el proceso de construcción de piezas publicitarias. **Resultados:** Después de la categorización de los discursos, de acuerdo con el predominio de sus funciones, fue posible relacionar los niveles de cambio social deseados en cada pieza publicitaria y así comprender cómo el marketing social puede ser una estrategia importante para promover medidas capaces de prevenir enfermedades, como es el caso del cáncer. **Conclusión:** El uso del marketing social se identificó como una herramienta dirigida al control del tabaco y al nivel más complejo y avanzado de cambio social, por lo tanto, con un carácter de mayor dificultad en la ejecución.

Palabras clave: Mercadeo Social; Cambio Social; Prevención del Hábito de Fumar; Instituciones Oncológicas; Tabaquismo.

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INTRODUCTION

According to the World Health Organization (WHO), smoking is considered an epidemic and one the leading threats to world health. In 1997, WHO included smoking in the International Classification of Diseases (ICD-10) code F17.2 classifying it as a mental and behavioral related disease, that is, a chemical dependency[1]. Smoking is still responsible for eight million deaths annually worldwide, seven million resulting from the direct use of tobacco and one million deaths due to the second-hand smoke[2].

A study about the financial impact of smoking in the country indicated that medical care costs alone for smoking-related diseases on the Brazilian health system reached R$40 billion in 2015, accounting for 8% of the total public expenses in health in that year[3]. Smoking associated indirect costs related to the loss of productivity because of premature death and impairment of the full working capacity amounted to R$ 17 billion, higher than the estimate of R$ 13 billion for tobacco products taxes[4].

The data presented stress the importance of blocking the advance of smoking. Regardless of innumerous restrictions, the tobacco industry continues to promote tobacco use with sophisticated and globalized corporate strategies, which involve investments in massive communication that led WHO to declare smoking a communicable disease by advertising[5].

The evolution of the social marketing created the space for the application of the knowledge and techniques of marketing to social causes or social interest, typically associated to the expectation of changing reality from the change of human behavior.

Social marketing seeks to develop and integrate marketing concepts with other approaches of social interest to influence behaviors that benefit individuals and communities for the greater social good[6].

For Kotler and Roberto[7], every social cause has a social objective to be achieved which will involve changes for the persons. Per order of difficulty, these changes are cognitive, of actions, behavioral and values. The cognitive change is associated with raising the level of awareness in relation to a relevant social aspect[7]. In this sense, the campaigns who have the limited goal of only providing information to the public, for them to acquire a new knowledge, would be considered as efforts of cognitive change.

Changes of action are not restricted to providing information alone, but also have the objective of making the individual to actually change its action, that is, do or stop doing something in a determined occasion[7]. Behavioral changes are more lasting and are focused on the well-being. In comparison with cognitive and action changes, the behavioral is the toughest to be achieved

because requires the individuals to modify their habits, learn new ones and keep a novel behavioral standard[7]. This type of change is not always achieved and in certain situations, it is necessary to adopt punishments as imposing fines when the behavior fails to be adopted.

Changes of values are the highest level of changes and involve the transformation of ingrained beliefs. Therefore, a continued effort of the inductor agent of the change is required to minimize the conflicts among the individuals and reduce the cognitive dissimilarities[7]. This happens because the construction of the identity of a person is related to its individual values and disturbance of any of these values causes tension. While evaluating the impact of a campaign or social program, the task is to evaluate if and how social marketing has generated the observable results[7]. What is analyzed while evaluating the four levels of change is a qualitative valuation regarding the extent to which the project has the adherence of the social-target group.

Given the persuasive finality of the social marketing, the theory of social change of Kotler and Roberto[7] was chosen for this article because it was possible to classify the advertising discourse according to the four levels of difficulty of incorporation of the change by the social group (cognitive, active, behavioral and valuation) that can be summed in the following figure:
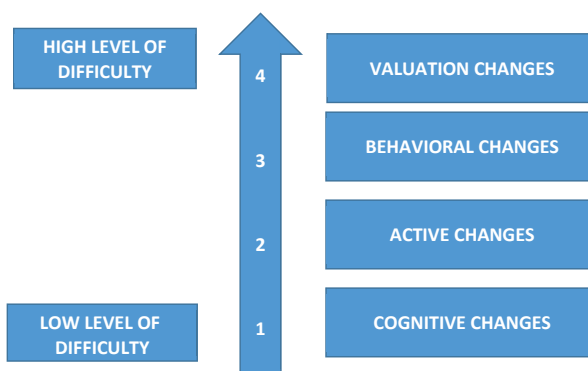

Figure 1. Scale of difficulty of implementation and types of changes related

In this context, the present article attempted to analyze the anti-smoking campaigns of the National Cancer Institute José Alencar Gomes da Silva (INCA) based in the theory of social changes of these authors and evaluate at what levels of complexity behavioral changes of the society are being proposed in order to control tobacco use. Particularly relevant are the campaigns developed by INCA as it is the Executive Secretary of the National Commission for the Implementation of the Framework Convention on Tobacco Control (Coniq) whose attribution is to articulate the organization and

implementation of an inter-sectorial governmental agenda to meet the obligations addressed in this first global public health treaty of WHO[8].

Therefore, INCA develops several actions for the strategic control of tobacco use in Brazil including the implementation of actions disposed in the National Policy of Tobacco Control (PNCT) of the Ministry of Health which has as one of the measures the National Program of Tobacco Control[8]. The main objective of this Program is to reduce the prevalence of smokers and the morbimortality related to the use of tobacco products in Brazil[8]. Within this initiative, several commemorative dates were established to conduct the campaigns, as May 31, the World No Tobacco Day and August 29, the National Anti-Smoking Day utilized for the development of the current study.

METHOD

The discourse analysis addresses the study of the discourse and texts portrayed in a set of methods and theories investigating the daily use of language and/or language in the social context[9]. It is able to offer paths to study the meanings as a way of looking into what is implicit and explicit in the dialogues. In the case of the advertising discourse, the analysis comprehends the style and argumentative resources of the daily language meant to inform and manipulate, combining persuasive elements[10].

In this study, the advertising pieces used were collected and analyzed based in the advertising discourse, in the exploration of the display functions (construction of the universe of the discourse), of interaction (creation of sociocultural bonds) and seduction (demonstrate affection)[11]. This approach supported the categorization of the advertising pieces developed by WHO and INCA. These categorical results were related to different levels of change (cognitive, action, behavior, and values) included in the theory of social change[7].

The texts and images were analyzed according to the three basic functions of the discourse: display (involving the construction of the universe of the discourse), interaction (creation of sociocultural bonds) and seduction (related to the positive and negative feelings)[11].

The function of display consists in constructing the referent or the universe the text addresses[11]. In the verbal texts, this function occurs through operations marked by lexical choices and utilization of referential, temporal, and aspectual operators. For images, this function occurs by operations of antonomasia involving persons or things and their relations, producing effects contextually of similar meanings of the grammatical operators.

The function of interaction is associated with the creation of sociocultural bonds to address the receptor while attempting to coopt it and act on it or its world through it[11]. For verbal texts, it occurs through operators of modalization involving the entire phrase. Whether images are involved, the operations occur through placement of an image in a dominant position.

The third function, seduction, tags persons, things and events referred as positive or euphoric and negative or dysphoric in order to reinforce the current hegemonic values. However, the decoding by the receptor to assimilate this concept of idea is essential[11].

The *corpus* of the data consisted of 11 advertising pieces disclosed by INCA in a five-year period (2015 to 2019) for two anti-smoking campaigns. Given the limitations inherent to the elaboration of the article, a time horizon for the campaigns utilized in this work was defined. The pieces produced in the last five years were reviewed because this set is necessary to follow-up the changes of the PNCT.

The campaign World No Tobacco Day is global and produced by WHO and has only the text translated into local language. The other campaign is National Anti-Smoking Day which is part of the PNCT. The entire material was extracted directly from INCA website.

The analytical procedure of the current study encompassed five stages: three identical stages for each piece; one contrasting the advertising discourses interpreted and a final where all the pieces were observed and analyzed jointly under the social change theory proposed by Kotler and Roberto[7].

Chart 1 summarizes the path followed since the analytical stage of the pieces into the grouping stage per categories and discourses and, in the end, to classify in each level of complexity of implementation of social change.

The first stage involved reading and analysis of the textual components and identification of each one of the functions of the actual advertising discourse. In the

Chart 1. Stages of the process of analysis of the advertising pieces

Stage	Activity
Text reading	Text interpretation
Observation of the image content	Images interpretation
Consolidation (text and image)	Advertising discourse interpretation
Comparison of advertising pieces	Grouping of categories of advertising discourses
Association with the level of social change	Classification of categories according to levels of social change

Source: Adapted from Sauerbronn and Lodi[12].

second stage, the image content of each advertising piece was described and analyzed. Initially, through the detailed analysis of the text, followed by the analysis of the images of each advertising piece, the exploratory activity of the interpretation was performed. The third stage concluded the process of individual analysis of each piece in order to reach a full interpretation of the advertising discourse of each piece individually. This process included the categorization of the actual advertising discourse of each piece according to the variation of the incidence of one or other function of the advertising discourse.

In the fourth stage, all the campaigns were analyzed together with the objective of creating comparisons among the pieces closely. Finally, in the fifth stage of the process of analysis the categorization of the discourses obtained in the fourth stage was observed from the perspective of the social change proposed (cognitive, action, behavioral and value). It is important to emphasize that the word "habit" utilized in this categorization had the objective of aligning with the concepts of the theory of social change adopted in this study and not as minimization of the addiction caused by tobacco use.

RESULTS

The analysis of the advertising discourse developed in communication and discourse[11] has shown to be a viable analytical proposal to investigate INCA's advertising campaigns and allowed to pursue the understanding about how social changes are being proposed in relation to smoking. The rationale is because the analysis of the advertising discourse ensures the description, explanation, and evaluation of the processes of production, circulation, and reception of the textual supports in order to comprehend its meanings in the social context[12].

Chart 2 summarizes the process of analysis and results of the study so the functions of the predominant functions in each piece were related to the type of social changes it is intended to apply as well as its corresponding level of difficulty of implementation in the society. Important to notice that a piece may have one or more grade levels identified.

Because of space limitations, the images of the advertising pieces were reproduced in a reduced format. High-definition images of all the advertising pieces analyzed are available at INCA website[13].

Descriptive stage of analysis of the functions of the discourse in each piece

In the piece utilized in the campaign World No Tobacco Day of 2015 (Figure 1), the function display is focused on the image of the smuggler, the core of the piece, and in the text that draws attention of the user to the illegal trade of tobacco products. This piece calls for seduction to provoke the reader to have negative feelings related to violence, illegality, and crime to address the theme of contraband. The function interaction appears in the text and invites the population to fight the illegitimate traffic of tobacco products. However, information about how this could be done were not given.

In the piece of the campaign National Anti-Smoking Day 2015 (Figure 2) it becomes more evident the function display either in the form of the text or in the image, which attempts to inform the novelty of smoking hookah. The function interaction is present in the form how the main text is drafted as if it was some advice to the receptor. The function seduction is associated with the creation of negative feelings in relation to the use of the hookah both with the repugnant image or the text informing the receptor that the use of this device is similar to the use of a large number of cigarettes.

For the World No Tobacco Day for 2016 (Figure 3) the piece presents the function display more contrasted since it brings detailed information about the new layout of the cigarette packs, indicating in each one of its sides the changes that would form the new design. In addition, the piece has an informative content about the objectives of the modification of the packs, aiming, for instance, to reduce the appeal, restrict the advertising and promote the products. The interaction is present in the call that addresses the receptor directly – "Get ready..."; and the seduction, based in negative feeling, is restricted to the image of the infant with health problems presented in the example of the pack.

To benefit from the boosting of sports in Brazil because of the Rio 2016 Olympic and Paralympic games, the national campaign of 2016 mentioned sports (Figure 4). The function display is presented in the informative content about the benefits of the practice of physical activity at the expense of smoking. The slogan attempts to establish bonds with the public – "*#mostreatitude*" (have attitude) – even if the woman portrayed in the piece does not look at the receptor straightforwardly. The function seduction is associated with the feelings of resilience showed in the text and of satisfaction in the image of the woman. There is also an appeal to the positive factor of the sensation of victory after quit smoking represented in the medal and the text at the side.

The advertising piece produced by WHO for the campaign World No Tobacco Day 2017 brings the image of a lit cigarette brought closer to a blue balloon where the planet Earth is depicted (Figure 5). Many are the textual components and, somehow, compete for the attention of the receptor.

The balloon utilized to transmit the image of the planet's fragility in face of the potential damages the cigarette causes just about to blow it, leads to the concept of environment pollution. The imperative call of the text makes clear the summoning of the public to combat this threat through promotion of the development. The piece mentions the necessity of reducing poverty, however, there is no immediate connection to this theme in it either in images or text. Due to this, the function display is flawed, and it may be difficult for the receptor to understand it correctly. The use of blue hues and the orange-like reflection of the cigarette flame promote a feeling of tension in face of the imminence of a bad situation. This feeling of restlessness builds the affection support of the function seduction.

In 2017, no specific piece was produced for the National Anti-Smoking Day[14], but locally, two other pieces were launched for the campaign World No Tobacco Day of 2017. In both, images of persons looking directly at the receptor and holding billboards with the slogan: "Cigarette kills" were presented.

Basically, figures 6 and 7 have the same discursive structure. The display is built in a context of presentation of actual cases and persons who suffered personal losses because of smoking. The bonds with the receptor are built from sharing personal histories to the extent that the experience lived by two persons portrayed in the campaign is, in a certain way, experienced by the receptor itself. The function interaction is also related to the use of images of persons looking directly at the receptor, which pulls it into the scene. The function seduction is associated with the grieving feeling of losing a loved one. For these two figures, the campaign associates the idea of smoking with family disruption due to diseases that cause deaths and intends to provoke the understanding that smoking habits exceeds individual damages.

The piece of the campaign World No Tobacco Day of 2018 (Figure 8) brings the slogan "Smoking destroys hearts"[15]. The colors utilized have a remarkable effect on the receptor as well as the central position of the image of the heart in flames. The strong colors and the human organ catch the attention of the receptor. The function seduction is based in negative sensations in order to generate bad feelings related to cardiovascular diseases associated with smoking.

In 2018, no piece was presented for the National Anti-Smoking Day either, but locally another piece was produced for the campaign World No Tobacco Day of 2018[15]. This second piece brings a different slogan than the global piece: "You don't play with your heart", and another complementary image: "Do the right thing for your life: don't smoke!" (Figure 9).

This piece does not show an internal human organ, but a human body mutilated as a way to produce the context of communication. The text reinforces the characteristics of the function display of the piece and summons the receptor to think about its heart, since it brings information about the diseases resulting from smoking. The piece attempts to convince the receptor to quit smoking and make better choices for its life. The bonds with the receptor are built, based in the emphasis on the image of the chest with scar and strengthened by the textual components of the piece. Once again, the negative feelings are used as a form to construct the function seduction.

The billboard of the campaign of the World No Tobacco Day of 2019 (Figure 10), produced by WHO brings the slogan "Don't let smoking steal your breath" and the complementary message "Choose health. Not tobacco"[16]. The analysis of the piece indicates the emphasis in the function interaction through textual elements utilized directly and assertively. The imperative language is straight to the public aimed to make the person avoid smoking and choose a healthier life. The piece uses the image of a human organ, the lung, so the public is able to create a relation of insertion in that scenario. It is, therefore, a discourse that calls the public to do something about it, to participate of a certain action although no informative content exists. In addition, there is a call to change habits (quit smoking). The function seduction is based in the use of expressions (steal the breath) and images (lung shrouded in smoke) to create negative feelings, which matches the call to avoid smoking.

The piece utilized in the campaign of the National Anti-Smoking Day of 2019 warns the population once more about the risks of pulmonary diseases associated with the use of hookah[16]. For such, presents some aspects that remind the global campaign as the image of the lung inside a recipient shrouded in smoke (Figure 11).

This piece resembles the global campaign and, therefore, also presents texts with direct commands and the image of the human lung as a way to create bonds with the receptor. The campaign brings a clear negative association of the use of the hookah with lung diseases, a component of the function interaction which was absent in the former campaign. Although this object may be associated with hospitality, harmony and socialization, the campaign wants to demonstrate the opposite, given the unhealthiness of its use for health and associate negative affections with the use of the hookah.

It was perceived that the pieces of the campaign with more predominance of the function display presented an informative content to the public and for this, were categorized as a discourse which plans to bring knowledge.

Chart 2. Discourse analysis related to the level of behavior change

Piece of the campaign	Figure	Predominant Function	Goal of the discourse	Level of related social change
World No Tobacco Day 2015	1	Seduction	Change attitude Aspect Collective Safety	Level 3 - Behavior Level 4 - Value
National Anti-Smoking Day 2015	2	Seduction Display	Change attitude Cultural aspect Information	Level 1 – Cognitive Level 4 – Value
World No Tobacco Day 2016	3	Display	Information Change attitude	Level 1 – Cognitive
National Anti-Smoking Day 2016	4	Interaction Seduction Display	Make choices Change attitude Information	Level 1 – Informative Level 2 - Action Level 3 - Behavior
World No Tobacco Day 2017	5	Interaction Seduction	Change attitude Make choices Environment Collectivity	Level 3 - Behavior Level 4 - Value
World No Tobacco Day 2017	6 7	Interaction Seduction	Change attitude Make choices Family Collectivity	Level 1- Informative Level 3 - Behavior

Chart 2. continuation

Piece of the campaign	Figure	Predominant Function	Goal of the discourse	Level of related social change
World No Tobacco Day 2018		Interaction Seduction	Make choices Change attitude	Level 2 – Action Level 3 - Behavior
World No Tobacco Day 2018		Display Interaction Seduction	Information Make choices Change attitude	Level 1 – Informative Level 2 – Action Level 3 - Behavior
World No Tobacco Day 2019		Interaction Seduction	Make choices Change attitude	Level 2 – Action Level 3 - Behavior
National Anti-Smoking Day 2019		Interaction Seduction	Make choices Change attitude Cultural aspect	Level 1 - Informative Level 2 - Action Level 3 - Behavior

Source: Images INCA[13].

This type of change is classified as cognitive level and is considered, among the four levels, as the easiest of social change, since the objective is only to raise the level of awareness of the persons[9].

Campaigns presenting in their pieces the predominance of the function interaction showed a clear appeal to the persons to make choices, opted between advantages and disadvantages or, yet, to take immediate action. The discourse of these pieces was classified as participation because they aimed to summon the public to opt for healthy habits, disclose the message of the campaign or seek the National Health System (SUS). This type of social change proposed is classified as action. It is the second level of difficulty because it wishes to convince the persons to do a certain thing in a given moment.

In all the pieces, the function seduction was observed in order to convince the public to change the attitude. This analysis can be explained by the fact that, in case of anti-tobacco collective health campaign, the main goal is

to make the persons to quit smoking, that is, make them to adopt a new standard of behavior. This discourse was categorized as new conduct and holds direct relation with the third level of deepening of social change, behavioral.

According to the analysis of the discourse combined with the theory of social change[9], it was verified that in the 11 pieces produced from 2015 to 2019, components of the discourse related to social changes of the third level of difficulty were brought, that is, those who intend a long-term behavior change. In five of the 11 pieces, the intention of inducing the individuals to practice a certain type of action immediately was identified.

In six of the 11 campaigns, a discourse where it was intended to encourage the public to change values collectively and not only individually has been detected. As opposed to the result of the higher level of difficulty, only three pieces with predominance of proposals of cognitive changes were observed, those that plan to disclose to the individuals new information only.

DISCUSSION

The results of the categorization of the discourse compared with the theory of social change[9] show that, in three pieces alone, it was identified a discourse of the first level, that is, "the cognitive", whose goal is to disclose only information to the public. Matching this result with the data published in 2018 by the "*Sistema de Vigilância de Fatores de Risco e Proteção para Doenças Crônicas por Inquérito Telefônico*" (System of vigilance of risk factors and protection for chronic diseases by telephone) (Vigitel), revealing that the population interviewed reduced in 40% the use of tobacco[17], it is possible to infer that this reduced number of campaigns is because the society has already incorporated some level of knowledge about smoking damages and the campaigns could present a higher level of proposal of behavior change.

The second level of complexity of changes, the "active" was identified in five of the 11 campaigns, mentioning changes that hypothesize that the target public is already aware about the social problem, that is, it has some level of knowledge. These pieces proposed the adoption of an immediate attitude, a choice between advantages and disadvantages.

Within this perspective, it is relevant to notice that although WHO has classified tobacco use as a mental-disorders related disease[1], where the individual is not fully able to make choices, given the chemical dependency generated by nicotine, the category of the discourse where it was intended a change of habits was the second most frequent among the pieces analyzed. That is, the discourse of the pieces still appeals to the individuals to make a choice, although WHO itself considers this power of choice as non-existent or poor.

In all the 11 pieces, a third level of complexity called "behavioral" was identified and this result can be explained by the fact that, in general, the campaigns related to collective health tried to reach this level of change in the society. In this sense, it is possible to affirm that the pieces analyzed attempted to make the individuals modify their awareness, not only bringing more information about tobacco damages, but also to imbue an appeal to adopt a new continued behavior pattern.

Despite the fourth level of social change – valuation – is considered the toughest to be achieved, in most of the pieces it was detected. It was observed the intention to appeal to the public to modify the level of awareness that tobacco use is related to collective dimensions as pollution, family disruption, poverty, collapse of the health system as well as modification of cultural rites as noticed in the campaigns that showed the harms of hookah, for instance. Therefore, it was noticed a complex intent to stir the collective awareness for tobacco use damages, utilizing images that portrayed collective dimensions as cultural rites, environment, family, and sports.

CONCLUSION

The current analysis was limited to INCA advertising campaigns from 2014 to 2019 and it is clear that the changes provoked are unrelated only to the broadening of the knowledge about health damages, not limited to the merely informative nature. There is the intention to demonstrate that it is necessary that the collectivity understands the necessity of restraining an individual right in favor of ensuring the collective right of broader scope as the sustainability of the environment, preservation of the family and public security.

It has been demonstrated that the discourse disclosed to the public through these pieces was that it is not enough for the individuals to have information of tobacco-related diseases, it is necessary that tobacco use control is understood as a protection measure of meta-individual values. The campaigns have the purpose to make the population aware that the problem of tobacco is social, economic, and political. Therefore, in the case of tobacco control, the social marketing is being utilized as strategy to promote changes in the society collectively and not only to disclose knowledge or induce new behaviors. Otherwise, it would be enough to use other strategies as education or law enforcement. However, it is necessary to acknowledge that the use of this strategy requires an updated connection with the evolution seen in the society because of new technologies and innovations in disclosing information.

CONTRIBUTIONS

Both authors contributed substantially for the study design and conception, collection, analysis and interpretation of the data, wording, critical review with intellectual contribution and approved the final version to be published.

DECLARATION OF CONFLICT OF INTERESTS

There is no conflict of interests to declare.

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