

## ShowCase

### Tobacco Control National Strategy

**Topic:** Smoking

**Organisation:** Department of Health (England)

**Location:** England

**Dates:** 2007 to 2010

**Budget:** £43 million in 2008/09; £37 million in 2009/10 (for marketing communications programme)

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### Overview

In 2007/08 the England Department of Health developed a new marketing strategy to address smoking prevalence among routine and manual (R&M) workers, with the aim of reducing prevalence to 26 per cent or less by 2010.

Its three overarching objectives were to:

1. Trigger action – Encourage smokers who want to quit to make a quitting-related action, like phoning the helpline
2. Make quitting easier – Encourage those who have made contact to use NHS support when quitting
3. Reinforce motivation – Provide reasons why smokers should quit and want to become smokefree

### Results

- In 2008 and 2009, as a result of being directly or indirectly engaged by the marketing activity, it is estimated that over 3 million smokers (52 per cent of them R&M) made quit attempts and nearly 220,000 successfully sustained their quit 1 year later
- Over two years, the customer relationship marketing programme increased quitting success rates among participants by 57 per cent
- Between its launch in January and March 2010, over 480,000 'Quit Kits' were ordered, and of these, 95 per cent were from people who had not previously responded to national marketing

## 1. BEHAVIOUR

- To support 518,769 of England's 4.25 million routine and manual (R&M) smokers to quit by 2010 – To meet 26 per cent prevalence target
- 317,000 of these had to quit as a direct result of social marketing activity over 3 years

## 2. CUSTOMER ORIENTATION

- Consultation with leading academics
- Consultation with practitioners and frontline staff
- Use of behaviour change theories
- Consultation with marketing experts
- Review of quantitative data on smokers
- Review of existing stop smoking campaigns
- Ethnographic and qualitative research with target audience – 10 single-sex quad sessions, 'Life Book', 'Smoking Diaries'

## 3. THEORY

- **Prochaska's Stages of Change Model:** Aims to move people from pre-contemplation of a new behaviour, through contemplation, towards action and maintenance

Review of behaviour change theories to identify necessary conditions for behavioural change:

- Theory of Planned Behaviour
- Organisational change
- PRIME theory
- BCOS theory of social marketing

## 4. INSIGHT

- Importance of family and social group
- Smoking as a form of escapism
- Short-term attitude to life
- More likely to reduce smoking initially than quit completely
- Low awareness of support services
- Disengage from anti-smoking advertising
- R&M smokers start at a younger age, smoke more and are more addicted than other adult smokers
- As smokers they feel persecuted
- Have a negative view of non-smokers
- When quitting they focus on the physical addiction

## 5. EXCHANGE

### Necessary triggers:

- Dissatisfaction with the present, positive image of the future
- Belief and confidence in one's ability to change
- Positive environmental pressure, specific triggers for action
- Knowing what to do to change successfully

### Solutions:

- Picture pack warnings
- Smokefree brand and benefits of smokefree
- Promotion of NHS stop smoking services
- Smokefree legislation
- Community-based quit activities
- Information and advice

## 6. COMPETITION

- Addiction to cigarettes
- Smoking an ingrained part of everyday life
- Pleasurable and social nature of smoking
- Tobacco branding and advertising
- Non-evidence based forms of quit support, preference for going 'cold turkey'
- Perception of NHS Stop Smoking Services as being for the weak and desperate

## 7. SEGMENTATION

- 4.25 million R&M smokers in England

## 8. METHODS MIX

- Multi-channel direct response activity
- Field and event marketing
- Member-get-member
- Healthcare professionals programme
- Employer programme and workplace support
- Improved helping and website functionality
- Customer relationship marketing programme
- Integration of national helpline with NHS Stop Smoking Services
- 'Quit Kits'
- PR
- Brand ambassadors and sponsorships