



The Great
No Smoking day
Challenge

Wednesday 12 March 2008

No Smoking Day 2008

Campaign report

April 2008

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Introduction

Wednesday 12 March 2008 saw the 25th No Smoking Day. The campaign was the first after the smokefree legislation came into force in Wales, Northern Ireland and England.

1.2 million smokers stopped smoking on No Smoking Day 2008, confirming the campaign's place as the UK's leading health awareness events.

20 per cent of smokers who were aware of No Smoking Day made an attempt to quit smoking on No Smoking Day; the highest rate recorded in the history of the campaign.

Campaign theme

The 2008 No Smoking Day theme, The Great No Smoking Day Challenge, suggested a mass quit attempt, and was a positive encouragement to join in. And while it was also an acknowledgement that quitting smoking can be tough, it was equally clear that it was an achievable challenge.

The strong red and white target with a cigarette stubbed out in the middle made the positive message clear even without the accompanying text. The strap line *Can you last a week?* encouraged smokers to initially focus on the more manageable target of the first week.

In spring 2007, strategic research was undertaken throughout the UK, examining public attitudes to smoking and how the impact of the smokefree legislation would affect smoking habits. The strategic research also looked at the effectiveness and impact of No Smoking Day, as well as the engagement of local organisers.

The results of the strategic research showed that local organisers still valued the campaign but suggested ways the campaign could be developed. Smokers felt that more advanced warning of No Smoking was necessary so they could prepare to take part in the Day. The message needed to be clear, inclusive and positive.

From this initial strategic research the challenge visuals and theme were developed, which were subsequently considered at a series of focus groups of smokers in England, Scotland and Wales. The target was by far the most popular device; the visual statement was obvious from first sight and was an ideal fit with the theme of The Great No Smoking Day Challenge.



Comments on the 2008 theme from smokers test groups:

"To me, that's saying very clearly the challenge is to put it out"

"That's the challenge – stub out that cigarette"

"Hit the target on No Smoking Day"

Campaign preparation and launch

The 2008 campaign was launched in November 2007; four events were held in Scotland, Northern Ireland and Wales and six regional events throughout England. This year we once again held launches in both North and South Wales.

A diverse range of delegates attended, including local stop smoking services and NHS staff, health promotion specialists, local councils, fire fighters, prison service staff and pharmaceutical representatives. In total, over 600 delegates attended the launches. Different speakers attended each launch according to the priorities for the respective region/country. The majority of the delegates rated the launches as 'excellent' or 'good'.

Feedback from the delegates

"Really worthwhile. Short slots and interesting topics. New branding is Fantastic. Excellent launch."

"This has been my first time to attend a No Smoking Day seminar and I thoroughly enjoyed it. The presenters were all enthusiastic and motivational. I found it very useful and would definitely recommend it to others."

"Excellent. Very useful as always. Wish we had this amount of support for other health campaigns."

"Like fact the campaign has a social dimension - not just the responsibility of an individual quitter"

Campaign partnerships

Last year's campaign saw the expansion of partnerships to include employers and retailers, extending the reach of the campaign.

This year, the focus has been on maintaining current partnerships and also considering the needs of local organisers in their own No Smoking Day campaigns. Partnerships were also created with patient organisations such as Infertility Network UK and the Foundation for the Study of Infant Deaths, both of which were also interested in promoting No Smoking Day for the benefit of their audience.



Retail

ASDA has continued to be a valuable partner, with a customer profile close to the core audience of No Smoking Day. ASDA produced 150,000 survival kits co-branded with No Smoking Day imagery and content. Kits were handed out at 150 pharmacy stores for customers seeking advice on stopping smoking or picking up smoking cessation prescriptions.

Boots and Tesco also took part in No Smoking Day.

Leisure industry

Fitness First partnered with No Smoking Day and provided a week's free health club membership for those making a quit attempt. Some branches of Fitness First took part in events organised by the stop smoking services. It proved a great incentive for smokers to think about giving up smoking and starting a new healthier life style.

Public settings

London Underground and Docklands Light Railway allowed stop smoking services to leaflet commuters on their networks one week before No Smoking Day. Feedback was very positive and we plan to continue these partnerships – possibly extending to include National Rail stations across the UK – in 2009.

The Fire and Rescue service supported No Smoking Day for the third year. The service promotes No Smoking Day through its own *Fire Kills* campaign, and works closely with local organisers in generating media coverage and supporting events.

Health

Professional organisations such as the British Association of Dermatologists and the British Dental Foundation supported No Smoking Day media activities. This gave an alternative angle to the stop smoking message and reminded smokers of the wider health risks of smoking.

Infertility Network UK also joined our list of partner organisations for the first time this year. Helping its patients to stop smoking before starting fertility treatment is an important part of



its work; this is a requirement for NHS treatment. Its regional coordinators also attended the launches and made contact with stop smoking advisors.

The Foundation for the Study of Infant Deaths also promoted the Day to support pregnant women and families who want to stop smoking, since research points to a link between cot death and smoking.

Sport

Football clubs are another obvious target for reaching smokers. This year many stop smoking services worked with local football clubs including Arsenal, Reading, Charlton Athletic, Manchester City, Lincoln City and Aston Villa.

Strong role models, such as Manchester City's Michael Johnson, took part in events and helped generate lots of media coverage.

Employers

As always, a large number of employers from across all sectors ordered campaign materials, downloaded resources, and supported the campaign.

Campaign activities

307 separate events were registered on the No Smoking Day website, although this only represents a fraction of all the events carried out. Health centres and pharmacies ran drop-in sessions and stop smoking services set up stalls in supermarkets, shopping malls, market squares and other community venues.

Schools and colleges also took part, with school children taking stop smoking messages home to parents.

The challenge theme helped inspire some of the more innovative events, which included a No Smoking Day-themed Red Arrows flying display, parachuting teddy bears, branded kite flying in Derbyshire, and challenge targets placed all over the north east of England.



Campaign materials and resources

Every year No Smoking Day produces and sells a diverse range of campaign materials designed for use in all types of setting. Sales for 2008 were £378,500 and 1,111 orders were fulfilled.

A wide range of organisations, including large and small employers, prisons, local government offices, pharmaceutical companies, leisure services and educational establishments placed orders, as well as stop smoking services and other health professionals.

This year, orders were submitted online only, which reduced the risk of losing order in the post. Orders were fulfilled quickly with positive feedback from local organisers.

The No Smoking Day website also provides extensive downloadable resources which can be accessed and used free of charge by anyone interested in participating in the campaign. These include leaflets in English, Welsh and 18 community languages (including Hindi, Urdu and Polish). A photocopy kit includes factsheets, quit tips, quizzes and puzzles for smokers, which were also translated into Welsh.

Educational resources for schools were also available on the website, including lesson plans and a workbook for Key Stages 2 and 3. The resources focused on how the campaign works and health risks of smoking.

The online resources are well used by campaigners and ensure that any organisation can take part in No Smoking Day regardless of their budget.

Direct support for quitters

No Smoking Day 2008 saw an increase in the direct contact between the charity and smokers. One innovation this year was the free quit packs offered to smokers who signed up via the website.

5,000 quit packs were produced with each pack containing a leaflet, a sponsorship form, a window sticker, a badge and a wristband. Over 3,000 were sent out before No Smoking Day, and they have continued to be distributed after the Day.

Posters, leaflets, press articles and outdoor advertising highlighted the availability of quit packs.



Also new for 2008 was the provision of free No Smoking Day text message support, designed to help and encourage quitters through the initial stages, which was available via the website. Free email support was also available.

Media campaign

No Smoking Day uses a range of indicators to measure the impact and relevance of the campaign. The indicators measure awareness and participation as well as looking at self-reported changes to smoking behaviour as a result of the campaign.

One of our key performance indicators is media coverage. Press, broadcast and online coverage of the No Smoking Day campaign is measured by recording and analysing all print media articles that have a mention of No Smoking Day. A media monitoring company then works on behalf of the campaign to conduct more in-depth analysis.

The media campaign starts with the announcement of the 2007 *Organiser of the Year Awards* winners and a reminder of the date of the next No Smoking Day.

Before the end of the year, the campaign team distributed information and press releases to monthly women's and men's magazines highlighting the date and providing information for features. The New Year is a particularly important time, with many smokers making resolutions to quit, and this year's New Year media message focused on the impact of smokefree legislation.

The next part of the media strategy involved targeting the trade and specialist press, such as baby and parenting magazines, black and ethnic minority press, human resources and education media. Each of these focused on a different and appropriate angle.

Broadcast coverage is particularly important for No Smoking Day. An information pack was produced for TV and radio in the shape of a 7" record, using the target theme. The pack reminded researchers and producers of the date, provided factual information, including a No Smoking Day-themed playlist, and suggested ideas for programmes. This was sent to 250 local and national TV and radio shows.

Template press releases were created; one for local organisers to use ahead of the Day and another created for MPs supporting their local community, and both were widely used.

Finally, in the days before No Smoking Day, the main story was issued and 'sold in' to the media under an embargo. This was based on research, conducted by YouGov and commissioned by No Smoking Day, which indicated that one quarter of smokers had cut down since smokefree legislation, and one in five planned to quit completely on No Smoking Day.



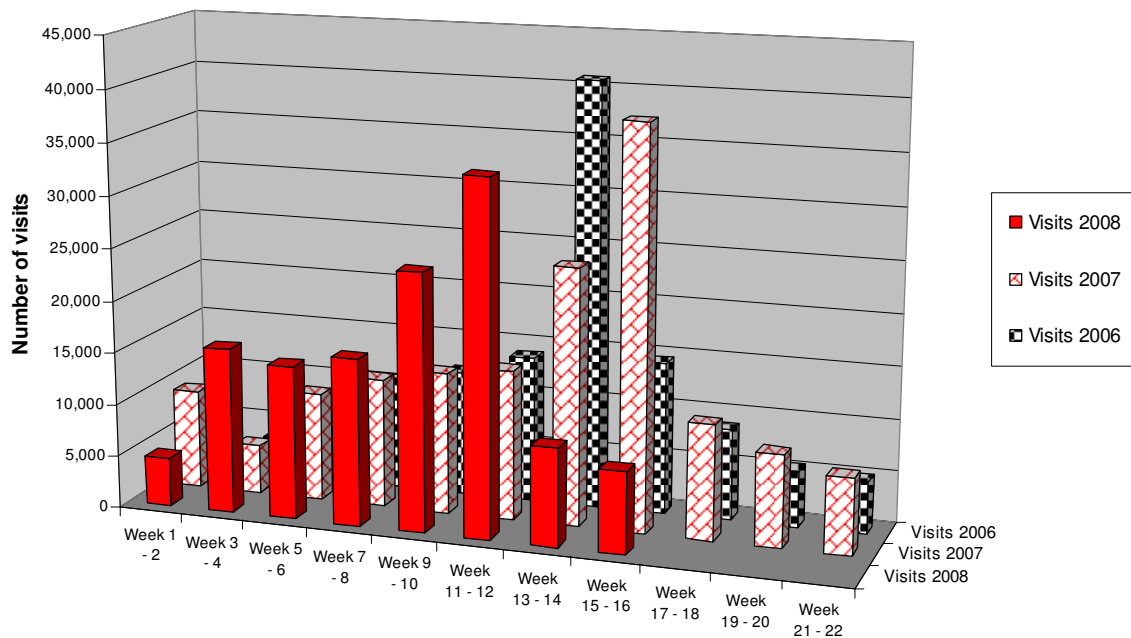
As No Smoking Day fell on the same day as Budget Day, we also commissioned a projection of our image with the message *Beat the Budget* on the HM Treasury building in Parliament Square. This was picked up by some of the financial papers.

The Chancellor mentioned No Smoking Day in his Budget speech, which led to further national coverage the day after No Smoking Day. A response to the Budget was also distributed, resulting in radio interviews on No Smoking Day.



Online activity

There were 125,000 visits to the No Smoking Day website during the campaign period (December 07 to April 08). Visitor numbers were comparable with 2008, although with a lower spike of activity during the campaign week.



Graph 1: Visits to the No Smoking Day website



The most viewed page was the smokers' section, followed by the stop smoking forum. The stop smoking forum has been running for three years, providing mutual encouragement and support to quitters.

There was an increase in the use of the organisers' section – this is likely to be due to the online ordering system.

Since the new website was developed in autumn 2007, ad boxes have been introduced to give the user a direct link to the popular and important pages.

Access to the website was mainly through Google or direct traffic.

Parliamentary activity

The No Smoking Day chief executive wrote to parliamentarians to encourage them to contact their local stop smoking services and get involved in constituency events.

Dr Ian Gibson MP kindly sponsored an Early Day Motion (EDM) in the House of Commons supporting the No Smoking Day campaign and its 25 year history. The EDM has so far gained an impressive 85 signatures from all sides of the House.

EDM 991

NO SMOKING DAY

21.02.2008

Gibson, Ian

That this House congratulates the No Smoking Day charity on its 25th annual public health campaign, The Great No Smoking Day Challenge, which will take place on 12th March 2008; further notes that despite recent tobacco control legislation smoking remains the number one cause of premature avoidable death in the UK; and further notes the need for continued support of No Smoking Day, local stop smoking services and other projects aimed at helping smokers who want to quit.



Evaluation: media

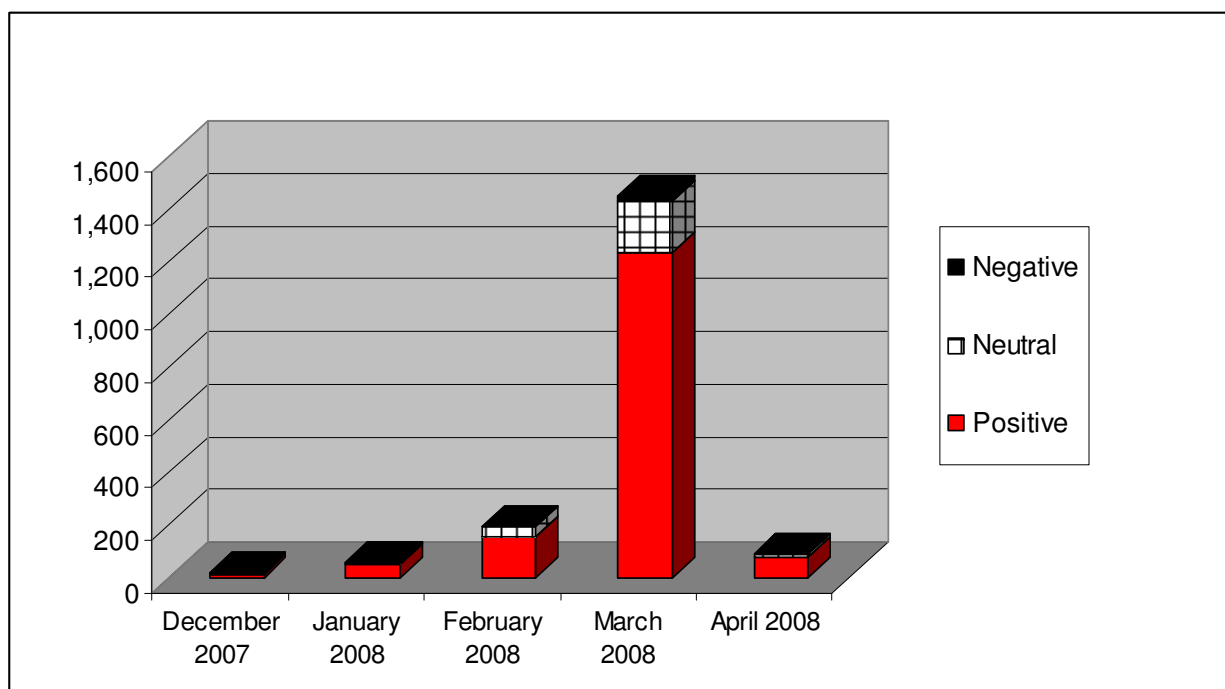
The No Smoking Day campaign uses a range of indicators to measure its impact and relevance to smokers. The indicators review awareness and participation as well as looking at self-reported changes to smoking behaviour as a result of the campaign.

A large quantity of campaign evaluation data has been collected; surveys of awareness and participation in the UK, media coverage and internet traffic have been completed. However, information on helpline use, NRT sales and the impact on NHS stop smoking services are, at the time of writing, still to be collected.

Number of clips

Between 1 November 2007 and 30 April 2008, over 1,800 clips mentioned No Smoking Day.

Most media coverage was in March; the overwhelming majority of the articles were positive.



Graph 2: Clip favourability over time (Dec 07-April 08)



Media category

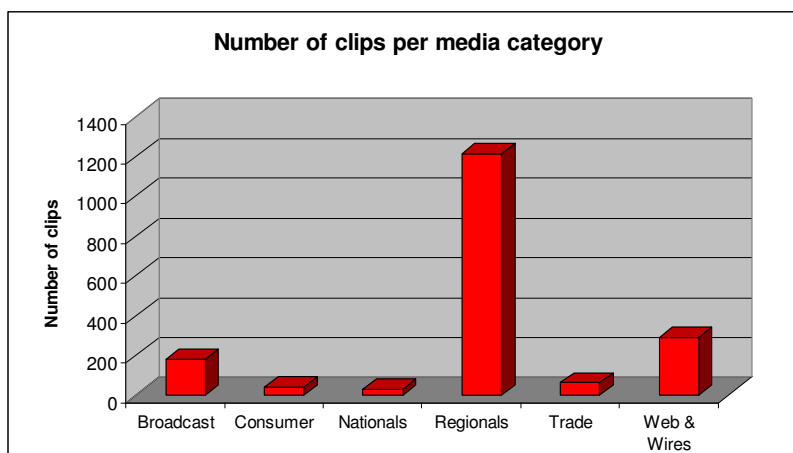
There were a wide range of media categories that covered No Smoking Day (see table 1). Many of the national media covered No Smoking Day both before and after the Day (due to the Budget speech). There was good coverage in the tabloids this year, helping reach core target groups.

The consumer press (including lifestyle, food, healthy living, fitness, baby and parenting magazines) as well as ethnic media and the lesbian and gay press also widely covered No Smoking Day.

The trade press ranged from pharmacy, retail, employment, marketing and health magazines.

Media Category	Number of clips
Broadcast	178
Consumer	41
National	27
Regional	1213
Trade	61
Web & Wires	291

Table 1: Number of clips per media category (Dec 07 – April 08)

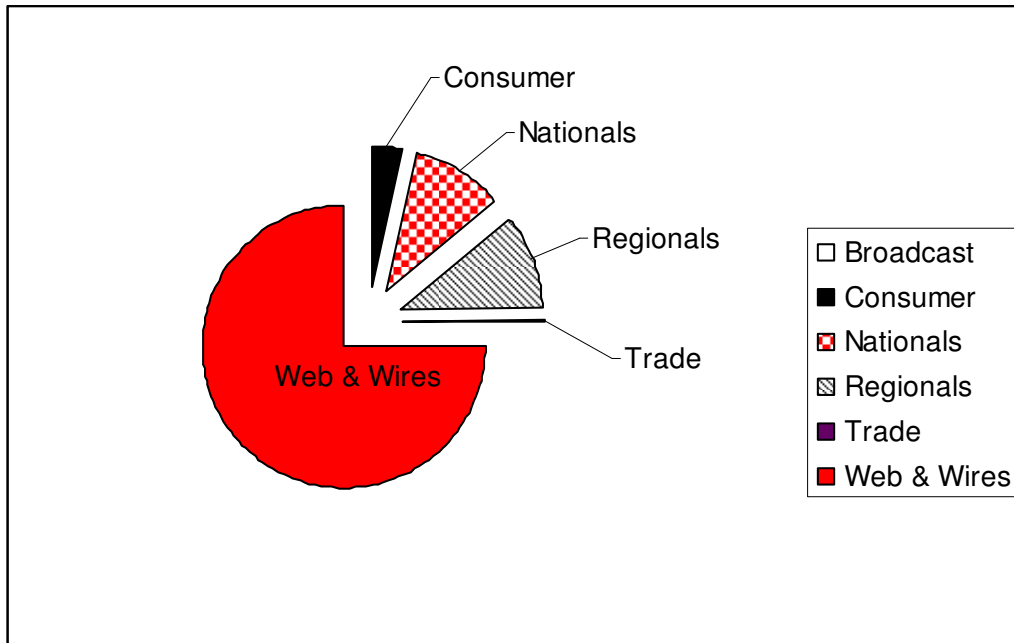


Graph 3: Number of clips per media category (Dec 07 – April 08)



Media circulation

The total maximum reach for all print and online media featuring No Smoking Day was 295 million people, with an advertising value equivalent to over £1.6 million. The reach of the online coverage (Graph 4) shows that online media captured three-quarters of the audience and is therefore of growing significance to the campaign.

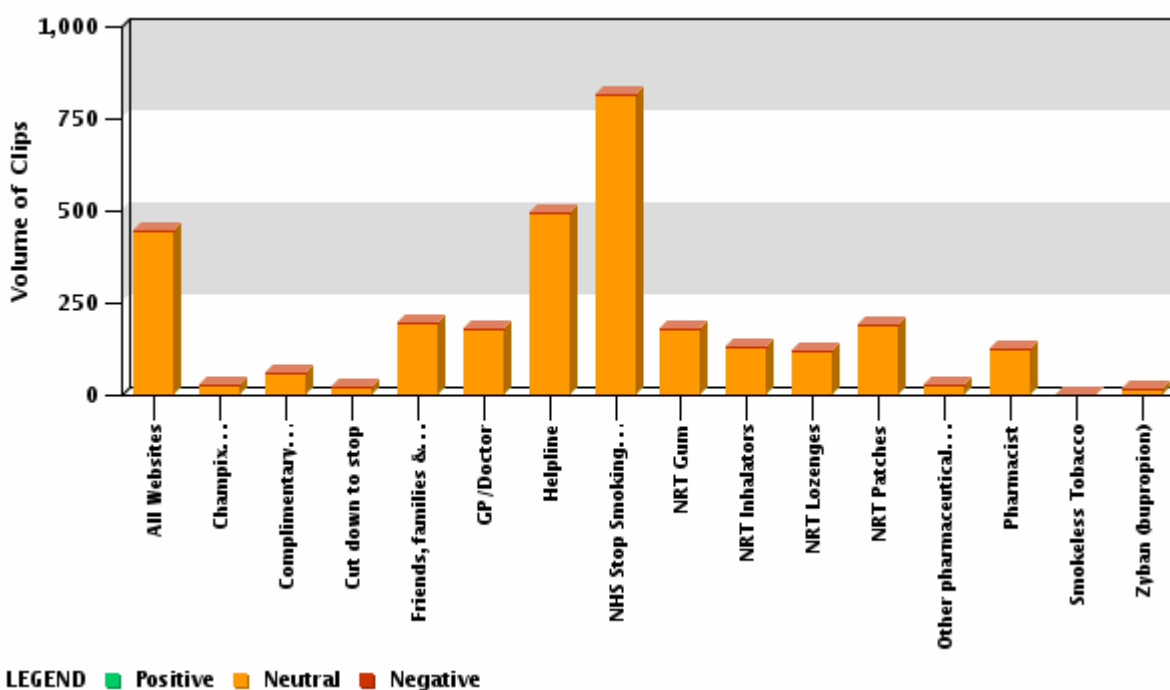


Graph 4: Circulation by media category



Key messages

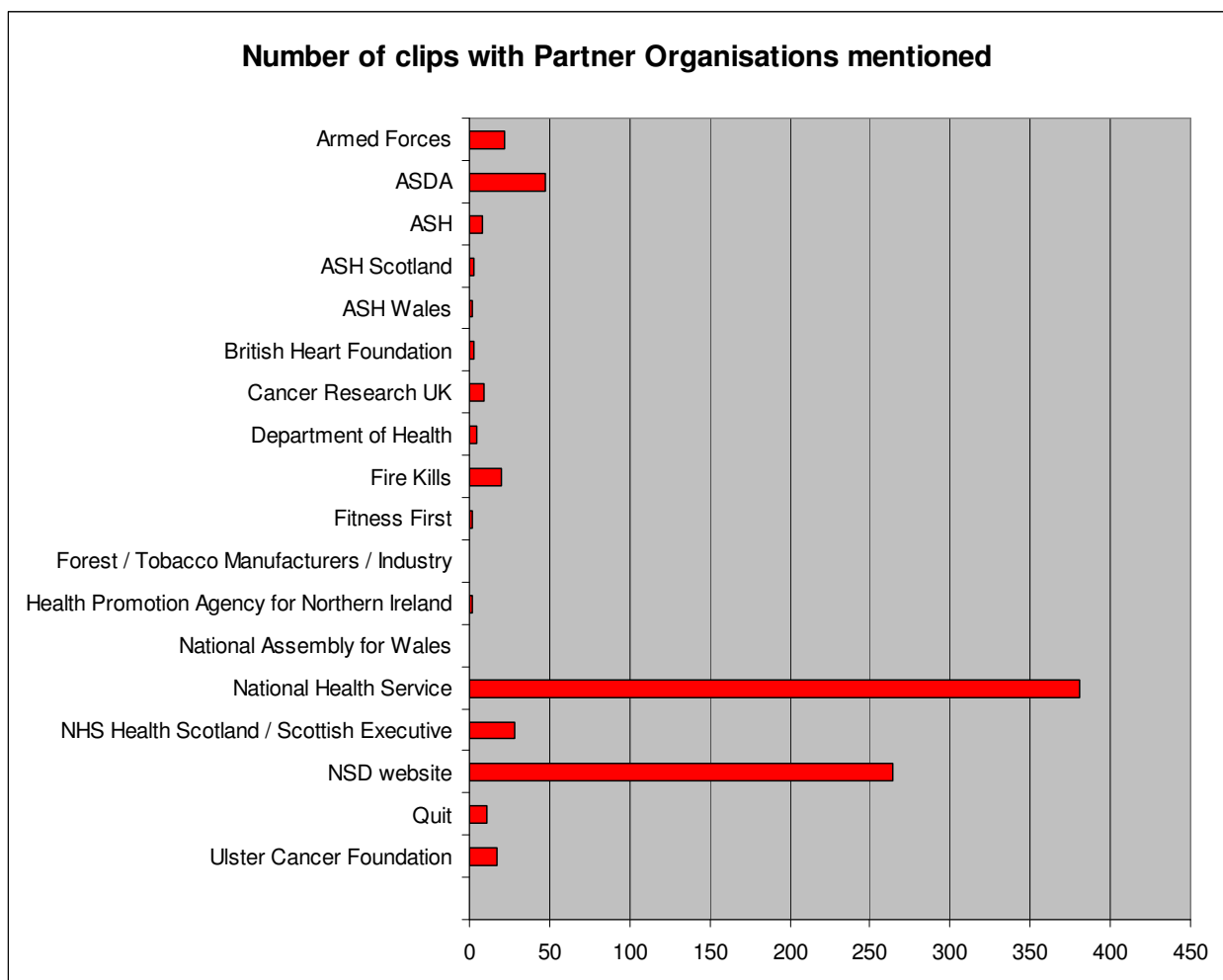
The key messages promoted through out the No Smoking Day campaign focused on the support available, driving smokers to the No Smoking Day website as well as to the NHS stop smoking services. Stop smoking services were the most mentioned in articles followed by the helplines and then websites.



Graph 5: Volume of clips containing topic mentions – help to stop



A number of our partner organisations were also mentioned in No Smoking Day articles, the majority being for the NHS then ASDA (Graph 6).



Graph 6: Number of clips with partner organisations mentioned

High profile supporters

This year, the campaign was fronted by TV doctors Hilary Jones and Rosemary Leonard, with ex- Big Brother housemate Aisleyne Horgan-Wallace giving a personal perspective; Aisleyne began smoking live on TV, and supported No Smoking Day by discussing her subsequent successful attempt to quit. This support gained coverage across regional and national media, plus gossip/celebrity websites.



Evaluation: awareness and participation

Post-campaign research overview

The post-campaign research was undertaken by GfK NOP, based on interviews with 2,034 adults aged 16 and over. It was conducted in the week immediately following No Smoking Day (13-18 March 2008). Respondents were selected by quotas of age, sex and socio-economic classification. Geographic breakdown of the survey sample was done by television area.

	Sample size
GfK NOP UK	2,034
England	1,637 *
Northern Ireland	57
Scotland	175
Wales	165

Table 2: Weighted sample size

*Figures for England derived by aggregating all English TV regions.

The research investigated smoking prevalence rates, attitudes towards stopping, awareness of No Smoking Day, quit attempts triggered directly by the Day, smokers' awareness of help available, and reasons for quitting on the Day.

Smoking prevalence

24% of respondents were regular cigarette smokers, smoking one or more cigarettes a day. The greatest proportion of smokers participating in the survey reported smoking between 11 and 20 cigarettes a day, accounting for 10% of smokers interviewed. Smoking prevalence was highest amongst the DE socioeconomic group at 38%.



Intention to stop

Respondents were asked how they felt about giving up smoking.

	UK n = 543	England n = 434	Northern Ireland n = 17	Scotland n = 53	Wales n = 39
I've never thought about it	8%	8%	-	14%	8%
I'd like to stop one day	28%	31%	24%	13%	29%
I'd like to stop soon	20%	19%	24%	27%	36%
I'm trying to stop at the moment	11%	13%	10%	5%	7%
I did stopped before but have started again	29%	30%	19%	33%	27%
I have no intention of stopping	13%	13%	24%	19%	5%

Table 3: Which of the following best describes how you feel about giving up smoking?



Prompted awareness of No Smoking Day

	General public	Cigarette Smokers
UK	50% n = 2034	59%
England	49% n = 1680	-
Northern Ireland	78% n = 57	-
Scotland	43% n = 175	-
Wales	53% n = 165	-

Table 4: Did you know that 12 March 2008 was No Smoking Day?

Overall women had a higher level of awareness of No Smoking Day (54%) compared with men (46%).

In the age categories, the 55 and over category had the highest awareness level, while the highest awareness level across the social classes was 52% for C2.

When broken down by number of cigarettes smoked, those who smoke between 11 and 20 cigarettes a day had the highest level of awareness of the Day (68%).



Attempts to stop smoking on No Smoking Day

20% of smokers who were aware of No Smoking Day made an attempt to quit smoking on No Smoking Day; the highest rate recorded in the history of the campaign.

Cigarette smokers	5 or less a day	6-10 a day	11-20 a day	21 or more a day
Quit attempt	35%	27%	15%	2%

Table 5: Quit rates stopping on No Smoking Day compared to numbers of cigarettes smoked

When broken down by the number of cigarettes smoked, the highest quit rate was among smokers who smoke 5 or less cigarettes a day, with 35% making a quit attempt.

Quit attempts were highest among social group C1 (25%) and lowest among social class AB (13%).

Wider participation

The percentage of smokers aware of No Smoking Day who responded to the Day with a positive was 56%.

Any positive response	Made a quit attempt	Cut down	Thought about stopping	Smoked more
56%	23%	16%	27%	16%

Table 6: Action taken on No Smoking Day

27% of smokers thought about stopping on No Smoking Day, with a higher proportion of men (31%) considered stopping compared with (22%) women.



The greatest percentages of smokers considering quitting were in the age groups 16-24 and 25-34 (both 35%). The age group most likely to smoke less than usual was 45-54 years (21%).

Awareness of advertising and publicity

	General Public	Smokers
Yes	43%	45%

Table 7: Did you see or hear advertising or publicity for No Smoking Day?

Base: all adults 16+ (n=2,034)

More women recalled seeing publicity for No Smoking Day at 45% compared with 41% of men. When respondents were asked where they saw the publicity 27% recalled TV advertising, and 27% recalled a TV programme. 11% saw a poster, 18% heard a radio programme, and 8% saw national press advertising.

Awareness of help to stop smoking

38% of smokers who attempted to stop on No Smoking Day used some form of help.

UK	England	Northern Ireland	Scotland	Wales
80%	79%	85%	87%	87%

Table 8: Awareness of help to stop smoking by region

NRT	Help from Doctor	NHS Stop Smoking Service	NHS Helpline (0800 169 0 169)	Help from Pharmacist
54%	48%	23%	23%	12%

Table 9: Which help are you aware of for smokers (top five answers)

Cold turkey	NRT Patches from Pharmacy	Leaflets on how to stop	Prescribed NRT Patches	NRT Gum from Pharmacy
61%	11%	10%	6%	5%

Table 10: Smokers who stop and method of help used (top five answers)



Reasons for trying to stop smoking on No Smoking Day

The most common reason for stopping smoking on the Day was that smokers were worried about health. More men were concerned about the health risks and wanted to stop or cut down (health 43%, stop or cut down 34%) compared with women (health 31%, stop or cut down 17%).

Worried about health risks	Want to stop/ cut down	Improve my health	To save money	Because it was No Smoking Day
36%	24%	19%	11%	10%

Table 11: Why did you wanted to stop on No Smoking Day? (Top five answers)

Vishnee Sauntoo
April 2008

