World Social Marketing Conference
Exploring social marketing insights on the promotion of stop smoking services amongst routine and manual workers, and other hard to reach groups

THE BIG PLEDGE
Stop Smoking Campaign
The Brief

NHS Coventry identified **stop smoking as one of its major initiatives over the next five years for tackling health problems in the city and aims to reduce the number of premature deaths in the lifetime of the current population by 2,800** (NHS Coventry, Feb 2009).

The Brief

ICE was commissioned to deliver a **creative communications and marketing campaign to help generate demand ahead of the introduction of increased local provision and to broadly motivate local people to want to stop smoking.**
Target audiences

**Routine and Manual Workers (RMW)**
stress, peer pressure, acceptance and smoking being ‘normal’

**Pregnant Women**
stress, peer pressure, acceptance and smoking being ‘normal’. In low income households, smoking is more inter-generationally ingrained

**Young Professionals**
rebellion, attention seeking – looking ‘harder’ and older - bonding with family, peer pressure and social acceptance
ICE Social Marketers collaborated with the Communications Team at NHS Coventry, the Stop Smoking Service and key stakeholders from across the city.
A three-month campaign across Coventry.

Challenging Coventry to make a **Pledge to:**

- stop smoking
- support family and friends in stopping smoking

Working with a range of **stakeholders** we developed **key relationships in each key community area** for Routine and Manual Workers, pregnant women and young professionals.
The insight research highlighted the importance of ‘personalising’ the messages in order for the target groups to have a connection with the campaign and Stop Smoking Service.

A three-month communications campaign was developed, targeting the three groups through strategic communication channels.
The pledge

Three different messages created from findings and themes from insight. All encompassed by the main campaign theme - 'The Pledge'.
Three approaches to match the target groups – **different in gender, age and motivations** - behind a key theme:

- **Do it for you** - self-motivation for smokers – **Personal**
- **Do it for them** - the benefit brought to your family, colleagues, friends etc – **Peer Group**
- **Let's do it together** – create the “Challenge Coventry” mentality - **City Wide**

**The Pledge** acted as a rally cry to:

- those who wanted to stop smoking
- those who were thinking of stopping
- those who hadn’t thought of stopping but were inspired by the campaign.
People could make a pledge via text, online, by posting their pledge pack to the free Post address, via the Big Pledge bus or by contacting the Service direct quoting “Pledge”.

The Pledge

- concept development
- media bookings & print production
- identify and broaden employer networks
- health intervention staff
- bus engagement activities
- PR opportunities
- radio advertisements
- Engage Stop Smoking Service
Implementation

Branded double decker bus road show - various locations, challenging people to make a pledge, offering free giveaways including "aged photos", lung age test monitors, CO2 monitor testing and advice on giving up smoking.

Mercia Radio - on air 4 week radio campaign

Mercia Radio roadshow – launched the campaign at Broadgate

Microsite – www.thebigpledge.com, People were able to make their pledge online as a group or individual
Adshells – strategically located; near children’s centres, places of employment, city centre based

Hackney taxis – super sides and tip seats operating across the city

Marketing material – posters targeting the three target groups, Pledge Pack containing a Pledge certificate and a pledge postal pack, pens, fridge magnets and sweatshirts

Brand blitz – targeting local employers, children’s centres, GPs, community venues, schools and supermarkets with collateral

The results
Number of people engaged with on The Big Pledge

Engagement Bus: **Over 700** over a 12 day period

403 Referrals through Engagement Bus
319 Visits to the Big Pledge website: (1,804 page views)
22 Website pledges: (17 personal pledges and 5 group pledges)
99 Text referrals
40 Pledge packs returned
1,583 interested participants
Launched January 2010
12 Engagement events across Coventry
403 referrals through the Bus
1,804 page views on the website
883 referrals to the stop smoking service
1,583 interested participants

Marketing channels:
Branded double decker bus road show,
on air radio campaign,
collateral: pledge packs, giveaways, posters,
PR, outdoor media, website, brand blitz.

883 combined Pledge referrals into the Stop Smoking Service
437 referrals followed up by the Stop Smoking Service
307 people signed up, but did not make a quit date
45 people made a quit date but did not access the Stop Smoking Service
55 people accessed the Stop Smoking Service
BIG Pledge Re Boot 2011

Launched March 2011
40 Engagement events across Coventry throughout March and April
523 referrals to date at engagement events
254 referrals via text, website, post & telephone:

Marketing channels:
Engagement events, on air radio campaign, collateral: pledge packs, posters, PR, outdoor media, newspaper wrap, football & rugby advertisements, ad-van, website promotion.
North of Tyne
Stop Smoking Intervention

DoH statistics indicate almost 55% of North East smokers are from RMW employment status – key priority
The Brief

Engage with and **change smoking behaviours amongst Routine and Manual Workers (RMWs)** – aged between 30 – 50 years - living in Newcastle, North Tyneside and Northumberland

The Brief

**Increase the number of RMWs accessing drop in to quit services** and signposting people to local Stop Smoking Services (SSS).
Scoping

Desk based research – in depth profiling of smoking prevalence across 3 target localities using national and regional data

Established stakeholder project steering group – working group to shape, inform, challenge and develop the project and signpost service providers and participants for the insight research

Project planning – comprehensive project plan developed, outlining the methodology.
**Insight research - Health Professionals**

In-depth interviews with service managers and questionnaires issued to service teams

To gain insight in to:
- Current provision, delivery & service attendance
- Service Differentiators
- Promotion to differing target audiences
- Perceptions of customer service
- Health professionals perceived roles in SSS
- Resources & capacity issues
- Perceived access barriers for H2R groups

**Insight research - Routine and Manual Workers**

Citizen insight focused on North Tyneside predominantly and ‘sense checked’ across Newcastle and North Tyneside.

- **Questionnaires** – through employers, stakeholder groups and ‘on-street’
- **Focus Groups** in 3 localities – recruited via SSS, stakeholder networks, ‘on-street’ & PR
- **One to One** telephone interviews – with current users of the SSS
- **Mystery Shopping** – telephone calls made to the SSS
Insight Research Sample

Quantitative:

231 RMWs – male & female aged 30 – 50

Qualitative:

6 focus groups: 4 in North Tyneside,
1 in Newcastle & 1 in Northumberland…
(current smokers & recent ex-smokers)

12 depth interviews

8 mystery shopping telephone calls

Key Findings

A detailed insight research report was compiled incorporating secondary and primary research findings, behaviour change theory and recommendations to move in to the next stage - Develop
Key Findings - Snapshot

Our insight revealed a complex set of barriers to change:

They lead hectic lifestyles, often working shifts and balancing work and domestic commitments.

Smoking is an ingrained/accepted part of their culture; it is seen as a ‘reward’ and a way to relieve boredom and break their everyday routines.

When stopping smoking, some RMWs feel they don’t need any help and they can manage it on their own.

Key findings include:

• Need to take interventions into workplace settings, meeting these groups on their own turf and tailoring the service for ‘people like us’
• Promote the message that it’s ‘OK’ to fail; the key is getting back on track by using available support
• Center around health benefits of quitting & living longer to spend time with their families & children
• 60% of previous service users rated it as ‘good’
• 50.4% of participants weren’t aware of local SSS
• Health, finances & family cited as reasons to stop smoking
Develop

Recommendations were provided for an intervention to target Q4
Develop

Taking the service to RMWs through employment & social settings included…

- Kitting out a mobile intervention unit – branding and intervention kits e.g. CO monitors
- Identify and broaden RMW employer networks to engage
- Train & brief health intervention teams
- Schedule mobile interventions
- Develop targeted campaign – using the Fresh ‘People Like Us’ branding
- Develop an integrated PR plan
Implementation

2 week mobile smoking intervention – using an intervention unit & roving engagement teams

Brand blitz – within target communities
Implementation

**Directional adshells** – located in the community, advertising local drop in to quit venues & SSS number

**Marketing collateral** – z cards, posters, motivational cards and give aways

**Bus rears** – covering bus routes across 3 localities

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Implementation

**Hackney taxi super sides** & tip seats – operating across 3 localities

**Competition** – to encourage participation and offer instant ‘exchange’
The results

The mobile unit engaged over 640 people, making 101 direct appointments with drop in to quit services, 27 appointments made with the SSS and 48 leads generated for follow up.
The results

The on street engagement team met with over 1,400 people, making 118 direct appointments to drop in to quit and 41 leads were generated.

Campaign recall – 255 questionnaires completed

45.8% indicated awareness of the campaign, with 50% recalling seeing the adverts at bus stops

Intervention extension
Due to the success of the 2 week intervention, NHS North of Tyne secured funding to extend the intervention within the North Tyneside locality.

An extra 12 days of roving street engagement.

The results –
over 2000 people engaged making 96 appointments with drop in to quit services,
18 appointments with the Stop Smoking Service and 44 leads generated for follow up.
Intervention achievements

Directly engaged more than **2000** RMW

Achieved **219** referrals in to drop in to quit services

Achieved **227** direct appointments with SSS

Achieved **89** lead generations.
Intervention achievements

During quarter 4 we also saw an increase in the number of RMWs both setting a quit date and successfully quitting, compared to previous quarters – across all 3 target localities.

Intervention achievements

The social marketing intervention was recognised as a contributory factor:

Number setting a quit date:
• Northumberland - Q4, 529 (Q3, 390)
• Newcastle - Q4, 405 (Q3, 260)
• North Tyneside - Q4, 356 (Q3, 283)

Number successfully quit:
• Northumberland - Q4, 259 (Q3, 183)
• Newcastle - Q4, 233 (Q3, 134)
• North Tyneside - Q4, 189 (Q3, 158)
Thank you... any questions?