



Office for Health
Improvement
& Disparities

Smoking Cessation Marketing

Achieving a Smokefree generation – A post pandemic marketing approach

Anand Amlani – Head of Adult Marketing, Office for Health Improvement and Disparities.

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This présentation is done in total Independence from the event organizer. I have no conflict of interest to declare regarding the current presentation.

Office for Health Information and Disparities



The Role for Marketing

- Increase motivation to stop.
- Reframe social norms and cultural acceptance
- Increase quit attempts
- Promote the use of stop smoking tools and services, particularly as the evidence for vaping grows.

Independent Review and Tobacco Control Plan

An independent review has been conducted which looked at a range of factors. We anticipate key themes will be:

- **Increasing the age of sale to 21**
- **Highlighting the evidence base for vaping as means of stopping smoking**
- **Increasing the investment in Marketing for a decade**
- **Developing options for a ‘polluter pays’ model**
- **Investigating the possibilities of more ‘smokefree places’**

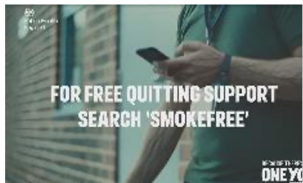
These recommendations will be considered alongside other Government priorities and feed into a new Tobacco Control plan that sets the roadmap to achieving the 2030 Smokefree ambition.

Smoking Cessation Marketing – Achievements

Strategic approaches to changing behaviour

Health harms campaigning

- Informing each generation of the harms of smoking
- Generating disgust
- Keeping former smokers quit



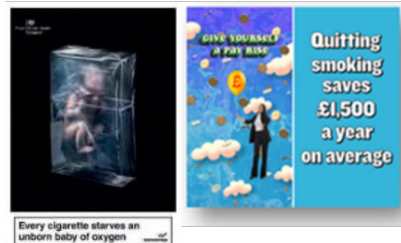
Annual mass participation event

- Normalising quitting and making it more visible
- Providing a trigger opportunity for lighter smokers to give up



Trialling smoking in pregnancy campaigns

- We piloted in 2016 working intensively with local areas of high prevalence. Providing support tools to healthcare professionals
- In 2020 we also ran a messaging test to learn more about motivating young, female smokers to quit, in order to indirectly impact SATOD rates



Support focussed strategy

- In 2017/18/19 we encouraged smokers to quit with support and sought to change perceptions around e-cigarette in a challenging media environment



Targeted digital media

- Sophisticated digital and social targeting drives engagement by delivering relevant, inclusive creative to our key audience segments
- 2019 political thrust to not use TV. TV is proven to drive reach /recognition amongst C2DE
- GDPR and 3PC has limited targeting but we continue to trial new approaches



Increased public and commercial partnerships

Public sector

- Supporting NHS staff to give up
- Providing resources for local stop smoking services

Commercial sector

- Providing resources and co-branding online and offline communications to direct to support



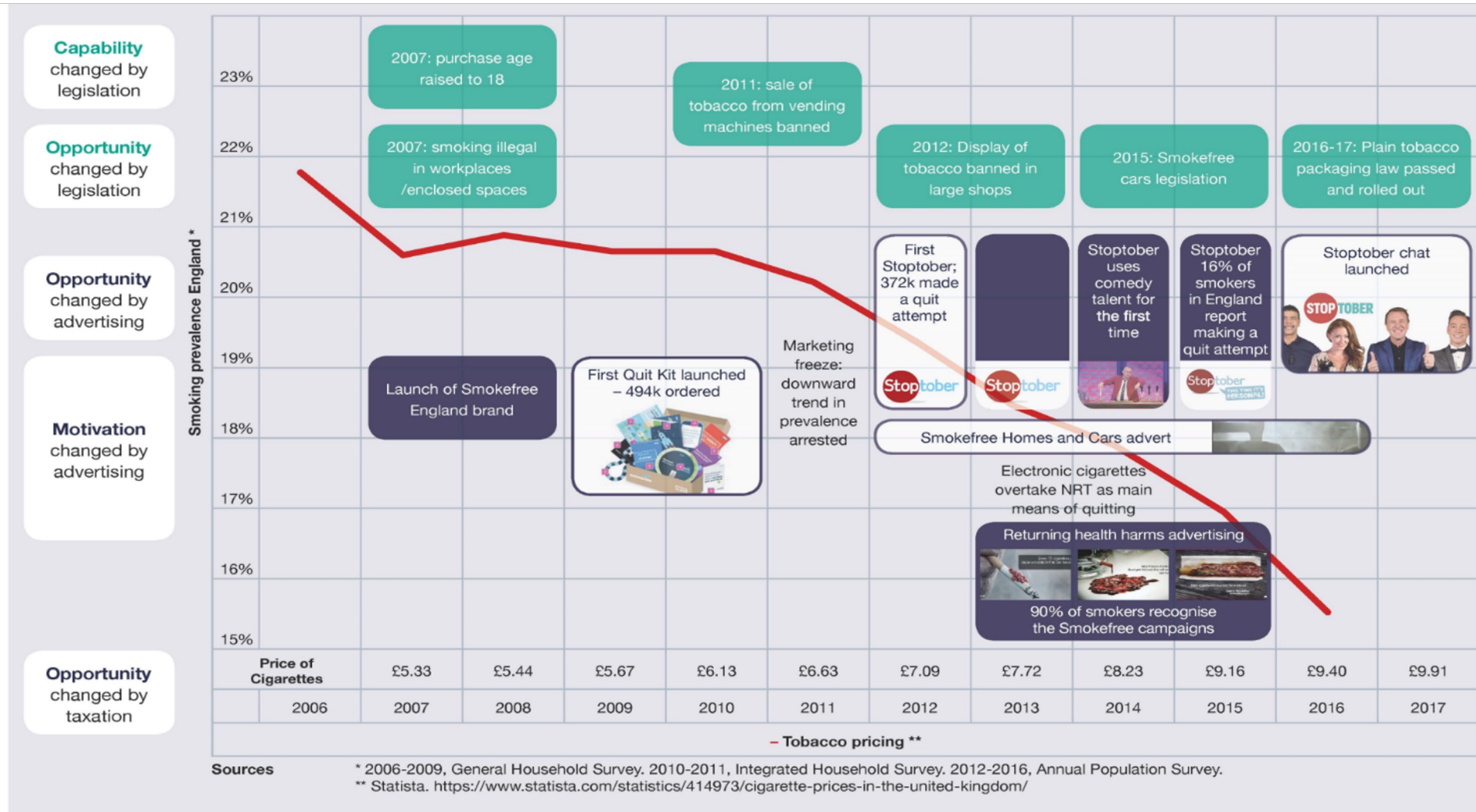
Increased innovation digital tools

- Free support tools (bot, app, personal quit plan, website and more)
- Improve capability to quit by signposting to and providing digital support



How our social marketing has an impact

The table below charts the various ways in which over a decade our marketing has supported the comprehensive tobacco control policy.

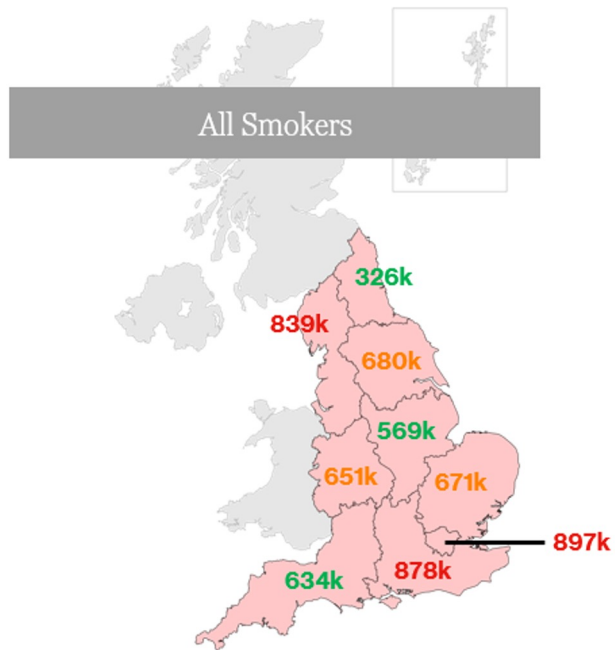


Who Smokes?



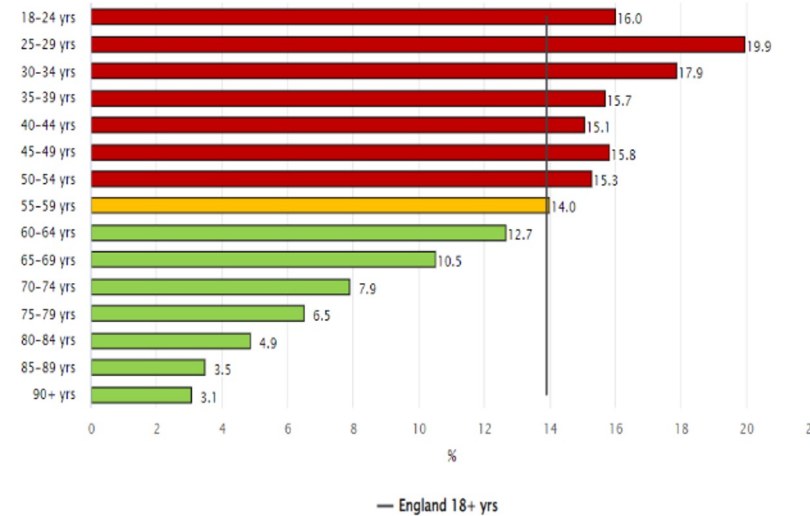
The smoking audience

Location



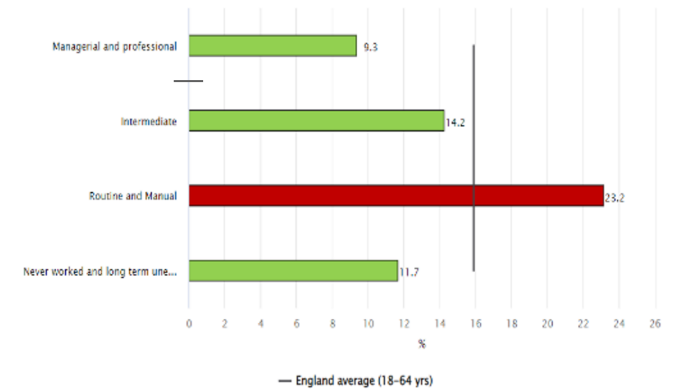
Regional prevalence as well as volume must be taken into account to ensure audience is reached.

Age



Those aged 18-54 are more likely to smoke.

SEG



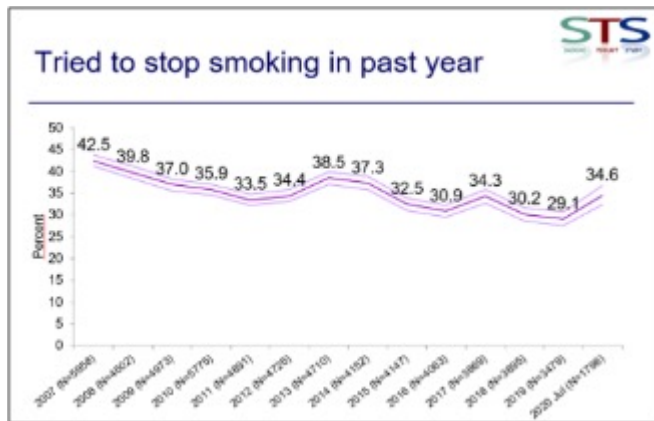
Significantly higher prevalence among Routine and Manual occupations.

The COVID-19 pandemic has also impacted the smoking landscape

.... its impact on motivation looks to be polarising

An increase in quit attempts

Smokers toolkit survey shows more smokers made a quit attempt in 2020, whilst YouGov data also shows over 1 in 10 made a quit attempt ahead of Stoptober 2020.



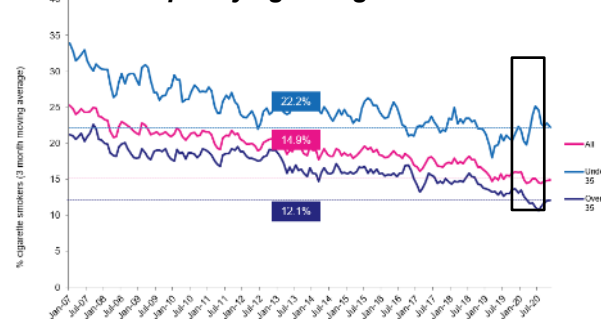
13% of smokers claim to have made a quit attempt during April – September (YouGov).

Source: Smokers Toolkit survey, YouGov tracking

However, not all smokers reacting this way

- Ahead of Stoptober **28%** agreed they are more likely to quit as a result of the possible impact of COVID19, however **35%** disagreed. **C2DE** in particular are less likely to be motivated by it. (YouGov).
- Furthermore, data shows quit attempts during lockdown were driven by **ABC1** and those under 35. The prevalence of smoking in this group however also rose, this suggests massive churn.

Quit attempts by age – higher for under 35



Quit attempts by social grade – higher for ABC1



More quit attempts, but largely from younger or more affluent groups

Post Pandemic Marketing

Stoptober

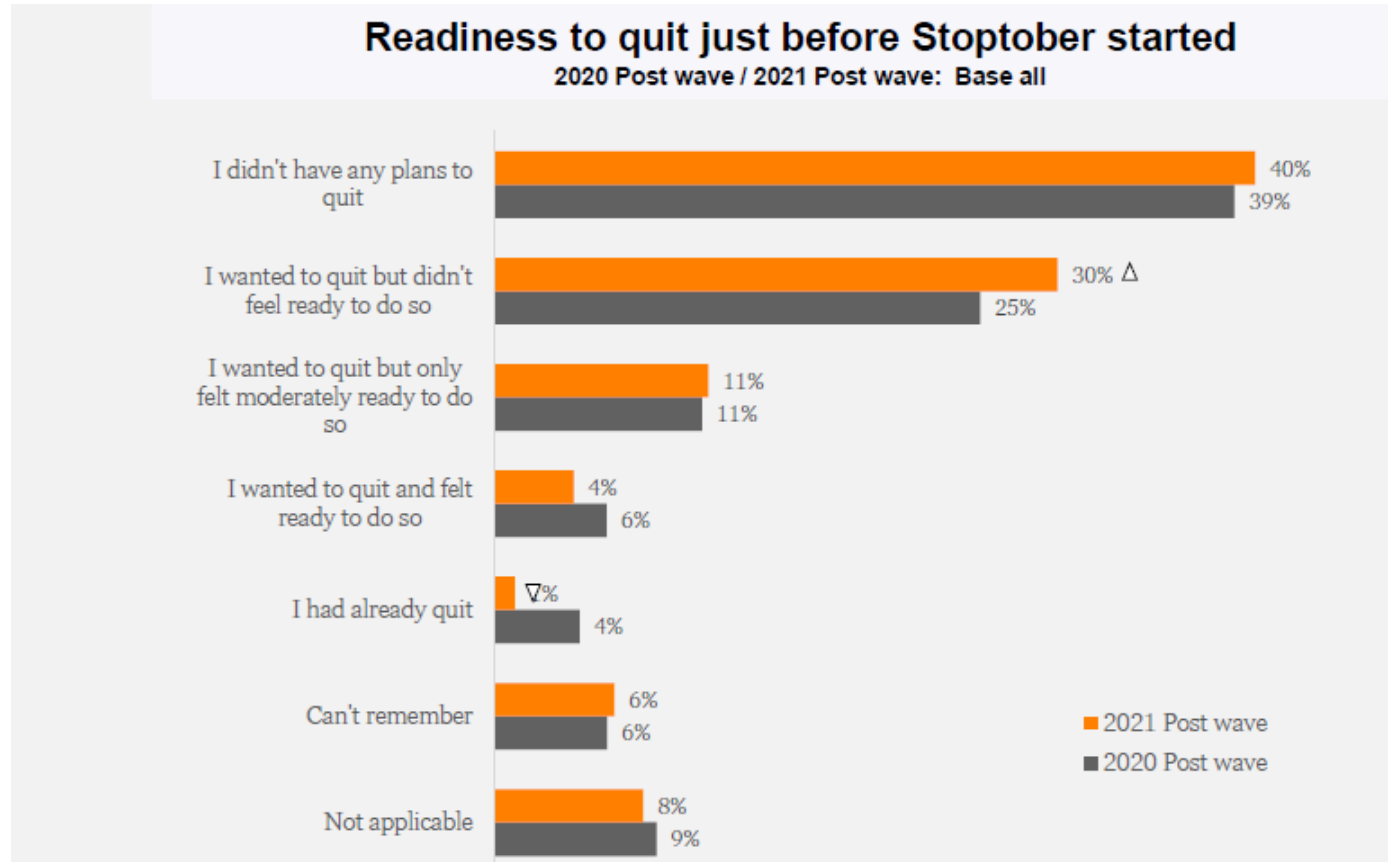
Behavioural insight driven annual campaign where we urge smokers to give up for 28 days in October.

Marketing takes place in September, highlighting that Stoptober is coming and signposts to range of support tools so that people can get ready for their quit attempt.

Work with partners, NHS and Local Authorities to create a positive environment to help smokers quit.



Readiness to quit prior to Stoptober



In addition to the polarised behaviour, there were both similarities and some differences with regard to 'readiness' just before Stoptober.

- **Concrete plans to quit were similar between two years**
- **More people wanted to quit, but didn't feel ready in 2021.**
- **Conversely, more people wanted to quit and were prepared to do so in 2020.**
- **The amount of people who wanted to quit but were ambivalent about their readiness was similar between the two years.**

Stoptober – Differing Approaches

2020

Focus on harms and particularly lung health in an attempt to link to respiratory function



2021

Gain framed benefits approach to tie in with more optimistic mood.



COVID context

22 September –return of WFH and hospitality curfew
14 October 2020 –Three tier restrictions introduced and new lockdown announced on 31 October.

14 September 2021 – PM unveils Plan B (a second lockdown), to be used *if* NHS comes under 'unsustainable pressure' in winter months



Headline Results



Campaign awareness 35%

Drop in social mentions.

General Agreement with key messages:

- 38% strongly agree with breathing more easily
- 38% agree they should take action.

C 1m self-reported claimed actions in relation to quitting smoking.

Primary KPI

Quit attempts
12.2%



Campaign awareness 38% (marginally up)

General Agreement with key messages:

- 40 % agree on need to stop smoking
- 35% agree they should take action.

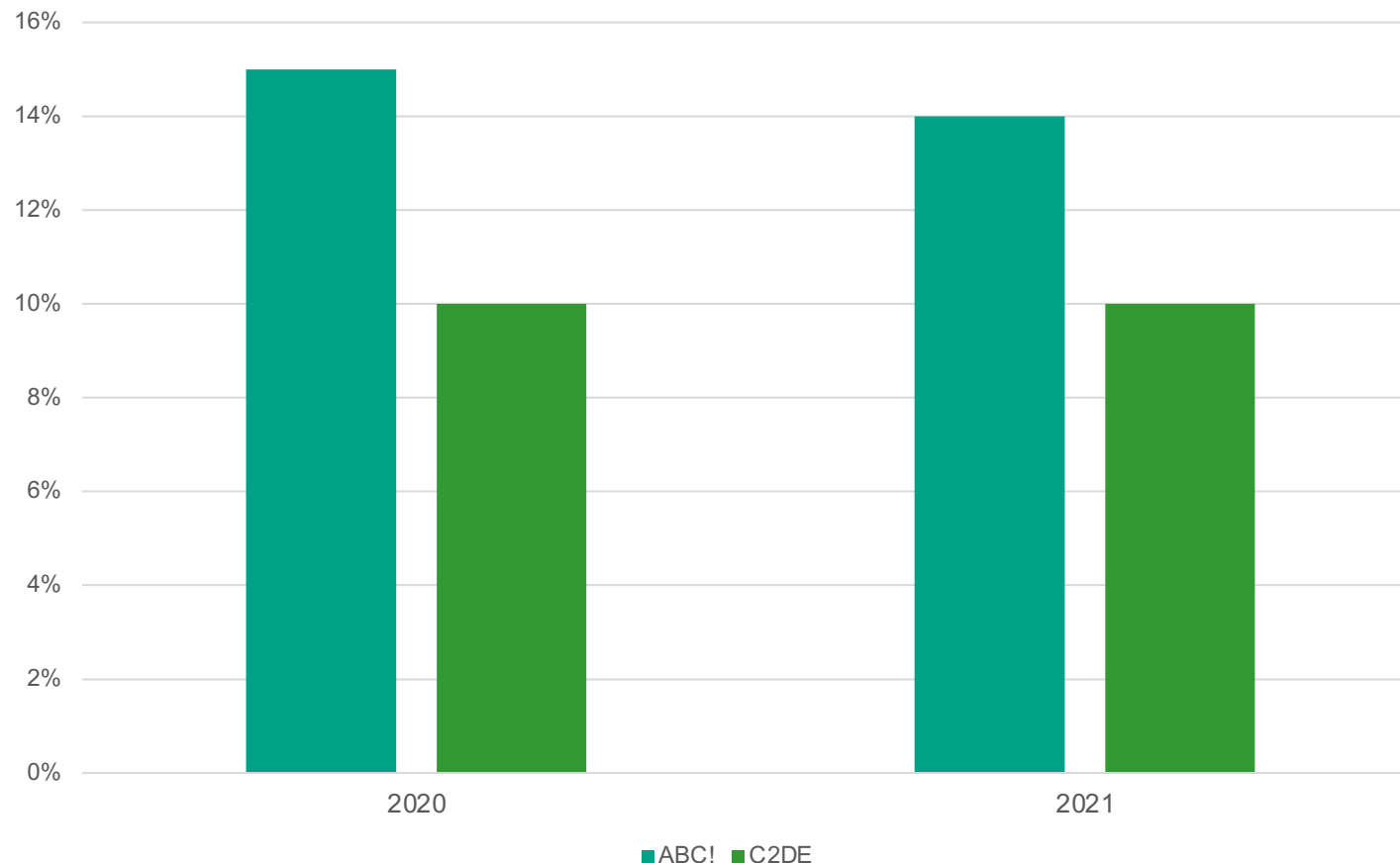
C 1.1 m self-reported claimed actions in relation to quitting smoking

Quit attempts
11.4%

The campaign successfully drove quit attempts amongst the smoking audience and was on par with pre-pandemic quit attempts. .

Quit Attempts by social grade

% Quit Attempts across the two years-

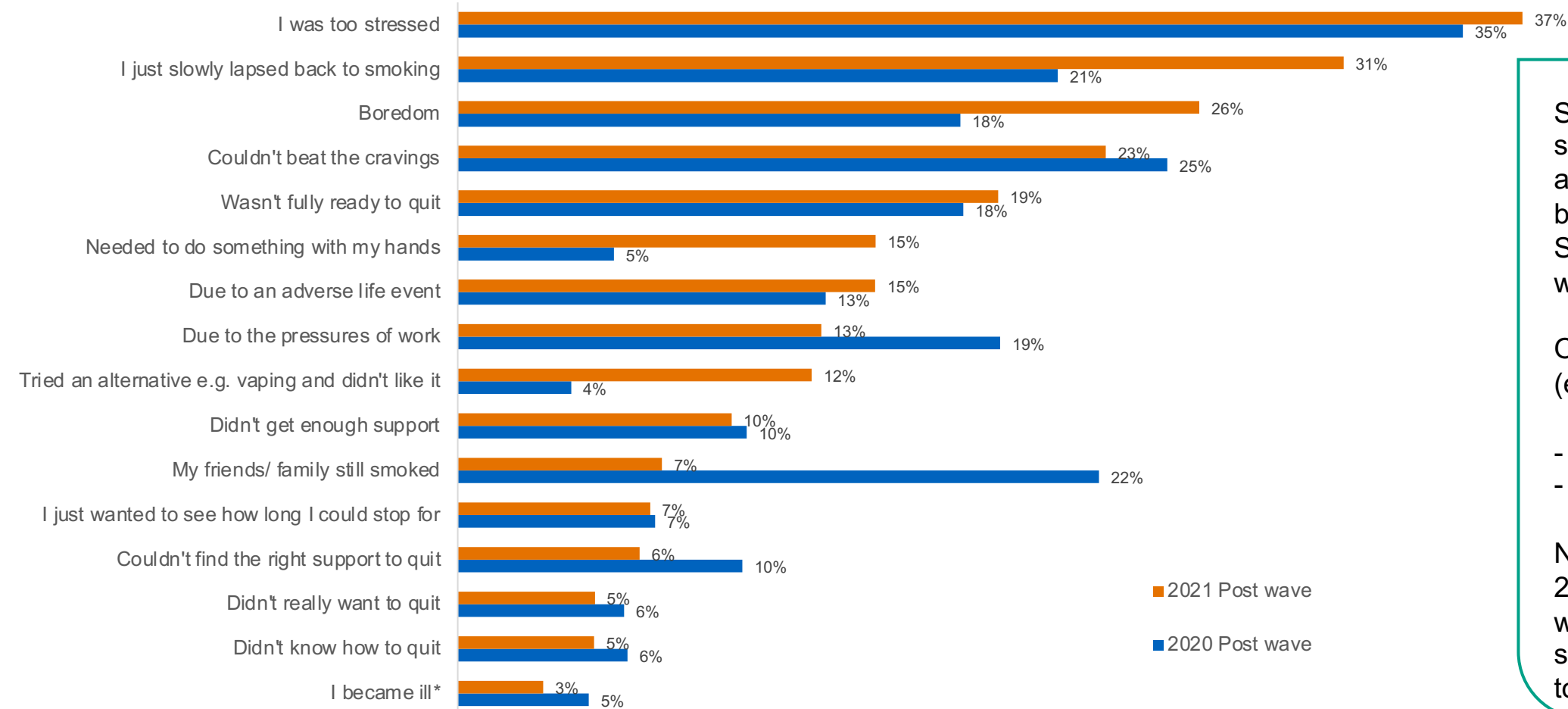


Prior to the pandemic, we have seen an even split between social grades making quit attempts.

Since the pandemic, we are starting to see greater disparity between the grades - a smaller (but still significant) proportion of those from lower SEGs are quitting.

However, this difference is consistent between both post-pandemic years.

Reasons to start smoking again.



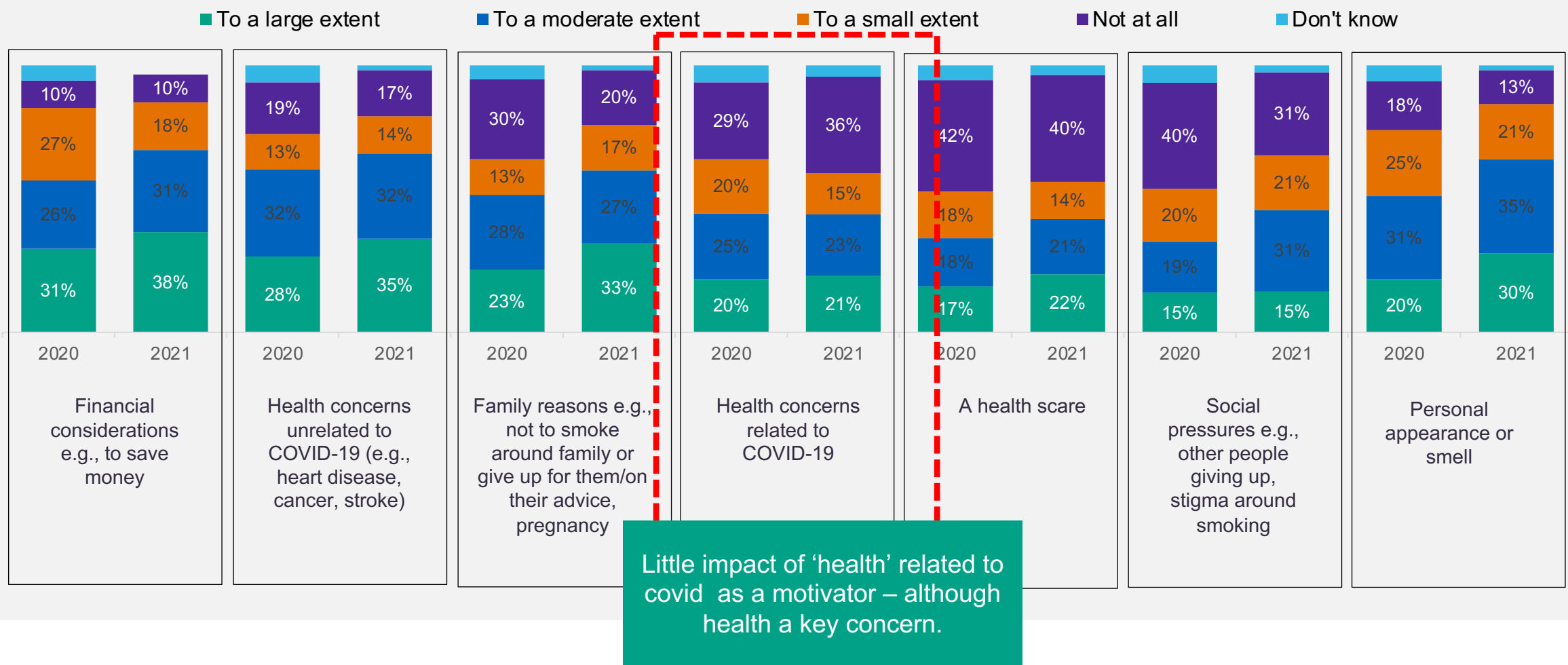
Stress continues to drive smoking relapse. Nearly a third slowly lapsed back into smoking. Stress related relapse was higher in 2021.

Other interesting drivers (esp in 2021) were:

- Boredom
- 'Drift'.

Notably, fewer people in 2021 cited 'pressures of work', and 'friends/family still smoking as a result to return to smoking.

Motivation



Building these findings into our planning:

- The context of the past two years seems to have had a different impact on different groups of people
- These differences are likely to continue post-covid so we must factor this into our strategic development
- 'Health' related messaging is still important for some – but the nature of this varies between groups and has a different impact on motivation and maintenance.
- Personal confidence remains critical and this may be related to a positive quitting environment.
- Current economic situation may polarise attitudes between groups further.



Thank you.

