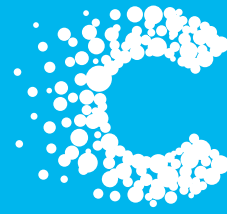
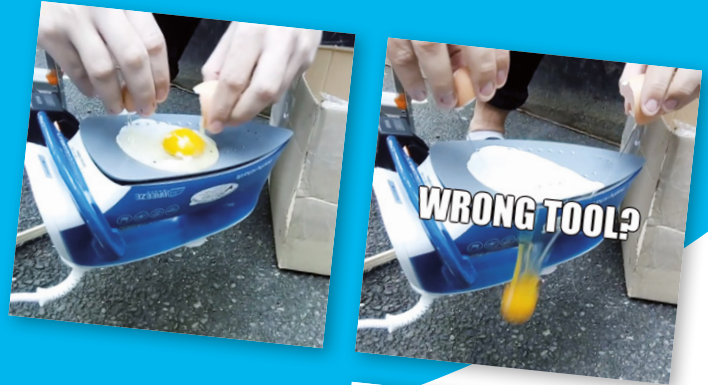


Effective quitting tools campaign Yorkshire and the Humber

Monday 11 March – Sunday 14 April 2019



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QUIT SMOKING
WITH THE
RIGHT TOOLS
FOR YOU.

Cancer Research UK (CRUK) will launch a pilot campaign across Yorkshire and the Humber (Y&H) in March 2019, aimed at raising awareness of the effectiveness of using support tools to quit smoking. The campaign is targeted at smokers from lower socio-economic groups, in Y&H.

Why are you running this campaign?

Whilst smoking rates are falling, 15% of all adults in the UK still smoke¹. In England, around 60% of smokers want to quit, but currently, around half try to quit unaided (using willpower alone)², which is the least effective method³. Therefore, it's vital we raise awareness of the effectiveness of support tools and empower smokers to choose the quit methods that are right for them.

Whilst many campaigns exist to encourage smokers to quit, a campaign is required that differentiates from conventional quit campaigns; it should cut-through the noise and grab the attention of smokers in a unique and memorable way.

Who is the campaign aimed at?

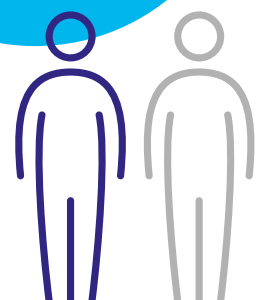
Y&H smokers who are from lower socio-economic groups and have a desire to quit. The advertising will target them, due to higher smoking prevalence amongst these groups⁴.

What activities will be taking place and when?

An advertising campaign including adverts on social media, radio plus a radio partnership with Heart FM will run for 5 weeks from 11 March to 14 April 2019 across Yorkshire and the Humber. The advertising highlights that attempting to quit without the right tools can make the task harder to complete successfully. We hammer this home by showing humorous scenarios of people using the wrong tools for everyday tasks before relating it to quitting smoking.

The takeout message is; Use the right support tools and you're more likely to give up smoking for good. Regional press coverage will support the activity during the campaign period.

Around half of all smokers in England try to quit using willpower alone, which is the least effective quitting method



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What is Cancer Research UK doing to engage Health Professionals?

GPs in Yorkshire and the Humber will be informed of the campaign through marketing channels including emails and promoted posts on Twitter. They will be provided with information on the most effective quitting tools available, to support their patient conversations with smokers who want to start their quitting journey. Communications will signpost GPs to the CRUK module '[Essentials of Smoking Cessation](#)' on the RCGP Learning website.

Why is the campaign running in Yorkshire and the Humber?

The pilot will run in this region due to high smoking prevalence, particularly amongst deprived groups. As well as this, CRUK has good relationships with local teams and service providers who are willing to support the activity.

Who is running this campaign?

CRUK will lead, fund and evaluate this pilot, with consultancy support from academic researchers, Stop Smoking experts and other Tobacco Control colleagues. Colleagues at Public Health England are acting as key consultants for the campaign and are assisting with stakeholder engagement by distributing campaign resources to local teams.

What are the main messages of the campaign?

Give these quitting tools a go and you're more likely to give up for good:

- Getting support through a local Stop Smoking Service
- Asking your GP about prescribed medication
- Using an e-cigarette

Does Cancer Research UK still support Stop Smoking Services as the most effective way to quit?

Yes. Regardless of the tool used, the support offered by Stop Smoking Services remains the most effective way for smokers to quit, but only around 2% of quitters used these services in 2017⁵. We think it's important to offer a range of effective quitting tools, so smokers can choose the right tool for them.

How will the campaign be evaluated?

The impact of advertising on awareness, knowledge, attitudes as well as intended and reported behaviour will be measured with pre and post-campaign surveys. The surveys will be supported with qualitative research (interviews) which will take place both during and after the campaign. The evaluation will be undertaken in Yorkshire and the Humber. The results from this pilot will inform future campaign plans.

What can I do to support the campaign?

- 1 Share this briefing with NHS, Public Health England and Local Authority (Public Health) colleagues who will find it useful to find out more about the campaign.
- 2 Display the campaign poster in community settings across Yorkshire and the Humber (e.g. Stop Smoking Services, community centres). [The poster is available for download here.](#)
- 3 Signpost to www.cruk.org/righttools where smokers can find out more information on the different quitting tools.

Further information

- Visit [NHS SmokeFree](#) for information on quitting tools, including information for smokers on where to find a local Stop Smoking Service.
- Please contact helen.oconnor@cancer.org.uk for further information on the campaign.

- 1 Statistics of Smoking, England (2018): <https://files.digital.nhs.uk/0C/95F481/stat-smok-eng-2018-rep.pdf>
- 2 Public Health Matters: Stop smoking – what works? (2018): <https://publichealthmatters.blog.gov.uk/2018/09/25/health-matters-stopping-smoking-what-works/>
- 3 Public Health Matters: Stop smoking – what works? (2018): <https://publichealthmatters.blog.gov.uk/2018/09/25/health-matters-stopping-smoking-what-works/>
- 4 <https://www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcare/healthinequalities/adhocs/007007cigarettesmokingstatusbycigaretteuseforhighestlevelofqualificationandsocioeconomicclassificationgreatbritain2015>
- 5 Latest trends on smoking in England from the Smoking Toolkit Study, 2017

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