

ShowCase

Reaching Routine and Manual workers that want to stop smoking

Topic: Smoking Cessation

Organisation: NHS Kirklees

Location: Kirklees

Dates: April 2008 – March 2011

Budget: £53K (excluding funding for resources and printing costs)

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Overview

The aim of NHS Kirklees' reaching routine and manual workers that want to stop smoking project was to increase the number of routine and manual (R&M) workers accessing the NHS Kirklees Stop Smoking Service.

R&M workers who smoke have been identified as a major health challenge at a national level (Department of Health, 2010). NHS Kirklees Public Health tobacco control programme set out to achieve its aim through building upon initial insight with stakeholders to develop a targeted stop smoking service that incorporated other health issues (such as weight and stress management) as well as making it feel like more like a 'club'. These insights also helped form targeted promotional materials for both males and females and to identify areas where outreach activity would be most effective.

Results

- 30 per cent increase in the number of R&M workers accessing the service and setting a quit date between (2008/09) and (2010/11)
- Increase in the number of R&M workers accessing the service as a percentage of the whole service from 19.5 per cent (2008/9) to 43.8 per cent (2010/2011)
- Increase in 4 – week successful quit rate among R&M workers from 73 per cent (2008/09) to 75 per cent (2009/10). The 4 week quit rate maintained above 60% (2010/11)

1. BEHAVIOUR

- To increase the number of routine and manual workers who smoke accessing the Kirklees Stop Smoking service and successfully quitting

2. CUSTOMER ORIENTATION

- The design of gender specific promotional materials that were based on gender specific insights with the target audience
- Promotional materials were distributed in local locations that the target audience identified were not 'typical' places for health related messaging such as pubs, supermarkets...
- The stop smoking service was redesigned to include weight and stress management services, mixed and single gender groups and a 'meeter and greeter' who was an ex-smoker themselves

3. THEORY

- **Social Cognitive Theory:** Emphasises the interplay of intrapersonal factors, environment and behaviour
- **Health Belief Model:** An individual's willingness to change their health behaviour is based on perceived susceptibility to and severity of the risk, and perceived benefits of and barriers to taking action
- **Stages of Change Theory:** aims to move people from pre-contemplation of a new behaviour, through contemplation, towards action and maintenance

4. INSIGHT

- Female respondents viewed their smoking as an individual activity and wanted group support whilst men viewed smoking as a group activity and wanted individual support
- Promotion that focused on family had the greatest impact
- Promotion that focused on the health impact of smoking was not welcomed
- All participants agreed that the biggest barrier to attending a service was not knowing what would happen during a session (fear of the unknown) and that the promotional material should address this
- Women wanted the service to feel more like a 'club' with 'me time'...

5. EXCHANGE

Barriers

- Uncertainty of what the service will be like
- Fear of putting on weight and the additional stress that stopping smoking can induce
- Smoking seen as 'me time' among Mothers
- Sessions being run during the day and in unfamiliar locations

Motivators

- Stress and weight management services included
- Sessions held in the evening and local venues
- Promotional materials conveyed what the service is like
- Service repackaged as more like a 'club'

6. COMPETITION

- As routine and manual workers are often the primary target of public health activities, promotional activities were subsequently placed in locations such as shops, markets, public houses, etc where the target audience enjoy spending time rather than attending for health care or support as not to compete with other health messaging
- Services were developed to include stress and weight management in order to overcome the fear of gaining weight and becoming more stressed
- Introduced 'bring-a-friend' week in order to overcome the social barrier of attending services

7. SEGMENTATION

- Two Kirklees localities, Batley and Newsome, were chosen for the pilot based on high smoking prevalence (Current Living in Kirklees, ward level smoking prevalence, 2008)
- The project team to focus on contemplators to be able to tailor findings and recommendations to smokers in the target group who might be thinking about change. By doing this they were hoping to reach those who may be receptive to messages and take action rather than pre-contemplators who would block messages and resist action

8. METHODS MIX

- A 'meeter and greeter' who is an ex-smoker was introduced
- A new text-based booking service
- Mixed and single gender stop smoking groups introduced
- Outreach promotional activities were conducted in locations where a large number of the target audience congregate, e.g. Batley bull dogs and workplace events that target the routine and manual workforce
- Gender specific promotional materials were developed based upon insight and distributed in places where the