

## ShowCase

### Vitality

**Topic:** Smoking; Healthy living

**Organisation:** NHS South West Essex

**Location:** South West Essex  
(East of England)

**Dates:** March 2008 to ongoing

**Budget:** £250,000

**Website:** [www.lovevitality.org](http://www.lovevitality.org)

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### Overview

Vitality is a holistic health and wellbeing service for South West Essex, which supports individuals to improve their health by making simple lifestyle changes.

The service was developed as a result of a research exercise to understand barriers to quitting smoking. However, this research identified that residents did not want a service directed only at smoking cessation. Instead they wanted a lifestyle programme that integrated healthy eating, smoking cessation, exercise and alcohol advice.

In response to this, the Vitality brand was developed and now offers free local services including stop smoking support, weight loss groups, guided group walks and practical cooking sessions.

### Results

- Exceeded 4-week smoking quit targets by 32 per cent in 2007/08, 7.5 per cent in 2008/09 (with significantly increased target), and 12.5 per cent in 2009/10
- 412 per cent increase in call volume to smoking cessation services, from an average of 25 calls per month to an average of 132 calls within 3 months
- 6,000 telephone enquiries in 2008/09 and 9,000 in 2009/10
- 63 per cent brand awareness of Vitality among general public

## 1. BEHAVIOUR

### Behavioural goals

- For participants to give up smoking; adopt a healthier diet and take up exercise

### Service specification for 2010

- Tobacco: 50 per cent 4-week success rate, 30 per cent success rate at 54 weeks (for those who quit at 4 weeks), 45 per cent quit rate for pregnant smokers
- Alcohol: 1,000 screens
- Cardiovascular disease (CVD): 80 per cent completion rate for preventative rehabilitation programme
- Cooking skills programme: 60 per cent retention rate

## 2. CUSTOMER ORIENTATION

- Research to understand barriers to quitting smoking; improved service opportunities; and communication channels for target audience
- Literature review
- Six semi-structured focus groups with participants from lower socioeconomic communities

## 3. THEORY

- **Goal Setting Theory:** Looks at how goals can influence performance

## 4. INSIGHT

- People did not want the stop smoking service that was on offer – They wanted a holistic approach to health and wellbeing
- Blame minimisation – Some smokers did not take responsibility for their smoking
- Some smokers labelled themselves as a 'social smoker' – Did not view their smoking as a problem
- Females influenced by materials that were graphical, gruesome, factual, made reference to ageing and focused on children
- Males influenced by materials that were more subtle and made reference to men's issues, e.g. impotence

## 5. EXCHANGE

### Barriers:

- Cigarettes are a reward
- Lack of confidence in ability to quit
- Off-putting health professionals
- 'Tried to quit and I can't do it'

### Responses:

- Alternative rewards and incentives, including 'me-time' and general wellbeing - 'a happier, healthier you'
- Holistic support, confidence building and repeat quit support
- Financial advantages of giving up smoking
- Training for health service deliverers

## 6. COMPETITION

- Brand recognition – Confusion between multiple PCT brands and commercial promotions (e.g. Boots NRT)
- Developed one high-profile umbrella brand to represent various services

## 7. SEGMENTATION

- **Geographic:** Areas of low socioeconomic status within South West Essex
- **Demographic:** Gender-related and generational differences, identified via focus groups to create audience segments, plus pregnant women

## 8. METHODS MIX

- One-stop-shop for health and wellbeing
- Based on identified needs, target audience can access a suite of free Vitality services, including: Smoking cessation; Nutrition; Exercise; Alcohol; CVD management
- Training for health professionals – To promote positive body language and tone and content of information offered
- Promotion – New umbrella brand; Media relations; Advertising; Direct mail; Newspapers; Website