

London Smoking Cessation Transformation Programme

Supporting Londoners to quit smoking

July 2019

Welcome to the latest update from the London Smoking Cessation Transformation Programme (LSCTP).



In this month's update we are delighted to share findings from the recent evaluation of the Stop Smoking London "Amazing Things Happen" campaign which ran from November 2018 to March 2019. The evaluation shows how London smokers reacted to the campaign and has produced some interesting findings that you can read about in more detail in this month's update.

The evaluation results will be used to not only understand the success of the campaign but also to provide a depth of understanding for future campaigns. Our immediate plans following the evaluation findings are to undertake some targeted advertising using the most clicked on digital adverts from the "Amazing Things Happen" campaign to encourage more Londoners to start their quit journey over the next few months.

In addition this month, following consultation with colleagues across participating London boroughs and the release of the NHS Long Term Plan, we are launching a range of "smoking in pregnancy" resources that are now available for you to [order](#). The aim of the "smoking in pregnancy" resources are to encourage pregnant smokers and their partners to contact the Stop Smoking London helpline - 0300 123 1044 or visit the [Stop Smoking London](#) website, in order that they can be given free, confidential advice about the benefits of stopping smoking in pregnancy. Callers to the helpline will be routinely signposted in to their local smoking cessation service where this is available.

This year one of our key priorities is to work with you to raise the profile of the Stop Smoking London offer across participating boroughs. This is particularly important as we know that most Londoners travel across boroughs daily. We want to position the Stop Smoking London offer as the entry point for London smokers who are considering a stop smoking journey, in order to signpost them in to their local smoking cessation services and regional support. We would be keen to explore ideas on how we can best partner with you to achieve this goal, please contact [Carla Naidoo](#), if you would like to discuss this.

I look forward to continuing to partner with you in 2019/20 as we work towards a smoke free London.

Somen Banerjee

Director of Public Health, London Borough of Tower Hamlets | London Association of Directors of Public Health Lead for Smoking Cessation and Tobacco Control.

Amazing Things Happen – Campaign evaluation highlights.

The Stop Smoking London "Amazing Things Happen" campaign which ran from November 2018 to March 2019 has now been fully evaluated using a mixed methods approach. This approach included a survey of 500 London respondents and in depth interviews with 20 survey respondents, aged 25-40 years old who reported as smokers or who had quit smoking since November 2018.

We are delighted that the evaluation has indicated that the campaign was successful in reaching and influencing our target audience. The evaluation shows that the majority who saw the advertising reported being more motivated to consider or attempting to quit smoking as a result of seeing the adverts.

It also found that the positive and aspirational campaign messaging resonated particularly well with the target audience, with this being deemed as motivational and connecting with their specific concerns, aspirations and experiences.

“This is kind of put in a way that is very relatable, it can relate to anyone and that’s why I took notice of it.”
Female, 25, White Polish

“Definitely, I’ve barely picked up a cigarette. I’ve had one cigarette in a few days but I know that I need additional help to quit. The website has helped in making that decision that I am going to give up smoking on Friday.”
Female, 33, Mixed White/Black Caribbean

The full report on the campaign evaluation will be shared with DsPH in London shortly. In the meantime key findings include:

Impact highlights

- 1) Among those who viewed an “Amazing Things Happen” advert, 12% reported that they had attempted to quit smoking shortly after.
- 2) The adverts also affected the smoking behaviour of some smokers with 21% of people trying to cut down on cigarettes after seeing them.
- 3) The adverts also provided additional motivation to 23% of people who needed more motivation to quit or to continue not smoking.
- 4) Thirty percent of people who viewed the Stop Smoking London website believed that the website had a significant to very significant impact on their smoking behaviour.

“This is much more vibrant and welcoming, it’s like it’s saying “We’re here, come let us help you.””
Male, 26, White British

“I thought it was quite cool, it was categorised quite well and it is easy to use and clear. It is quite unique. I haven’t seen anything quite like it before to be honest”
Female, 28, Asian

Channel insights

- 1) When promoted with campaign imagery most people (64%) reported seeing the “Amazing Things Happen” campaign via social media platforms, with Facebook providing the largest share of exposure.

“Amazing Things Happen” adverts that resonated best

- 1) The adverts focusing on finances - “2k saved for holiday...RESULT!” was viewed as the most effective.
- 2) For women the advert focusing on appearance - “OMG your skin looks fantastic” was felt to resonate most.
- 3) Those smoking 30+ cigarettes a day responded most to “#goodbye fag breath” and “WHOA! Just ran my first 10k”

Image 1 “Amazing Things Happen” adverts that resonated best overall.



Image 2 “Amazing Things Happen” adverts that resonated best with London smokers who smoke 30+ cigarettes.



London smokers preferred choices for stopping smoking.

- 1) Last year in our insight work we found that London smokers when asked about their preferred prospective choices for stopping smoking reported these to be face to face services, NRT and a web based helpline. However, this appears to have changed this year with a reported increase in preference for online information over face to face services and NRTs being replaced in part by e-cigarettes.

What do London smokers want to see now?

- 1) The target audience is positive about the addition of online chat or WhatsApp groups which they feel would be more approachable than a helpline.
- 2) The audience want to see more personalised information and support based on their personal triggers and reasons for smoking that directs them in to top tips as well as personalised support.
- 3) The smoking calculator is very popular but they would like this developed to include other option i.e. I smoke 5 cigarettes a day, I smoke roll ups etc.
- 4) The audience are keen to see aspirational case studies that also highlight the realities.
- 5) There is interest in access to e-cigarette starter kits and to stop smoking medication prescriptions without seeing a GP.

To add to this evaluation of the campaign and to help us with future planning we would really like to hear from you about how you used or are using the “Amazing Things Happen” campaign resources and how they are being received locally, please do email stopsmokinglondon@lambeth.gov.uk to let us know your feedback. All of your feedback is really important to us and will be used to feed in to future campaigns and service developments.

Stop Smoking London campaign plans June – October 2019

Over the duration of the “Amazing Things Happens” campaign over 4,000 London smokers who clicked on the digital advertising also completed a short questionnaire confirming they were a London resident and a smoker. This information will now be used over the next few months to promote the Stop Smoking London offer over social media (largely via Facebook and Instagram) to these individuals. In addition, other Londoners who use a search engine (like Yahoo or Google) to look for stop smoking support will also be targeted with digital advertising.

The “Amazing Things Happen” campaign resources remain available for local use via the [stakeholder toolkit](#). Please do continue to share these locally, with the campaign evaluation on the most impactful adverts in mind.

We will also shortly be commencing digital advertising to support the Stop Smoking London smoking in pregnancy campaign. The adverts for this will run for two months during which time we will test a couple of different methods of reaching pregnant smokers, designed to get us the best results.

One set of adverts will promote a case study while the other set of adverts will be placed on websites and platforms where we expect our target audience will be visiting, such as Facebook, Instagram, Ebay and Mumsnet.

Smoking in Pregnancy – Resources available for order

Following consultation with some London boroughs participating in the Programme and local midwifery teams we've now developed a series of print and digital materials to support London's pregnant smokers and their families. These are now available for local areas to [order](#). The resources include posters, postcards, business cards, fact sheets and pocket guides (or 'z-cards').

If you'd like to order some printed materials for use locally please complete this [online order form](#). Orders placed by Friday 19 July will be delivered by Friday 26 July. If you have any issues with accessing the online order form please email stopsmokinglondon@lambeth.gov.uk. After 19 July we will organise print and distribution monthly.

Image 3: Examples of some of the smoking in pregnancy resources.



If you need these materials for an event or deadline prior to this, you can also [download the print-ready files](#) to send to your printer.

As well as printed materials, we've also produced a small [Smoking in Pregnancy Campaign Pack](#) which contains an internal communications message - that you can use to encourage local staff to share this information, a PowerPoint slide - for displaying in GP surgeries, and a set of digital images and a press release - that you can use to tailor to your own council and CCG websites, blogs and social media.

If you have any questions or feedback about the campaign materials, we'd be very happy to hear from you. Please contact stopsmokinglondon@lambeth.gov.uk.

Stop Smoking London website

The Stop Smoking London website continues to be used by London smokers as they contemplate their stop smoking journey.

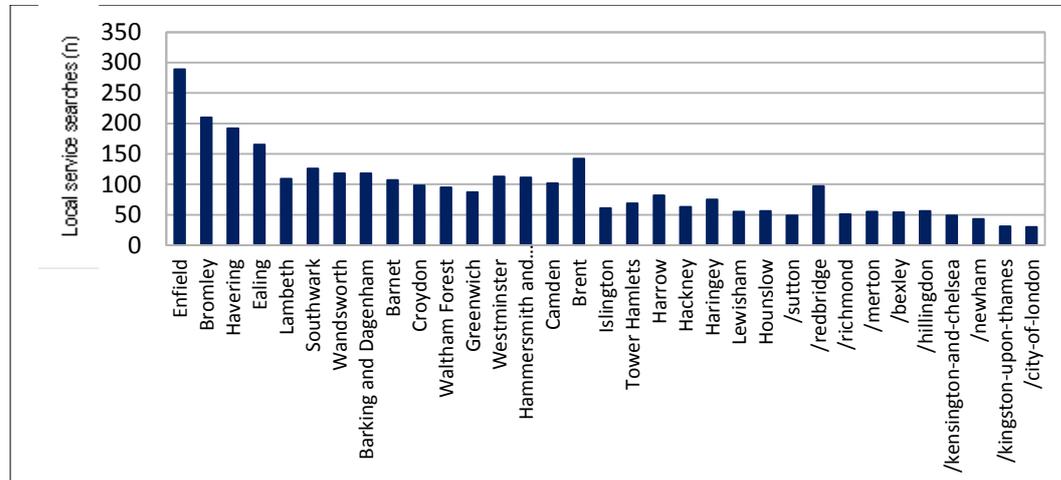
We continue to see smokers using the website to find information on local services. Since April to the end of June, over 1,860 new people have visited the website. This means that the total number of new visitors to the website since it launched in November 2018 is at 12,993. Of these, 3,241 people have searched for their local service (see graph 1).

As part of the Smoking in Pregnancy offer from Stop Smoking London the [smoking in pregnancy webpage](#) went live in May 2019. Since then we have seen 173 new visitors to this page. This page provides information on the benefits of quitting in pregnancy as well as the tools to help. This page also includes a new smoking in pregnancy calculator that shows savings that can be made from quitting and how you may choose to spend this money on something special for you and your baby.

A video case study from a new mother will also be available on the website shortly sharing how she used the Stop Smoking London offer to access local support to stop smoking during her second pregnancy.

Please if you have not already done so, do remember to update your local website to include a link to <http://www.stopsmokinglondon.com> and please do share the Stop Smoking London offer, including the offer for pregnant smokers on your [social media](#).

Graph 1: Total Unique Searches for Local Services on the SSL website by Borough November 2018 to June 2019.

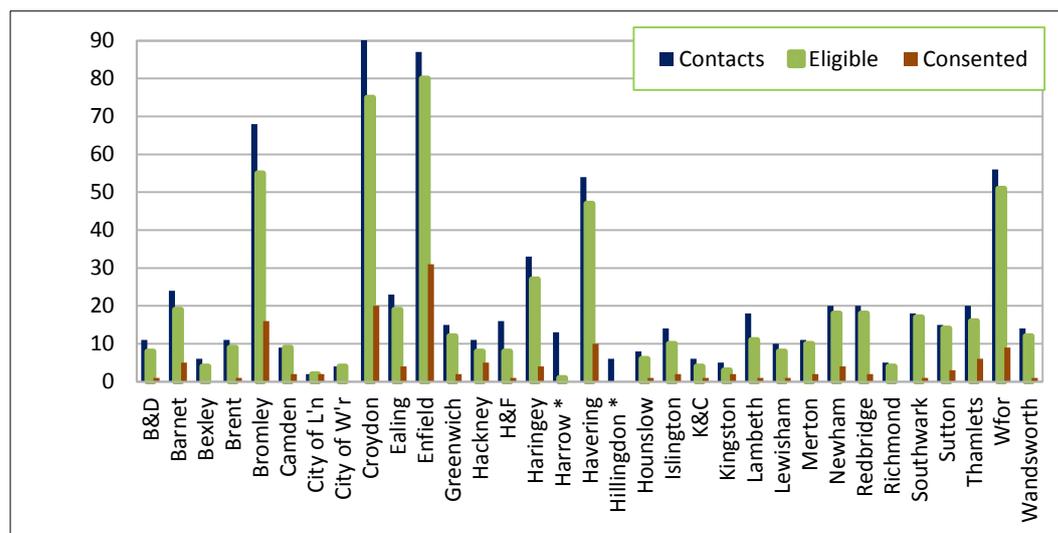


Stop Smoking London Helpline

Since April 1st, we have received 67 calls to the Stop Smoking London Helpline. Eleven of those callers have now signed up to the specialist four week telephone-based support service and 13 pregnant smokers have also called the helpline since this time.

We are currently working to identify ways in which we can increase engagement with the helpline. The aim is for the helpline to become one of the key entry points (alongside the Stop Smoking London website) for London smokers who are considering a stop smoking journey, so that they can be signposted in to their local smoking cessation services and regional support.

Graph 2: Stop Smoking London Helpline Activity by Borough*.



* May 2017 to June 2019

Telephone support to London smokers remains available via the Stop Smoking London helpline -**0300 123 1044**. The additional bespoke service for London smokers means that

there is another option of support for those who do not want to or cannot access face to face local services. Once enrolled, the smoker is called back by a specialist advisor offering them regular one-to-one stop smoking support and encouragement over the phone at regular and agreed intervals during their 28 day quit journey. This offer is available for all eligible residents of participating boroughs, including pregnant smokers.

We would appreciate it if you would please continue to encourage your local smokers to call 0300 123 1044 and visit the website, so that together we can support them on their quit journey.

Stop Smoking London Partnerships

Stop Smoking London plans to take forward regional and sub regional [partnerships](#) continue and we are delighted to have already held initial meetings with many areas. We are currently exploring opportunities to work in partnerships around the provision of e-cigarettes with South East London, with workplaces in Camden and with maternity services in both Bromley and North West London. Other potential settings that may be of interest to local areas are described below (however this is not an exhaustive list):

Potential SSL Partnership settings
Early year settings e.g. Sure Start Centres
Social Housing tenants
Clinical settings for example: Patients admitted for surgery Patients in outpatients
Outpatients services for example: Mental health services Pre op services Diabetic clinics Respiratory clinics
People in supported living facilities
GP and pharmacy
LA Leisure services

If you have not already done so and would be interested in exploring a local partnership with the Programme please do email [Meroe Bleasdille](#) by Friday 26th July.

Sign up for Programme updates

We would really like to keep you informed about the work the Programme is doing. If you would like to be kept up to date about the Programme and our plans moving forward please send the following information to [Carla Naidoo](#):

Your name, job title, your organisation and importantly your work email.

Please note that we will only use your information to provide you with relevant updates on the Programme and service developments. Further, should you at a later date no longer wish to receive this information please email [Carla Naidoo](#).

We always like to hear what you think about our updates, if you have any comments or ideas for future content please contact [Carla Naidoo](#).

