

## Introduction and Engagement

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The aim of the evaluation was to gain local insight into the impact of the Today's The Day stop smoking campaign in relation to increased uptake of the stop smoking service.

The aim of the engagement was to find out if people had seen the campaign and if so if it had influenced them to utilise the stop smoking facilities.

Leeds Involving People (LIP) were given the target of engaging with **450 smokers** in Leeds South & East CCG area. In total **504** completed surveys, including 87 in one of the Smoking Clinics they were accessing. Additionally 49 participants took part in focus groups and interviews.

## Summary of Findings

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- 33% (167) of survey respondents said that they had seen the Today's the Day Campaign. Their average was 41.5 years old. 18% of these participants lived in LS11, 18% in LS9, and 16% in LS10. Around 50% of focus group participants had seen it.
- 8% (13 out of 167) of those survey respondents who saw the Today's the Day Campaign had made contact with the Service. However, they were surveyed whilst accessing the Service, and didn't relate their contact to seeing the Campaign.
- The most common place for the Campaign to be seen by survey respondents was on the back of buses in the City Centre (67 out of a possible 167 sightings), followed by GP Practice (44), and bus stop (37). This was reflected in the focus groups as well.
- Taken from the Smoking Clinic data, the most common way people had heard about the Service was through either their GP Practice or re-referring into the Service.
- When asked general opinions about the Today's the Day Campaign, survey respondents liked the focus on real, local people, a view echoed in the focus groups. However, some of the younger survey respondents and those in the young people focus groups said that they couldn't relate to it as no younger people were used.
- The focus groups within the Bangladeshi and the Migrant community found they felt they weren't represented in image or language used.
- When asked to vote on the most popular poster, survey respondents answered:
  - Cath – 28% - Julie – 27% - Simon -21% - Ali -21% - All -3%
- In the focus groups, Simon's was considered the most effective poster. Participants felt that alongside Simon, Julie's poster was effective in advertising the Service.

- The Smoking Advisors felt that the main reasons for people wanting to stop smoking related to money, health and children.
- The focus group members views on the Today's the Day Campaign videos were that overall they did a good job of explaining where you could go for support. Like the posters, almost everyone found something they could relate to. They particularly liked the local references. They were seen as realistic by highlighting how it is hard to stop smoking, and very easy to start smoking again if you are stressed. Ali's and Simon's videos were considered the most effective videos in promoting the Service.
- Participants were asked to suggest where to advertise the Campaign. The most common idea was buses, and bus stops. GP Practices, and other healthcare establishments were referenced frequently too.
- Posters were considered too wordy. Focus group participants spoke about not understanding what 'Today's the Day' was until they read the poster - whilst the NHS logo made it clear it was a health campaign, the image and experience took up too much space to the detriment of the Service being promoted. This was echoed by the Smoking Advisors, and the survey respondents. The size of font used to describe Smoking Clinic details was often lost, detracting from local Clinic awareness.
- When looking at the Smoking Clinic data, there are very few incidences of access into the Clinics increasing whilst the Today's the Day Campaign has been running. There are obvious peaks in January, but it is likely these relate to New Year's Resolutions.
- Bus backs, bus stops, and GP Practices were all effective places to promote the Campaign, however many suggestions about where the Campaign could be promoted matched where it was promoted. This correlates with survey respondents and focus group participants seeing the Campaign but not making any contact with the Service.
- Those that had seen the Campaign, or got a chance to see it in the focus groups felt that the message wasn't strong in terms of promoting the Stop Smoking Service, as it focused too much on personal stories, as opposed to the Service that is available.
- In a study by the University of Bath, it was estimated that Smoking Campaigns count for about 10% of smoking reductions. The British Medical Journal states Campaigns can't take place in isolation and that a comprehensive tobacco control programme is necessary. This highlights the bigger issues around smoking. Participants mentioned the Campaign would be more effective if the information was to be given to them by a healthcare professional. The focus group participants said they would be unlikely to watch the videos themselves, but would watch them on TV. This echoes the British Medical Journal's suggestion that TV is the best method to reach people.
- Overall, the campaign has not been effective in increasing referrals into the Stop Smoking Service. Only a third of the respondents had come into contact with the

campaign, and there is very little evidence to suggest that they made contact with the Service as a result.

## Recommendations

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- **Representation** If the Today's the Day Campaign was to be invested in further, it needs to be clear in its focus to promote the Stop Smoking Service. It needs to be wider in its appeal especially to younger people, and more representative of the BAME community. More work could be done through the voluntary sector to target these communities using face-to-face interaction, and personalised engagement.
- **Today's the Day Campaign Stories** The feedback about the stories was mixed. Although focus group participants generally liked them, they felt that not every one of them promoted the Service. As TV was suggested as being a good place to advertise the Campaign, stories could be re-edited to promote the Service more and shown on local TV programmes. Leeds Millennium Square may also be an effective place to screen them.
- **Bus Backs and Bus Stops** Bus backs and bus stops were certainly the most effective areas in terms of where the Campaign was displayed. It is suggested that both these means of promotion are kept, but edited if possible. 'Today's the Day' is very clear on the bus backs, but the Service information is closer to the bottom and slightly distorted by the window and grill. Whilst the image of the person and their quote is very clear on the bus stops, it takes up the majority of space leaving little room for how to contact the Service.
- **Today's the Day Website** The Today's the Day website could be easier to navigate. When you go onto the website the focus is on the stories, and then the how to make contact with the Service. The search for finding a local Clinic, and details of how to make contact with the Service could be placed at the top of the page. Also, the information about the Clinics isn't consistent. Some have the generic '0800' number next to them, other don't despite it saying 'phone to book a place'. Whilst some have days and times to attend, some just say 'evening' or don't give any at all.
- **Community Champions** could link into local communities, and promote the services of the Smoking Clinics to people. Members of the public may find these relatable in due to having the lived experience, and not 'lecturing' them about stopping smoking.
- **Holistic Health** Active promotion of healthcare services is very effective. It is likely that a chunk of people smoking in LSE are also accessing support services. One-Stop Shop Advisors, Health Trainers, Social Prescribers, Drug and Alcohol Support Workers, and Mental Health Liaison Officers (not an exhaustive list) could all be worked with to discuss the benefits of the Stop Smoking Service with their clients in the context of improving their overall health.