

A Social Marketing Approach to Smoking in Pregnancy and Early Years

10 Practical Lessons

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The Problem



- Smoking in pregnancy is both a cause and effect of health inequalities
- Contributes to worsening health outcomes
- High deprivation = High smoking prevalence in Stoke on Trent
- The existing service ‘Quit for a New life’ was not achieving the results we hoped for (or needed)

What were we trying to do?

- Gain a better understanding of the needs of pregnant smokers
- Gain an understanding of the barriers to accessing existing services
- Develop better communication with other key people/organisations
- Improve the service we offered to women
- Influence the smoking behaviour of women of child bearing age

Lesson 1

Agree a clear and specific behavioural goal

To reduce the number of women who smoke during pregnancy

Lesson 2

Make sure you are resource ready

Funding secured to employ additional staff to increase the capacity of the service.

Lesson 3

Build the Team around the task and keep the team tight

Lesson 4

Have a clear internal communication plan

Ensures key stakeholders understand the projects purpose and values, what it represents, and what direction it intends to take

Lesson 5

The target audience isn't always as you first thought

1. Pregnant smokers
2. Women who smoke and who are planning to become pregnant
3. Women who've had a baby and quit, but who are tempted or likely to resume

Lesson 6

Develop actionable insight

Stop nagging

- ‘Don’t go on at me’
- ‘When they are telling me to stop, it makes me more determined’
- ‘I smoke if I want to smoke’

Stop focussing on negatives and fears

- ‘Stop telling me it will kill you!’

They smoke for a reason

- ‘It is my only treat’
- ‘I’ve only one luxury in life’
- ‘me time’

This is what they told us they wanted

- They want a service that invites them in and is local and non-judgemental
- They want a service that is for them as women, not mothers
- They want the option of groups in addition to one to one support
- They want groups run by people who understand how difficult it is to stop smoking

Lesson 7

Be prepared to change existing beliefs

Lesson 8

Pre-testing is critical

star
quitters

nuu
living a smokefree life

me²
Stop smoking club

me²
Stop Smoking Club

Quit
Join a world of life

Stoke on Trent **NHS**
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Enjoy some fabulicious me time at me² stop smoking club



A chance to chat



...or take some time out



Try out new things



Enjoy some quality me time



Quitting smoking is a brilliant step especially if you're pregnant, already a new mum or thinking about adding to your family. It can be much easier than you think. That's why we've set up a stop smoking club to help women who are thinking about stopping or want to stop – and, it's free to join.

If you want to join call us on 01782 552454 or email wendy.dudley@uhns.nhs.uk

why are we different?

Simple – we're on your side. We're not here to judge you, tell you what's best for you, your baby or your family. We'll listen to your views and help you to work out the best approach – one that suits you. If it helps you can even bring a friend.



me²
Stop Smoking Club

Quit
Join us today

Stoke on Trent NHS
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me2

Stop smoking club

me2
Stop Smoking Club

Quit
Join a world of life

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Lesson 9

Don't forget the 'sales force'

- New brief intervention training package using 'role play actors' to demonstrate an effective 5 minute intervention
- New resources and professional packs
- Now seeing an improvement in the 'quality' of referrals

Lesson 10

Build in evaluation

- Did we do the right things?
- Did we do things right?
- Did we identify the right target group?
- Did the scoping identify clear behavioural goals, aims and objectives?
- Did we work to those?
- What changes can we see?
- Are they what we expected or hoped for?

So what's the outcome so far?

We think we have

- The right product
- The right time
- The right place
- Backed by the right promotion
- 300% increase in 4 week quitters
- Reduction in smoking in pregnancy rate in the Bentilee Children Centre area



A chance to chat



...or take some time out



Try out new things



Enjoy some quality me time

This project hasn't just been about a campaign and some leaflets. It's about a product that's different and relevant.

me^o
Stop Smoking Club

Quit
Join the Quit Club

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Try out new things



Enjoy some quality me time

And the final lesson,
social marketing isn't a
quick fix it requires time
to fully engage partners
and the end user.
Without engagement you
are wasting your time

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Enjoy some quality me time

Thank you.

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