SMOKE OUTSIDE SOUTH WEST

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Smokefree South West

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Harms to others from smoking (UK)

- 5000 miscarriages
- 300 perinatal deaths
- 2,200 premature births
- 19,000 low birth weight babies
- Congenital abnormalities

- 40 cases of SIDS
- 165,000 new cases of
  - Asthma
  - Respiratory infection
  - Middle ear disease
  - Meningitis

NICE: Recommendation 1. Identifying pregnant women who smoke & referring them to NHS Stop Smoking Services 2010

- Assess exposure to tobacco smoke
- Ask if household members smoke
- Provide information; risks & benefits
- Refer all who smoke /or have stopped in last 2 weeks
- Give NHS Pregnancy Smoking Helpline number
- Suggest smoking household members contact NHS Stop Smoking Services
- Check whether referral taken up
- If referral declined – leave offer open & discuss flexible support
- Record smoking status & referral acceptance

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Smokefree Homes – Background

- **22% of South West adults claim to allow smoking in the home (You Gov 2011).**

- **Aim: to halve the number of adults in the South West who allow smoking in the home by 2015.**

  (That means supporting a shift in behaviour of over 400,000 adults).

- **Positive results. 2012 You Gov survey shows a 6% decrease in numbers of people smoking in their home since the campaign first launched in May 2011, from 22% to 16%**

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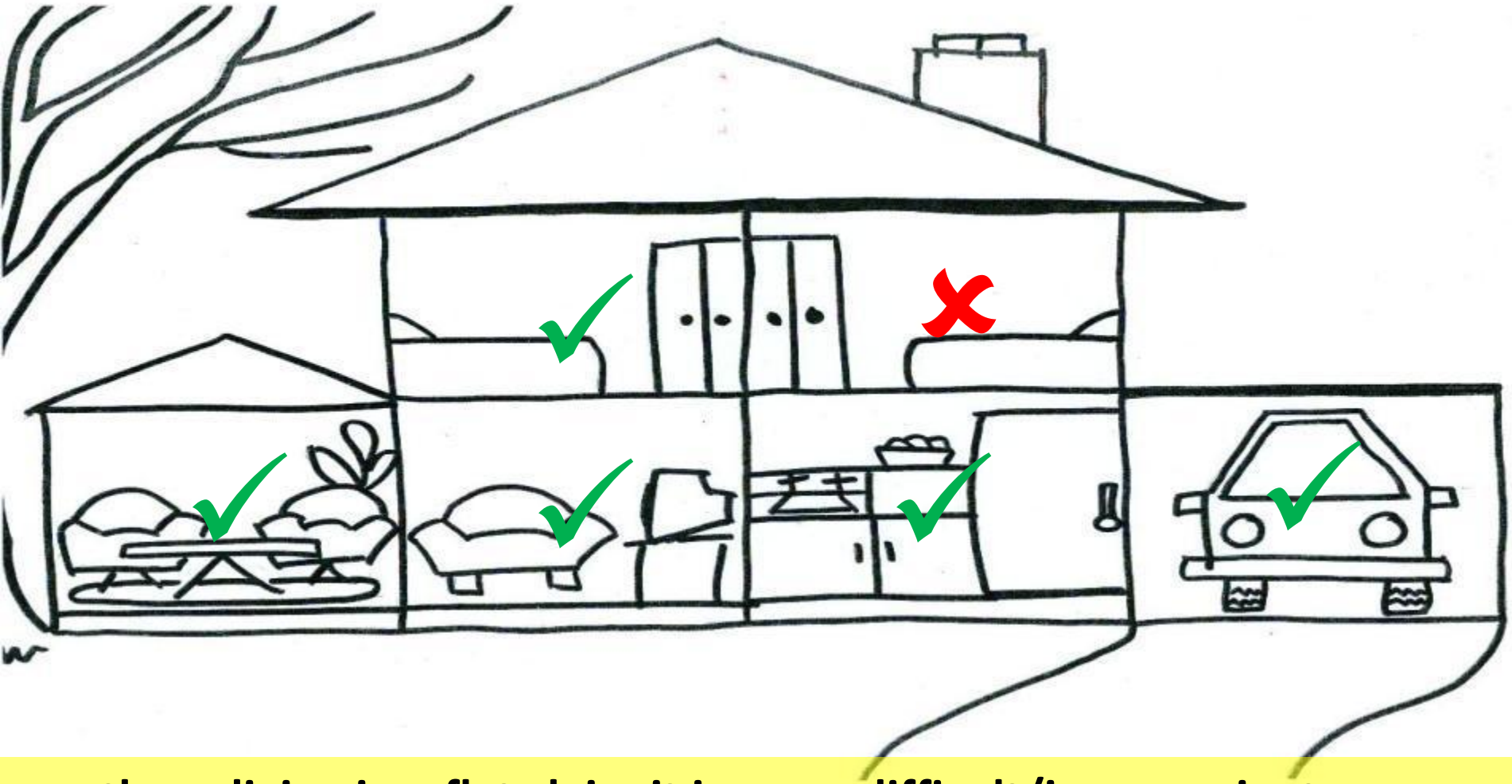
Only the child's bedroom is totally off limits for smokers



» those living in a flat claim it is more difficult/inconvenient to smoke outside »

Areas in home smoked in do differ;

Anti Legislation

- More likely to smoke throughout the home
- Happy to smoke in a number of rooms including living room, and even bedroom and bathroom in minority of cases

Accepting of Legislation

- Try to smoke in the house **as little as possible**, eg in the garden most of the time
- **O**ften limit themselves to **1-2 rooms in the home** – kitchen (by the backdoor) is the key area
- Rooms upstairs are **off limits**

» Easier to convince smokers who are 'accepting of legislation' to change their behaviour (stop smoking in home) »

Some consider smoking in the **KITCHEN** as outside the home, if stood by open back door

BENEFITS

- Proximity to garden evokes **less guilt**
- Children are less likely to be present in kitchen
- **Kitchen smells mask** cigarette smoke
- Don't feel like missing out - the kitchen is the social part of the home
- Able to combine with a chore so that cigarette is perceived as a reward which legitimises cigarette e.g. washing up, putting bins out (esp. important if partner is a non/ex-smoker)

DOWNSIDES

- Some are concerned about **hygiene** as smoking around food (although not an issue in case of small minority smoking in utility room)
- Concern that kitchen still effectively in the house so others are exposed to smoke - children can migrate to kitchen

I do mainly smoke out the back door but sometimes I pop back in with the fag in my hand to stir food or answer the phone – smoking isn't nice around cooking

» considered the most acceptable place to smoke in the home - so key to communicate that outside is best »

Smokefree Homes – Background

- **Campaign first launched May 2011**: (TV, radio, online and events across South West
- **Re-ran Autumn 2011:** (Using the same channels)
- **Third phase** (Aug 2012 – September 2012)
- **2 key elements:** an 'above the line' social marketing campaign & community partnership working

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Smokefree Homes – Results to date

- **6% decrease** (22% to 16%) in SW people smoking in their home since launch in May 2011, (Source: YouGov 2012)
- **29% of smokers** report changing their smoking as a result of the campaign : – (that's an estimated 180,000 people).
- **50% of smokers** now report 'I never smoke inside my home' - up from 42% before the campaign was launched. (Source: LVQ research)

Awaiting phase three results

Key learnings include:

- **Benefit of campaign reinforcement** over a short time period
- Evidence shows verified advertising awareness increased from 48% of smokers after the first burst to 60% after the second burst.
- The added power of **partner support**

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Messages

Why?

- **N*ew news*** to communicate to smokers and many people will not know these compelling and highly motivating FACTS:
  - Pollution from SHS can **linger for months** in building interiors, including dust, carpets, furnishings & walls.
  - These materials absorb the toxins in SHS and **gradually release them back into the air**, posing an additional risk of exposure.

How?

- Take the smoke **<u>right</u> outside**

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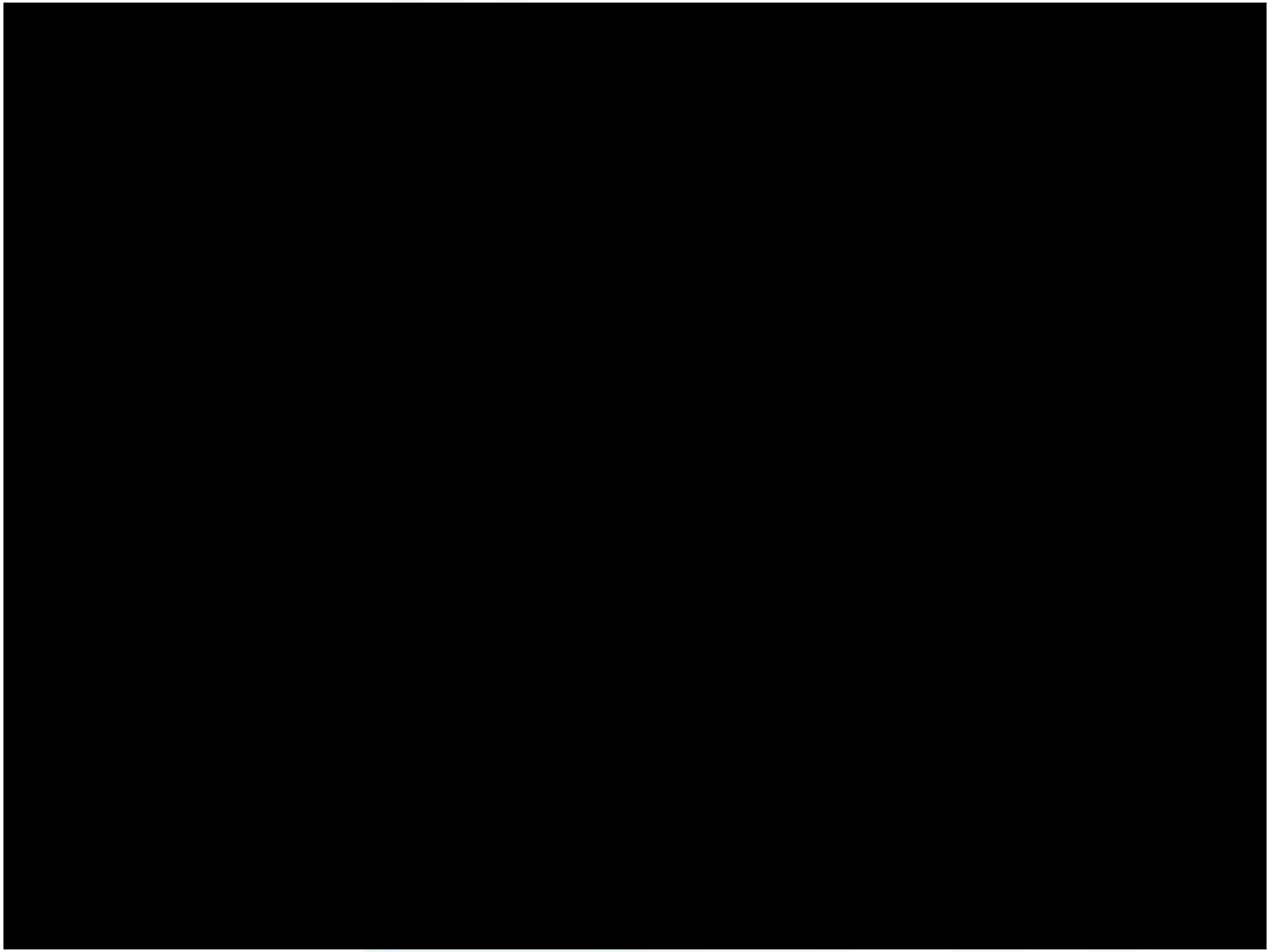
Public facing campaign

TV
Radio
Online
Local events

Smoke Outside TV Advert



Campaign Materials – Fulfilment Pack

Fulfilment Pack Contents

- Information fact sheet
- Door Hanger
- Sun Screen
- Bird Whistle
- LSSS Referral Card
- Evaluation /competition entry form

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Partner engagement

- nafis
  information for families across the UK

national family week®

30 May - 5 June 2011

nationalfamilyweek.co.uk

fireservice
www.fireservice.co.uk

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FREE Campaign materials

www.smokeoutside.co.uk/resources

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For further information:

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