



Public Health
England

Protecting and improving the nation's health

Stoptober 2020

Partner briefing

Stoptober is back, but this year presents some unique challenges...



Stoptober in its 9th year but also under the new umbrella brand - needs to feel fresh, exciting and part of the wider Better Health initiative



As well as our core of older 'entrenched' smokers we have new audiences we need to reach, particularly younger adults where we've seen an increase in smoking



COVID-19 pandemic has affected all aspects of daily life, shifting media, health and consumer landscapes and presenting new challenges, but also new opportunities

This new landscape provides both challenges...



Increased stressors

1 in 5 have suffered from depression during COVID-19. The strong correlation between depression, anxiety and smoking prevalence means, for many, that their habit has increased



Threat of reactance

Curbing of freedoms has often led to rejection of official messages, evidenced by refusal to wear masks and social distance flouting

MailOnline

MORE evidence emerges that smokers are protected from coronavirus: Italian study finds them FIVE TIMES less likely to end up in hospital (but almost twice as likely to die if they do)

Alternative narratives

Widely publicised smoking positive reports may be being used by resistant quitters to construct narratives to justify continuation

...but also opportunities



Public Consciousness

1 million smokers have quit since the start of the pandemic. An increase in public narrative and conversation around personal health as we head into winter season



Community Creation

65% agree that the impact of Coronavirus helped communities to come together. This belief fits with the increase in localism, collectivism and community we've seen as a result of lockdown.

And the challenges are different for our two audiences

	Core Audience	Emergent Audience
Demographics	C2DE 35-60	C2DE 18-34
Audience Size	1.7m	900k
Summary	Older audience likely to be heavier smokers with more deeply engrained habits. Cognisant of health implications and more likely to make the link between smoking and current COVID-19 implications	Younger audience seeing an increase in smoking during Pandemic. Disproportionately affected by the social and financial consequences of COVID-19
Key Barriers	Increased stressors caused by COVID-19 DE's less motivated to give up - more fatalistic	Less consideration of long-term health implications Don't consider COVID-19 a threat or motivator to quit
Key Drivers	Quit attempts driven by concern over health implications	Heavily influenced by peers and wider socio-cultural e.g celebrities, influencers
Implication	Lead with harms-led messaging More support to quit required due to engrained habits	Lead with gains-framed messaging focused on personal motivators Dial up social-norming comms

Our strategic approach

RALLY (21st Sep – 4th Oct)

SUPPORT (1st – 31st Oct)

35-60s
C2DE

CAPITALISE ON THE COVID MOMENT

Make clear the connection between lung health/ smoking cessation and future protection

HARNESS COMMUNITY

Build on the positive sense of Community generated by the pandemic

DIAL UP SOCIAL NORMING

Emphasis on peer/people like me comms

POSITIVELY MOTIVATE

Lead with behaviourally rewarded, gains-framed messaging

CUT THROUGH

Fresh, distinctive messaging and media

ALL

BUILD RESILIENCE

Support audiences in *Weakness Moments* giving them the tools to sustain smoking cessation

Narrative and creative

Smoking attacks our lungs and makes it harder to breathe.

Time to make a change. Time to quit.

Time to give our lungs a chance.

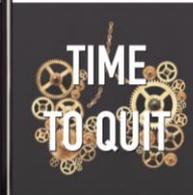
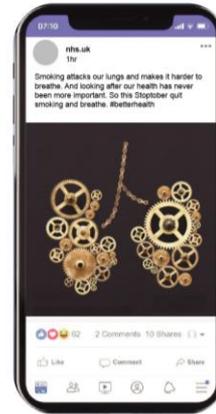
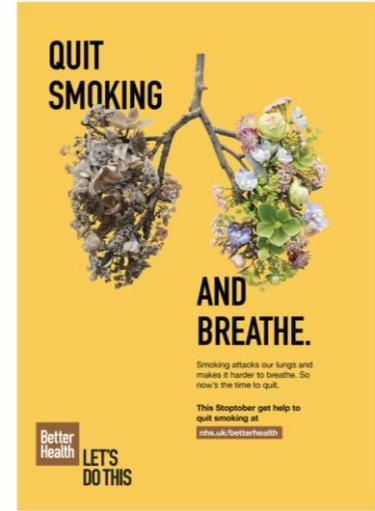
Because if you quit for 28 days, you're five times more likely to quit for good.

For support to quit smoking and to download our free app, search Stoptober.

Aaaaaand breathe. Better health, let's do this.

CTA: For support to quit smoking, search Stoptober and download our free app

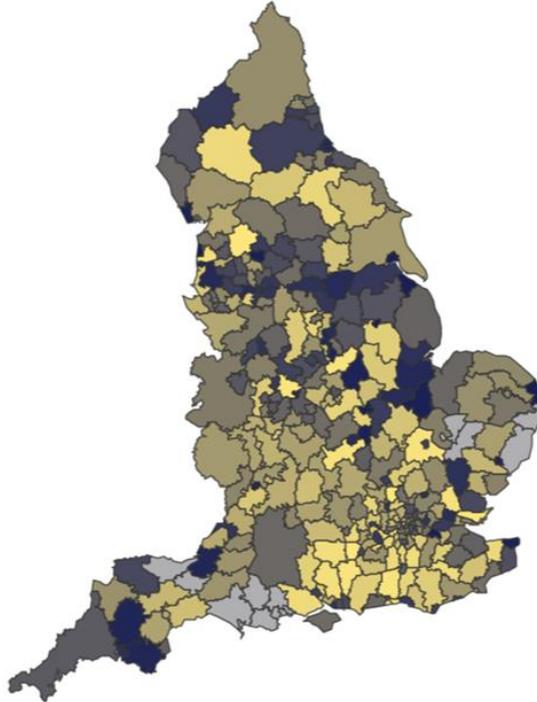
NB: Draft versions for illustration purposes only



Channels

- **PR** – national and regional activity using statistics, case studies and fronted by subject matter experts. Two spikes – one for each phase
- **National radio partnership (TBC with Bauer - Hits Radio, Viking FM, Pulse channels, KISS, Absolute Radio etc)** - work with presenters to deliver the message in an authentic way through the likes of live reads and brand tailored ads
- **Broadcast** – including Video on Demand (VOD), radio and out-of-home
- **Social media** – using Facebook to target 35-60 year olds, Instagram for 18-34 year olds (ads will come from Stoptober account)
- **Partnerships** – with Local Authorities, Local Stop Smoking Services, NHS organisations, charities and commercial partners

Our broadcast activity will be targeted regionally, balancing prevalence with volume



We have analysed Fingertips data which shows smoking prevalence & volumes and blended this with YouGov data showing regional differences between the age groups, enriching our targeting strategy



VOD
Maximising reach of the AV asset



Radio/Dig Audio
Radio targeting the older audience, with digital audio targeting younger



OOH
Upweighted to sites where more likely to be out of breath e.g. bus stops / steps / hills

- **HARNESS THE POWER OF COMMUNITY:** By regionalising our broadcast we shift perception from a national movement to a local one
- **CAPITALISE ON COVID MOMENT:** Where possible, we will up-weight delivery to appear alongside news content

Tools

- Creating a new Stoptober landing page at nhs.uk/betterhealth
- Promoting a range of support tools including:
 - Stoptober app
 - Personal Quit Plan
 - Facebook chatbot
 - Email and SMS support
 - Facebook support group
 - Local stop smoking service finder



Kickstart your health

Your health matters. There has never been a better time to kickstart your health. Better Health has a range of tools and support to help - find what works for you. Let's do this!

A screenshot of the NHS weight loss app interface. It features a yellow background with a blue icon for 'Start your journey to better health'. The text reads: 'Download the free NHS weight loss plan to help you start healthier eating habits, be more active and start losing weight. The plan is broken down into 12 weeks so you can:'. Below this is a list of bullet points: 'set weight loss goals', 'use the BMI calculator to customise your plan', 'plan your meals', 'make healthier food choices', 'get more active and burn more calories', and 'record your activity and progress'. To the right, two smartphone screens display the app's 'Your 12 Week Guide' and 'Setting targets' sections.

A vertical landing page for the Stoptober app. It has a teal background. At the top, it says '28 DAYS TO SUCCESS' and 'A simple 28 days programme to help you on your journey to quit smoking'. Below this is a white smartphone graphic displaying the app's interface. The app screen shows a calendar for October with a '28 DAYS TO SUCCESS' badge. Below the calendar, it says 'WELCOME TO STOPTOBER' and 'Research has shown that if you're smokefree for 28 days you're 5 times more likely to quit for good. Start your structured 28 day programme today'. At the bottom of the phone screen is a 'Continue' button.

Partner resources

Creating a digital toolkit for partners to amplify the campaign locally. This will include:

- Range of social media posts
- TV display screens
- Email signature
- Poster
- 2 digital banners (MPU & leaderboard)
- Templates for local out-of-home advertising

Assets will be available in time for launch on 21 September



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Thank you!