Chief Medical Officer for Wales

The Chief Medical Officer (CMO) Updates provide health professionals in Wales with current news, guidance and updates relating to public health. All updates are published on the Welsh Government website.

National Smoking Campaign

Earlier this month, Public Health Wales launched a national mass media smoking cessation campaign. I would like to encourage your support to spread the message across Wales.

About the campaign

As there is no ‘one size fits all’ approach to giving up smoking, the national campaign has two elements: Stoptober and Don’t Be The One.

Stoptober is a 28 day challenge to give up smoking from 1 October and it is based on evidence which shows that smokers are five times more likely to stay smokefree if they successfully make it through the first four weeks. Last year over 160,000 people in Wales and England successfully quit smoking for Stoptober.

Public Health Wales has bought the rights to the Don’t Be The One campaign which was originally run by Fresh North East. It is based on the evidence that one in two smokers will die of their habit - though this risk is often underestimated by smokers.

Target Audience

The target audience for the overall campaign is men aged 25 to 54 years as they present the highest percentage of smokers according to the Welsh Health Survey. In addition to this, those in routine/semi routine occupations and those who have never worked or are long term unemployed also have the highest prevalence of smoking.

Stoptober will broadly target the younger half of this age group and those who understand the risks of smoking and are considering quitting but may be ambivalent or unsure of their likely success. It provides an opportunity to commit initially for the short term and has less risk of failure. Don’t Be The One will broadly target the older half of the target audience and those who are ready to quit for good, they may already be experiencing early signs of
smoking related disease. Both sub-campaigns will signpost to *Stop Smoking Wales* for extra support.

**Marketing and communication**

In the promotion for Stoptober, quitters will be prompted to visit [www.stopsmokingwales.com](http://www.stopsmokingwales.com) or call 0800 085 2219 where they will be able to sign up to Stoptober and receive, through the post, free resources to support them in their 28 day quit attempt including:

- Stoptober pack full of information and resources
- Access to the 28-day mobile phone app (produced and supported by Public Health England)
- Access to the 28 day text/email service (produced and supported by Public Health England)
- Information about Stop Smoking Wales

The main marketing and communications activity for Stoptober includes:

- Radio advertising on Capital FM (South Wales), Heart FM (North Wales), Swansea Sound, The Wave, Radio Ceredigion, Radio Pembrokeshire and Radio Carmarthenshire
- Recruitment of ‘local heroes’ from each health board area who are taking part in the 28 day quit attempt from 1 October and who will talk to the media and blog about their experiences
- Local events organised by tobacco leads from local public health teams
- Media partnership with Media Wales from 8 September to 28 October covering Western Mail, South Wales Echo, seven Celtic weekly titles and Wales on Sunday. This will include weekly video blogs / updates of support on Wales Online - dedicated section for Public Health Wales to use for their local heroes and campaign supporters to give updates, advice and support
- Social media and media relations work

For Don’t Be The One, anybody wishing to quit smoking and reduce their risk of “being the one” will be prompted to visit [www.stopsmokingwales.com](http://www.stopsmokingwales.com) or call 0800 085 2219 where they can sign up to receive a free booklet called *Steps To Help You Quit*. They will also be advised to make an appointment with *Stop Smoking Wales* to help them quit.

The main marketing and communications activity for Don't Be The One include:

- TV advertising on ITV Wales and S4C, including slots in Emmerdale, Coronation Street and X Factor
- Field marketing to recruit smokers in high smoking prevalence areas
• Direct mail outs to previous Stop Smoking Wales clients
• Recruitment of families who have been affected by smoking and who would like to share their story
• Facebook advertising
• Social media and media relations work

What you can do

It is really important that all medical practitioners are aware of the campaign when talking to patients who are smokers and that they are being referred to Stop Smoking Wales either online at www.stopsmokingwales.com or the freephone number 0800 085 2219. The campaign provides an opportunity raise the issue. Therefore, please cascade this update with your colleagues and look for any cross-promotion opportunities you can see.

Produced by the Directorate for Health Policy, Welsh Government. Please contact DHPmailbox@wales.gsi.gov.uk with any comments or feedback.