

# Ministry of Health and Long- Term Care Tobacco Cessation Campaign 2015/2016

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February 9, 2016

# Cessation campaign objectives

- **Business objective**

Encourage quit attempts among regular smokers, ages 35-44, to help reduce Ontario's smoking rate.

- **Communications objective**

Motivate regular smokers 35-44 who have thought about quitting to make a quit attempt and quit smoking.

Raise awareness of the supports and resources available to those trying to quit and how to access them.

# Work that informed the campaign

## **Jurisdictional scan of smoking cessation campaigns**

- U.S., U.K., Australia, Sweden and Asia targeting regular smokers.
- Campaigns used a variety of themes to reach smokers, including fear of getting ill, guilt over harming others, social pressure and empowerment to deliver the message.

## **Research**

- Highlights from research 2012-2015

## **Creative Pretesting**

- Positioning Statements
- Creative Concepts

# Research - Understanding the Target Audience

## **Regular smokers**

- One in five regular smokers are aged 35-44
- 54% men and 46% women

## **Income and education**

- Regular smokers tend to have lower levels of education (33% high school or less and 32% have a college degree). Only 40% have university or post-grad compared to 71% of occasional smokers and 66% of non-smokers.
- More regular smokers (39%) earn less than \$40,000 compared to occasional smokers (19%) or non-smokers (23%).

# Target audience – lifestyle

- Smoking is only one of several negative aspects of smokers' lifestyle
  - 60% have a poor diet
  - Only 16% take part in high impact physical activity (vs 38% of occasional smokers) and 35% in moderate physical activity (vs 57% of occasional smokers)
  - 70% report a lot/some daily stress (vs 59% of non-smokers) and 34% report being depressed in the past year (vs 20% of non-smokers)
  - 86% engage in negative behaviours to deal with stress, including alcohol and coffee
  - 52% suffer from one or more chronic illnesses and are more likely to suffer from arthritis, mental illness, back problems and COPD.

# Target audience – attitudes to health

- Smokers are as convinced as non-smokers that they are responsible for their own health (93% agree compared to 92% non-smokers) but they are more likely than non-smokers to feel they've "not done enough" in this regard (34% compared to 26% non-smokers).
- Smokers are already being targeted with many health and "change your behaviour" messages. Cutting through this clutter is a challenge.

# Target audience – unsuccessful quit attempts

- 37% of regular smokers have thought about quitting ‘a lot’ (40% ‘sometimes’) in the past year and 65% intend to seriously try to quit smoking in the next year.
- 9 in 10 have tried to cut down on their smoking at least once (78% several times). 60% tried ‘cold turkey’ and 33% used NRT. 68% say their last attempt lasted less than three months, with 45% lasted less than one month. Stress is listed as the main re-start trigger (33%).
- 33% of smokers say that additional support(s)/intervention(s) would have made a difference. 42% plan to use supports the next time they try to quit (although 58% say they will try without supports).

# Target audience – successful quit attempts

- 78% of successful quitters said they quit cold turkey. 13% used NRT
- Primary reason to want to quit is improved overall health/fitness (45%), followed by saving money (15%).
- Recent research from OTRU suggests that the number of quit attempts required for a smoker to achieve a successful quit could be close to 30.

# Target audience - quit attempts

## Influence of Health Care Providers

- Regular smokers rely on their doctor for guidance on their health - only 53% feel comfortable finding ways to maintain and improve their health on their own. 37% agree that they won't do anything unless their HCP recommends it (vs 30% of non smokers who feel the same way).
- However, doctors might not be delivering a quit message as consistently and strongly as needed; while most regular smokers say that their doctor often talks with them about “quitting” or “changing your behaviour” one-third to one-quarter say that this is not the case.

# Creative Pretesting

- We conducted two rounds of online and in-person research with regular smokers, ages 35-44.
- The first round tested broad positioning statements to see what approach was compelling and motivating
- The second round tested creative concepts.

# Research round #1: Positioning Statements

- Many smokers feel quitting is very personal and can only happen when they are ready: emotionally ready; feeling their body is telling them it's time; reaching a specific point in their personal lives
- Despite saying they were concerned how their smoking affected others, the preferred quit message offered positive support after the smokers had reached a personal decision to quit. Thinking about how their smoking affected others made them emotional, but did not motivate them
- Smokers who are ready to quit are more receptive to a message from successful quitters than from friends/family
- Smoking is integral to their lives and quitting forever is intimidating. Smokers who are ready to quit are looking for a positive message of support and a solution. A positive tone motivates them and makes them feel supported.

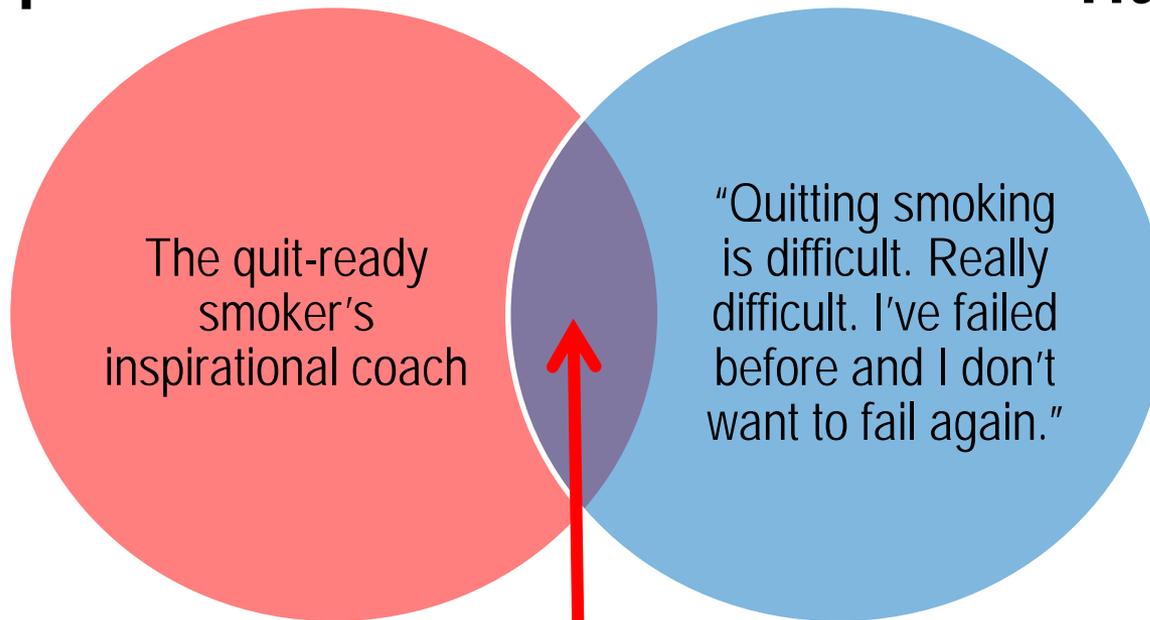
# Positioning Statements Tested

Statement	Reaction
It's not worth smoking anymore. It's time to quit!	<ul style="list-style-type: none"><li>• Weakest statement</li><li>• Negatives of smoking, brings out resentment and feelings of marginalization</li></ul>
It's not just me I'm harming. My smoking affects others.	<ul style="list-style-type: none"><li>• Mixed reactions: motivated to do it for the kids <i>but</i> others guilt &amp; shame that turns them off</li></ul>
Every quit attempt is a step in the right direction.	<ul style="list-style-type: none"><li>• Relatively weak</li><li>• Almost sets smokers up to fail and does not go far enough to support quitting efforts</li></ul>
Quitting becomes more manageable when you tackle it one day at a time.	<ul style="list-style-type: none"><li>• Performed strongly</li><li>• Good to acknowledge quitting is hard;</li><li>• Ends on a positive note with advice that they believe could work for them</li></ul>
Yes, quitting smoking is hard but not impossible. I can do it!	<ul style="list-style-type: none"><li>• Performed strongly</li><li>• The most positive and encouraging statement</li><li>• More relevant; made them think differently about quitting</li></ul>

# Cessation campaign - strategy

**Core Purpose**

**Human Truth**



Strategic Sweet Spot  
We know quitting is hard but it is possible.  
You can do it!

# Research round #2: Creative Concepts

- Results clearly showed the tone of the campaign should be positive, encouraging and motivating
- Smokers want to see information on:
  - different types of cessation supports, side effects and success rates
  - how/where to get free cessation aids
  - testimonials from people who had successfully quit
- Some smokers are reluctant to use medication and are open to new methods such as quit smoking apps
- A few smokers had tried using apps. All had relapsed but they did not dismiss them as ineffective.

# Campaign Messaging

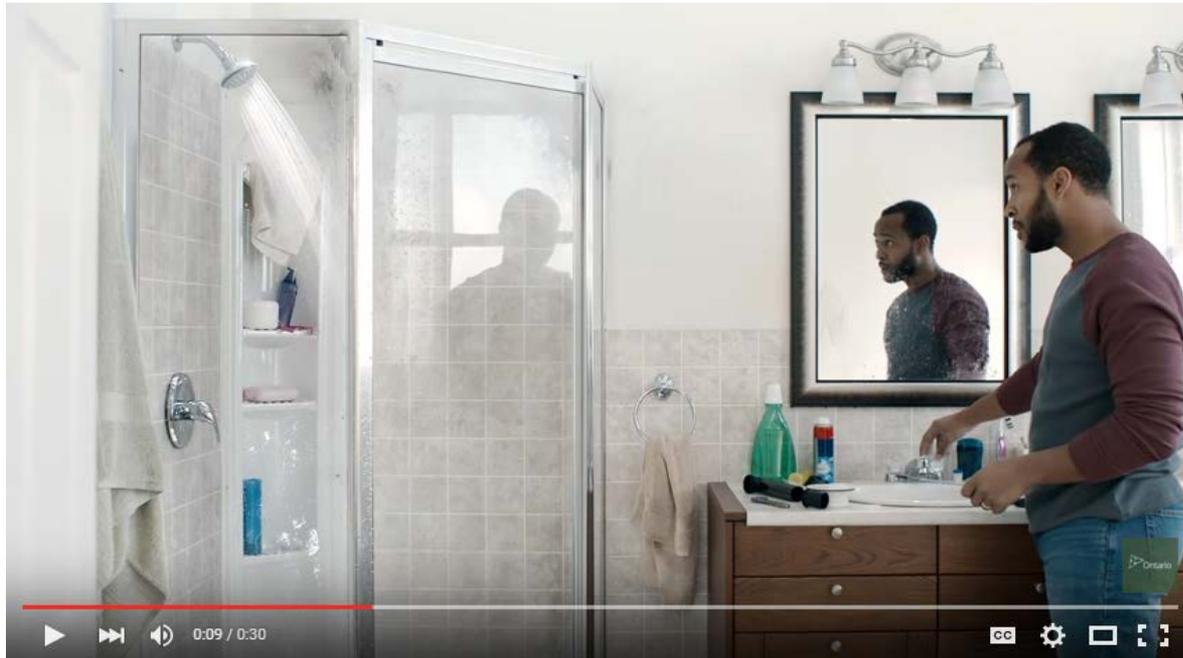
- Tone:  
positive, empathetic, inspiring confidence.
- Overall message:  
We know quitting is hard but it is possible. You can do it!  
It may take several attempts but you can quit. When you're ready, we can help.

# First Attempt - Carpentry



View at: <https://www.youtube.com/watch?v=QLF3sttOdO0>

# First Attempt – Plumbing



View at: <https://www.youtube.com/watch?v=kVbVuNcR4pU>

# English Banner



We open on a textured background and we see ribbons coming in from the right one says Participant, one reads 5th Place another says 3rd



The ribbons keep sliding from the right and first headline slides in from the top



First headline fades away to reveal second headline as the first place ribbon comes to land in centre of frame



Background, ribbons and headline fade away to reveal end frame

# English Banner



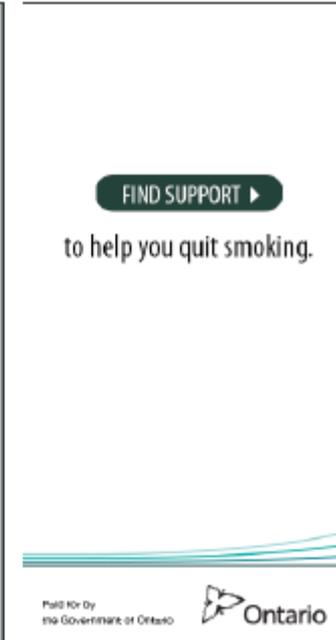
We open on an archery target and see a couple of arrows fly in from the right side and hit the outer edges of the target.



A few more arrows fly in from the right and seem to be getting closer to target at same time headline slides in from left.



More arrows fly in and start to hit the centre, first headline fades to reveal second headline



Background, target, darts and headline fade away to reveal end frame

# French Banner



We open on a textured background and we see ribbons coming in from the right one says Participant, one reads 5th Place another says 3rd

The ribbons keep sliding from the right and first headline slides in from the top

First headline fades away to reveal second headline as the first place ribbon comes to land in centre of frame

Background, ribbons and headline fade away to reveal end frame

# French Banner



We open on an archery target and see a couple of arrows fly in from the right side and hit the outer edges of the target.



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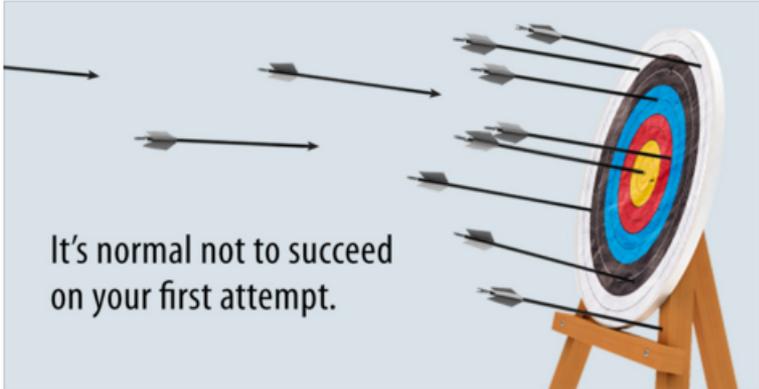
Background, target, darts and headline fade away to reveal end frame

# Facebook Ads

Suggested Post

 **Ontario Ministry of Health and Long-Term Care.** [Like Page](#)  
Sponsored · 

First attempts are often unsuccessful. If you're trying to quit smoking, don't give up.



**It's normal not to succeed on your first attempt.**

**Trying to quit smoking?**  
Find the support you need to be smoke-free.  
[ONTARIO.CA/STOPSMOKING](https://ontario.ca/stopsmoking) [Learn More](#)

Like · Comment · Share ·  10,345  1,189  460

Suggested Post

 **Ontario Ministry of Health and Long-Term Care.** [Like Page](#)  
Sponsored · 

First attempts are often unsuccessful. If you're trying to quit smoking, don't give up.



**Success often takes many attempts.**

**Trying to quit smoking?**  
Find support and tips to help you succeed.  
[ONTARIO.CA/STOPSMOKING](https://ontario.ca/stopsmoking) [Learn More](#)

Like · Comment · Share ·  10,345  1,189  460



# Television



*ROLE: Generate quick mass reach and awareness*

Big Bang Theory, Gotham, Survivor, The Flash, Marvel Agents of Shield, Quantico, Grey's Anatomy, The Blacklist, How to Get Away with Murder, Modern Family, Supergirl, NCIS: LA, Blue Bloods, Jeopardy, Dick Clark's New Year's Rockin' Eve, Air Farce NYE

The target watches an average of 17 hours of TV per week

The low SES target is higher at 21 hrs

Source: PMB Spring 2015 – Regular A35-44 Smokers in Ontario



# Digital Display

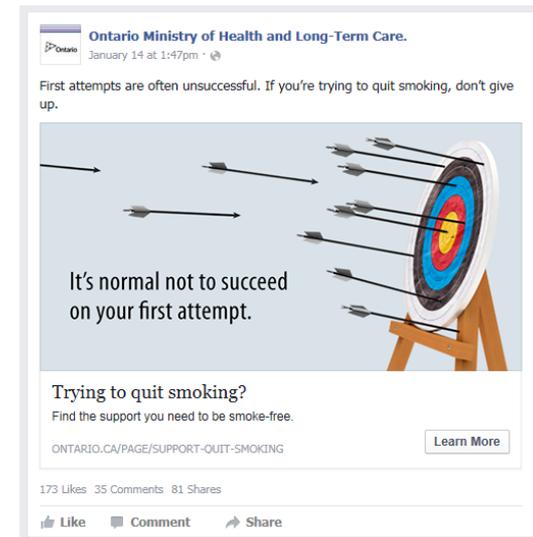
*ROLE: Direct link to the Smoking Cessation website via efficient traffic at scale. Be a part of the conversation via social*

1. Premium Performance Marketing - Focus on channels that reflect the target's online habits – news, entertainment, lifestyle, health
2. Direct – Connect with the target via large portals (MSN, Yahoo) and news sites (Globe & Mail, Postmedia)
  - Include mobile as a means to reach the target as they are outside indulging in their smoking habit
3. Social – Reach the target Link Page posts in their news feed. Hone in on the smoking community's affinities with interest targeting

The target accesses the internet an average of 15 hrs per week. 69% used for social networking in the past 30 days (Index 152)

The low SES averages approx. 8 hrs but the content the two groups consume is similar

Source: PMB Spring 2015– Regular A35-44 Smokers in Ontario



# Next Steps

- The marketing campaign is intended to be a long-term campaign that will support the cessation strategy as it gets implemented in 2016.
- The campaign will be monitored and tracked and evaluated.  
Results in April
- We will consider how the campaign will need to evolve at a later date and as the cessation services are aligned with the new cessation strategy.