

CAMPAIGNING FOR QUITs
The QUIT Campaign 2011-2013

QUIT



The word "QUIT" is written in a bold, white, sans-serif font on a black rectangular background.

Any old campaign?

- WHO MPOWER: Mass Media Works – IF:
 - We ground it in user research
 - We charge it with emotion
 - We combine ‘Why to’ and ‘How to’ quit messages
 - We invest enough money
 - We sustain over years
- HSE Campaign Pitch Works – IF:
 - Linked to policy, 360° integration with services and partners
 - Evidence based and viable strategy
 - Well targeted to key audiences
 - Smart use of all our many resources
 - Measured and Evaluated





THE BRIEF:

- Adherence to international evidence, detailed user research
- Target largest group of smokers, aged 25-39, C2DE
- Develop strong, emotional content
- Encourage smokers to try to quit, and keep trying
- Promote QUIT supports
- Harness the potential of all HSE services and channels, supported by a wide range of health partners
- Measure, evaluate and adapt



1

**1 IN EVERY 2 SMOKERS WILL DIE
OF A TOBACCO RELATED DISEASE**

CAN YOU LIVE WITH THAT?

QUIT

2

QUIT

Smokers' Reactions

- “Is that a fact, Jesus, I didn’t know that.”
- “I could still hear myself trying to justify it, ah it won’t be me, but then it’s still bad, even worse, if it isn’t you and it’s someone you love.”
- “It makes you feel sick that you’re going to be watching other people suffering.”
- “You’d be there in your group of 4, thinking 2 of us are going to die...”
- “If you have a brother or a sister or a parent who smokes, it makes you want to go around and say right, we’ll both go do it.”
- “I like it because it would encourage me to quit.”
- “I want to quit like.”
- “It makes me really want to give up now.”

HE

The word "QUIT" is written in a bold, white, sans-serif font on a black rectangular background.

Our Strategy

Why to QUIT

- ‘1 in every 2 smokers will die of a tobacco related disease’
A story we all know, told through 3 personal experiences
- ‘It doesn’t have to be that way – you can QUIT’. Most smokers make several attempts before finally succeeding – so try, and try again
- ‘We can help you’ - Quitline, Website, Facebook, GPs, Pharmacists, Dentists, smoking cessation officers, medication
- Advertising strategy and media plan from June 2011: TV, Radio, Online, Outdoor, local, regional and national
- Detailed public relations plan to support the campaign



Our Strategy

The logo for the QUIT campaign, featuring the word "QUIT" in a bold, white, sans-serif font on a black rectangular background.

How to QUIT

- Promotion of QUIT support services –QUITline, QUIT.ie, QUITclinics
- Supportive, peer-to-peer tone of voice. We can help.
- Quality distribution of printed supports – HSE acute and community services, GP surgeries, Pharmacies and Dental Surgeries, DSP, Credit Unions, MABS
- QUIT mention on HSE owned media, stationery, emails etc
- Creation of new social media platform for support, You can QUIT on Facebook
- Support the development of smoke-free HSE service campuses



June 2011 - QUIT takes off



WARNING: CIGS WILL KILL HALF SMOKERS

Never too late to quit, says HSE

€2BN
YEARLY COST TO TAXPAYERS OF TREATING SMOKING ILLNESS

ONE in every two smokers in Ireland dies from tobacco-related illnesses, new HSE data has revealed.

The organisation estimates there are around **ONE MILLION** smokers in Ireland, with 2,200 people dying from a tobacco-related disease each year.

And health chiefs revealed it costs taxpayers up to **€2BILLION** annually to tackle the growing problem.

A new campaign has been launched today, aiming to help people quit by highlighting the serious impact cigs have, not only on smokers themselves but also on families and friends.

80%
SMOKERS WHO WANT TO QUIT
ONLY 40% ACTUALLY TRY

Support

HSE Director of Public Health Dr Faoise Egan said: "Surprisingly, only seven per cent of people know that one in every two smokers will die of a tobacco-related disease.

"Our aim is to make people realise the effect smoking has on their health, and that of their loved ones, and give them encouragement and help to QUIT. We all know someone who has been ill or

BY AOIFE BANNON

died as a result of a tobacco-related disease. By grouping smokers to try and quit, by offering support services, encouragement, help and advice we can all encourage smokers to keep trying to quit."

Some 50 per cent of smokers have said that they would like to give up and 40 per cent attempt to stub out their habit every year.

Dr Sims says that those smokers who use support services like the National Smokers' Quitline or medication are twice as likely to succeed as those who attempt to do it alone.

Skills

Dr Hurrell added: "Smokers know that cigarettes are bad for them. Many of them feel quitting is too hard, that they won't make it - or that they will do it tomorrow, and weeks, when they're 30, or when they're 40."

"Our campaign will remind smokers that it's never too late - and that quitting it works it."

"Most people try to quit a few times before quitting for good, and each time they gain skills and confidence that help them to take that permanent step."

For more information, see QUIT.ie or call the National Smokers' Quitline 1850 201 203.

www.quit.ie

1 IN EVERY 2 SMOKERS WILL DIE OF A TOBACCO RELATED DISEASE

2

CAN YOU LIVE WITH THAT? QUIT

quit.ie 1850 201 203

HSE Health Service Executive

Irish Cancer Society

Audio:
Karen



Hard-hitting ad campaign targets smokers

by Caroline O'Doherty

HEALTH promoters are hitting smokers where it hurts — pulling not on their pockets but on their heartstrings. A series of TV ads which last night stories of people by cigarettes vice smoke habit.

The ads, a Health Serv (HSE), feature as teenagers O'Brien from who will sit Certificate without her on. Jackie, a 14-year-old who died a year ago at the age of 14, is living just following her lung cancer who shaved her year to raise Irish. Can she speak of the loss left in her? In another, Pauline Bell tells of the death of her husband from a heart attack at 48, just before he had spoken of retiring early abroad. The message is driven by €800,000 of blunt fact that smokers will ease that is to their smol Director of the Howell, said did not really was so stark — or that it translated to 5,500 deaths from tobacco-related dis-

eases in Ireland every year. "Before we started out with the campaign, we were struck in our focus groups how that actually shocked the smokers in the room. They almost



STOP DYING FOR A CIGGY

New HSE ads to help smokers QUIT

thejournal.ie READ, SHARE AND SHAPE THE NEWS

BUSINESS ETC THE SCORE THE DA

Irish International Science Environment Living Culture JOBSearch

Tags: # ADVERTISING # ADVERTS # ANTI-SMOKING # BEREAVEMENT # GRIEF # HEALTH # HSE # SMOKING

Video: Teenager tells of grief as new anti-smoking drive is launched

30/12/11 5,292 Views 33 Comments

THE HSE HAS launched a hard-hitting new anti-smoking campaign, in which a Kilkenny teenager speaks of her grief after losing her mother to lung cancer.

Schoolgirl Margaret O'Brien, who will do her Leaving Cert next year, describes how she knew her mother Jackie's lifelong smoking was harmful but thought "no-one could be that unlucky" as to die from cancer.

She tells her story in one of three new TV advertisements highlighting the HSE's "One in Two" campaign. The adverts focus on the fact that one in every two smokers will die from a tobacco-related disease.

In the short film, Margaret describes how she no longer enjoys going to other people's houses, with "their mams and dads being so close to them. My family isn't like that anymore."

The other two films showcase the stories of Pauline Bell from Wexford, whose husband George died at 48 from a heart attack; and Gerry Collins from Wicklow, who describes his experience with cancer.



Margaret O'Brien speaking in the short film



THE HSE will be unveiling dramatic new films this weekend in an effort to get more people to give up cigarettes in 2012.

The QUIT smoking ads will be broadcast on New Year's Day featuring stories focusing on the fact that one in every two smokers will die from a tobacco-related disease.

In one film mother-of-two Pauline Bell from Wexford tells how her husband George died from a heart attack at the age of 48.

Pauline says: "We were planning everything and of twenty to one that night he died. He loved his cigarettes, but never thought that at 48, that would be his time to go."

Teenager Margaret O'Brien lost her mum Jackie to lung cancer in the summer of 2010.

Margaret, from Co Kilkenny, says: "If I ever had a problem at school or anything I would go to her and she would always know what to do. She was 45 when she was diagnosed with lung cancer and 46 when she passed away. It's not just for a day, it's not just for a month, it's for the rest of my life without her."

In a separate film Gerry Collins, from Co Wicklow, reveals how he almost lost everything to cancer. His daughters Lisa and Clara tell how upsetting it was to see their dad struggling to control his cancer.

Director of Public Health Dr Fenton Howell said evidence from all over the world has shown real stories have a positive impact on smokers' drive to quit.

He added: "We spoke in detail to Irish smokers before we started this campaign and they told us using real-life stories would motivate them to stop smoking."

"We're very grateful to all the people telling their stories - they are central to the meaning and success of this campaign."

The films will be broadcast on Sunday evening on RTE at 8.45pm during Fair City and at 9.20pm after the 9 O'Clock News, on TV3 at 7.45pm during Family Fortunes and on Universal during Harry's Law at 9.45pm.



VIDEO: QUIT's 1 in 2 Stories New Year's Day Full-Break Broadcasts



Focus on : Online Supports

The screenshot shows the Facebook interface for the 'You Can Quit' page. The page cover features the 'YOU CAN QUIT' logo and the website 'quit.ie'. The page is categorized as 'Health/Wellness'. The wall shows several posts from users like Laura Kavanagh, Eamon Mahon, Tina Devers, and Mary Brennan, all sharing their experiences with quitting smoking. The left sidebar includes navigation options like 'Hidden Posts', 'Info', 'Friend Activity', 'Insights', 'Photos', and 'Videos'. The 'About' section states that 'You Can Quit' is an online support service from the HSE in Ireland, with 18,583 likes and 957 posts.

The screenshot shows the 'QUIT' website, which is a resource for smokers looking to quit. The site has a dark theme with the word 'QUIT' in large white letters at the top. A navigation menu includes links for 'HOME', 'WHY SHOULD I QUIT?', 'AM I READY?', 'HOW DO I QUIT?', 'HELP ME TO QUIT?', 'HELP SOMEONE ELSE', and 'SMOKING AND...'. The main content area features a 'MY QUIT PLAN' section with fields for 'name', 'password', and 'login password', along with a 'LOGIN' button. Below this, there are three featured stories: 'Gerry's 1 in 2 story', 'Margaret's 1 in 2 story', and 'Pauline's 1 in 2 story'. The site also offers various resources such as 'Thinking of quitting?', 'Start your quit plan today', 'Need some motivation?', and 'Does someone you know smoke?'. A footer contains links for 'Home?', 'How to quit?', 'What to expect?', 'Life Beyond', 'Smoking Club', 'Treatment', 'IDownload', 'Progress', 'Help', 'Quit Plan', 'Coverage', and 'Young People'.

YOU CAN QUIT






Breaking new ground

QUIT


- Online is now an essential part of any integrated campaign
- Could we support quitters on Facebook?
- 2011 saw little evidence for social media supports
- No/Low cost – unknown management resource – potential route to offer support to broad audience
- We decided to try to make some evidence
- Peer support – initially HSE quitter-led, with TCS backup, then the people took the reins...




Day 1

facebook  Search Home Profile Find Friends Account ▾






YOU CAN QUIT

You Can Quit  [Edit Page](#)

Health/Wellness [Edit Info](#)


1 **2** **QUIT** 

Wall You Can Quit · Most Recent ▾


Share:  Status  Photo  Link  Video  Question

Write something...

YOU CAN QUIT **You Can Quit**
They say a big part of quitting is setting a date - so I am choosing June 13th 2011. That's also the day the QUIT campaign will hit the streets and the airwaves - so we look forward to seeing you then and hearing your reactions
17 Impressions · 5.88% Feedback
May 13 at 8:46pm · Unlike · Comment


 You like this.
Write a comment...


YOU CAN QUIT **You Can Quit** added 4 new photos to the album Campaign Images.



Campaign Images



Admins (1) [?] [See All](#)


HSE
Health Service Executive


You and You Can Quit
 Fidelma Browne likes this.



Quick Tips
Get more people to like your Page with Facebook Ads today!

Sample Ad: You Can Quit
Your ad text here.



 Like · Hse Ireland likes this.

[Get More Fans](#)

Sponsored Story
 Gerard Crotty likes drinkaware.ie.

 **drinkaware.ie**
 Like

Sponsored [Create an Ad](#)

TheJournal.ie
 Breaking IRISH NEWS via





**YOU CAN
QUIT**

You don't have to quit alone.
We're all here to help.

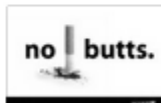
You Can Quit

50,389 likes · 129 talking about this

✓ Liked

Health/Wellness Website

You Can Quit is an online community for people trying to quit smoking. You can do it, and a little support can go a long way. Brought to you by the HSE.



50,389

DO YOU WANT TO STOP SMOKING?
All smokers, and ex-smokers, are wel

Today, this is my 3rd attempt never im sooo proud of myself, this page me so if u feel like u cant do it

believe me if i can ANYONE can... Keep up the good work everyone x

Like · Comment

20 18



Ashley Hughes Robinson Don't give up Marcella, I'm depending on people like you to keep me going, I wanted to have one one day last week, I just popped on here and read the comments from ppl, I pop on every day just to get inspired, you dont even have to comment, the ppl on here are great without reading I'm on day 1/2/3/4/18/55 etc I really dont think i could have done it, So you keep up the great work you will get ther, we all will xxxx

12 hours ago · Unlike · 1



You Can Quit

Is your New Year's Resolution to QUIT smoking in 2013? Let QUIT.ie help you!



You Can Quit | I QUIT App

1 in every 2 smokers will die of a tobacco related disease. It's a scary fact, but it doesn't have be that way - because You Can Quit. If you feel you are ready to try - we want to help you get there. If you've tried before and it didn't stick, we want to help you to try again. Our team are all H...

Page: 46,033 like this.

Like · Comment · Share · 407 58 18 · Sponsored



Ger Byrne ▶ **You Can Quit**

January 17 near Dublin

Mornin all u quitters , today I am 6months smoke free its been an experience totally changed my life, have to say gets really easy after about 4 months so keep goin all u new quitters and thanks to all my family and friends for the great support and of course this page which gave me lots of encouragement and motivation !!

Like · Comment

28 18

Ger Mar and Eve Conboy have decided to quit smoking on I QUIT.



Ger Mar decided to quit smoking on I QUIT.

Like · Comment · Share · 15 minutes ago · 31

Eve Conboy decided to quit smoking on I QUIT.

Like · Comment · Share · 19 hours ago · 31

A good investment for the HSE?

- WHO data indicates 5-15% of a health budget is spent on treating tobacco related disease. For Ireland, €1-2 billion every year
- Average cost €7,700 every time a smoker is admitted to hospital with a tobacco related disease.
- 2008, over 36,000 such admissions
- €277million does NOT include out-patient costs, GP visits, medicines and other supports provided by the HSE
- If we can prevent just 100 of the 36,000 annual admissions to hospital annually, the campaign will pay for itself



Results to date



Before QUIT Jun 2010 – June 2011	QUIT Year 1 June 2011 – March 2012	QUIT Year 2 March 2012 – March 2013
GiveupSmoking.ie 58,402 5,000 Quitplans	QUIT.ie 92,289 Visits (+58%) 10,270 Quitplans (+100%)	Quit.ie 128,340 Visits (+39%) 12,389 Quitplans (+20%)
Quitline 3323 calls received	Quitline 3100 Calls received	Quitline 3006 Calls received (to Feb 11)
	Facebook page 19,488 Likes	Facebook Page •30,901 Likes (+58%) •3,000 I QUIT App downloads •Total Likes to Date 50,389



Milestones



- **Strong planning and research basis**
- **Hard-hitting content creation for ongoing use and sharing**
- **New engagement with smokers, new and exciting opportunities for online peer support**
- **Renewed and new partnerships with wide range of health organisations**
- **Winner ADFX 2012 Advertising Effectiveness Awards, Gold Public Service and Judge's Award for Best Use of Research. Shortlisted for Taoiseach's Public Service, Health Literacy and PRII Awards**
- **Sustained results in all support markers will translate into health gain, savings for health service and reduction in illness and deaths from tobacco-related disease**



The word "QUIT" is written in large, bold, white, sans-serif capital letters on a black rectangular background.

1 in 2 stories; reality of loss = why to quit

Support services; peer to peer = how to quit

Sustained investment = how to keep them quitting

