

Reducing Second-Hand Smoking in Homes

Project details

Full project title: Reducing second-hand smoking in homes

Sponsor: NHS Somerset

BSMC team: [Alan Tapp](#), [Fiona Spotswood](#)

Background

Parents with young children sometimes struggle to avoid smoking in close physical proximity to their children, or may be unaware of the dangers of second smoking

Research and results

After a large qualitative research project, involving a series of focus groups in specific areas within Somerset, we made a series of recommendations to NHS Somerset. It was recommended that behavioural nudge marketing approaches may be best deployed with some families. With others, it may be necessary to go back to first principles and deploy a consistent and sustained programme of awareness of the dangers of passive smoking – many people currently find it too easy to shrug off or minimise these dangers.