

Smoking Cessation Among Key Target Groups

Project details

Full project title: Smoking cessation among key target groups

Sponsor: NHS Bristol

BSMC team: [Alan Tapp](#), [Celia Rhodes](#), [Stella Warren](#)

Background

Historically, NHS Bristol has undertaken mass market smoking cessation campaigns using a variety of posters, advertisements, local magazines and leaflets that have normally been deployed through clinicians, notably GPs and pharmacies. There has also been face-to-face support through a mobile exhibition van visiting sites and manned by the team.

The research

Government targets are specifically aimed at defined groups within the population and NHS Bristol responded by reviewing their strategy and tactics to ensure both focus NHS funds effectively and directly at the chosen target audiences. These target audiences are all from deprived geographical areas and consist of routine manual workers, pregnant women, young people and BME communities. As a first step NHS Bristol concentrated on routine manual workers and pregnant women.

Results

Following a summary literature review of existing insights, a small scale qualitative research project was run. Amongst the key findings were that the target group required quick and easy access to stop smoking services and products at times and locations to suit them and that the Department of Health's national campaign 'quit kit' would have been more useful and practical had it contained some nicotine replacement therapy (NRT) products to try.

"The Bristol Social Marketing Centre was instrumental in helping Smokefree Bristol gain valuable insights into the attitudes and behaviours of routine and manual workers who smoke, in order that we may support more of this group to quit smoking. Smokefree Bristol was delighted with the level of skills and experience that Alan Tapp and Celia Rhodes of BSMC not only provided, but were willing to share with our team throughout the engagement."

The insights gained provided Smokefree Bristol with the foundations on which to develop the Quit Start intervention, a new and innovative social marketing programme, to motivate and assist routine and manual workers who smoke to quit. Smokefree Bristol have benefited greatly from their partnership with BSMC and look forward to working with them again on future projects"

Lynn Stanley, Smokefree Bristol

View [the Quit Kit poster](#) and visit the [Bristol Stop Smoking](#) website.

Notes:

Following the qualitative research, the BSMC team provided a bespoke training for the team covering the process of recruiting and moderating qualitative interviews together with analysis and interpretation of output.