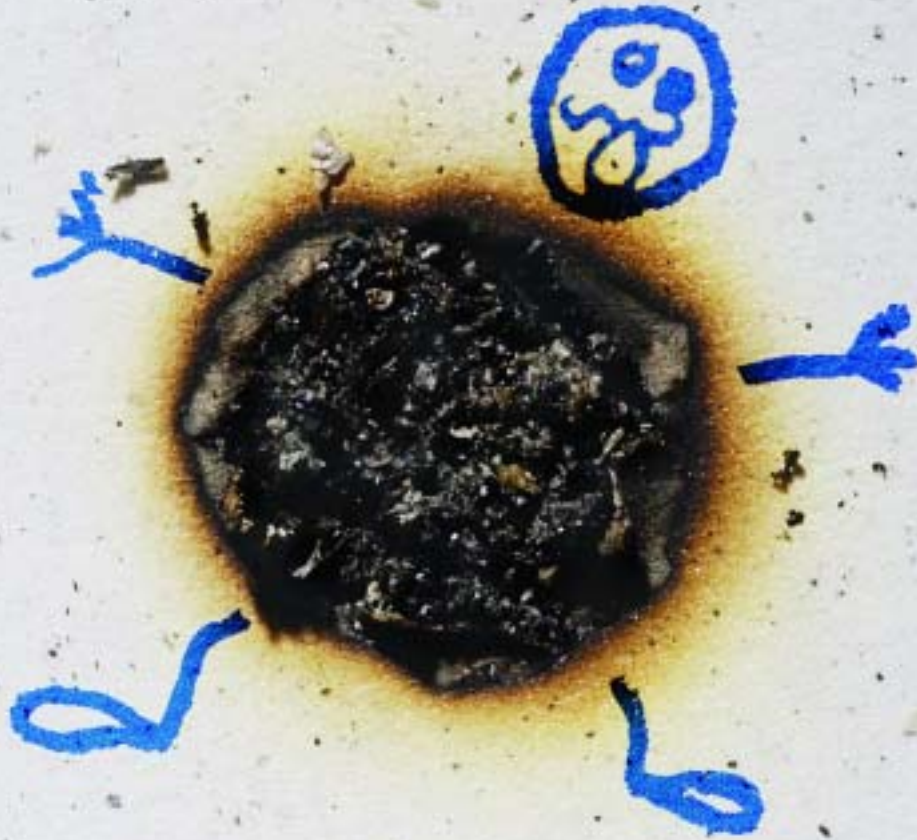


No Smoking Day Annual Report 03



Sick of Smoking?

On 12 March 2003, over a million UK smokers said "yes" and took up No Smoking Day's opportunity to stop.

This report from the No Smoking Day team tells how the 2003 campaign was created and describes the work of just some of the thousands of organisers who brought it to life.

Most importantly, it outlines the results.



Where did the idea come from?

Every year, the NSD team commissions special research with groups of smokers all over the UK to investigate their feelings about smoking and test out some potential slogans.

The “**Sick of Smoking**” phrase was one that came up over and over again, summing up just how smokers feel when they reach the stage of deciding to stop.

The cigarette burnhole was an instantly recognisable symbol of the mess smoking makes, and the empty black hole evoked the many ways smokers feel sick about smoking.

What happened on the Day?

Organisers all over the UK created events in workplaces, shopping centres, colleges, clinics – even pubs.

Despite the imminent war, the Army and the Royal Navy also took part, making sure that service personnel and their families worldwide could get their chance to join in if they wanted to stop smoking.

What was on offer for smokers?

No Smoking Day’s main purpose is to direct smokers to the help that is available to them, not just on the Day but all year round.

All the campaign materials carry the number of special telephone helplines, where advisors can provide information on products that can help or direct people to their local NHS stop-smoking services.

Smokers could also get help from their local pharmacists, many of whom set up extra publicity about that help in the run-up to No Smoking Day. They could go straight to the new NHS stop-smoking clinics that operate all over the UK, or they could just go it alone, armed with sensible advice and over-the-counter Nicotine Replacement Therapy if they wanted.

There was a bit of fun on offer too of course – competitions and events to provide a bit of light relief and help smokers through the first few tricky hours – and some new ways to get help like text messaging or email advice. Celebrities played their part, doodling messages of inspiration and support.

Anna Friel and Susie Amy’s NSD doodles



OK Mag’s NSD feature with Melanie Sykes





Media coverage

No Smoking Day fell in the week just prior to the declaration of war on Iraq – a hugely stressful time for the whole country. However, news and feature coverage was extensive and substantial – around 1700 items in national, regional and consumer press covered all of No Smoking Day’s key messages about the benefits of stopping and the help available.

So did No Smoking Day make a difference?

On normal days of the year, a couple of thousand people are likely to try to stop smoking. On No Smoking Day, over a million make the effort – calls to helplines soar, demand for specialist services peaks and sales of nicotine replacement therapy increase substantially.

Special research for No Smoking Day 2003 (NOP Omnibus Survey) showed that 74% of UK smokers knew about No Smoking Day and 12% of them tried to stop on the day – over a million smokers. Over half of them made it through the whole day – research from previous No Smoking Days would predict that many thousands of them will still be smoke-free months later.

Those results in full:

- 12 March 2003 was the UK’s twentieth No Smoking Day
- 29% of adults (16+) in Great Britain were regular cigarette smokers, of whom 62% expressed some interest in stopping
- 74% of smokers in Great Britain were aware that 12 March was No Smoking Day, and 27% said they had intended to use it to do something about their smoking
- Awareness was highest among smokers from the least affluent socio-economic groups. 68% of social class C2 and 67% of social classes DE knew 12 March was No Smoking Day
- Smokers who smoked over 20 cigarettes a day also had the highest awareness at 83%
- 31% of smokers in Great Britain aware of the Day responded positively to it, with 12% making a quit attempt
- Women and men had equal levels of participation – 31%
- Participation rates were highest among the 16-24 age group, of whom 51% participated
- Quit attempts on the day were higher among AB and C1 groups where 12% tried to stop on the day. 11% of C2DE smokers tried to stop on the day
- A minority of smokers are alienated by the campaign – this effect is strongest in the C1 group where 12% of aware smokers said they smoked more on that Day



Acknowledgments

The No Smoking Day team for 2003 was:

Doreen McIntyre (Chief Executive)
Ben Youdan (Campaign Manager)
Joanne Wourms (Business Manager)

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The team would also like to thank the thousands of local organisers and supporters who bring the campaign to life.

Finally, the whole No Smoking Day Board would like to thank its core funders who enable the campaign to take place each year: they are

Dept of Health

Health Education Board for Scotland

Health Promotion Agency for Northern Ireland

National Assembly for Wales

British Heart Foundation

Cancer Research UK

Ulster Cancer Foundation.

Copies of No Smoking Day's accounts are available on request from mail@nosmokingday.org.uk

Looking forward to NSD 2004

It takes a whole year to create each No Smoking Day campaign, and the next one – **10 March 2004** – is well under way.

If you would like to get involved in it or find out about developments, log on to www.nosmokingday.org.uk - the new campaign will be unveiled in Autumn 03.

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Helping smokers who want to stop