### Application of Social Marketing To Tobacco Control: From Strategy To Implementation

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### UK Department of Health priorities

- Achieve 2010 smoking PSA and Smoking Kills targets
- Reduce smoking prevalence within the routine and manual grouping and other high prevalence groups
- Support international tobacco control efforts
- 'De-normalise' smoking

## Tobacco control: from strategy to action

#### Six-strand approach for tobacco control

- To help smokers to give up
- Reduce second-hand smoke
- Promote health / Risk communication
- Reduce tobacco promotion
- Address labelling and regulation
- Tackle taxation and smuggling
- Implementing the evidence of what works
- Learning from practical implementation
- Modifying policy and continuing to build on what's been achieved

## Definition of Social Marketing



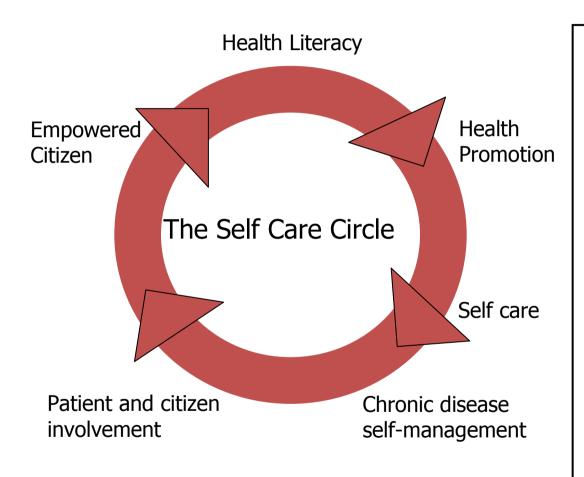
'Social Marketing is the systematic application of marketing concepts and techniques to achieve specific behavioural goals relevant to a social good'

## What Social Marketing is and what it isn't



- Not about selling health, manipulating people or focusing simply on what individuals can do
- It's about helping people and organisations change by addressing reality of people's lives in a systematic way

## Realising the potential through new partnerships: co-producing health



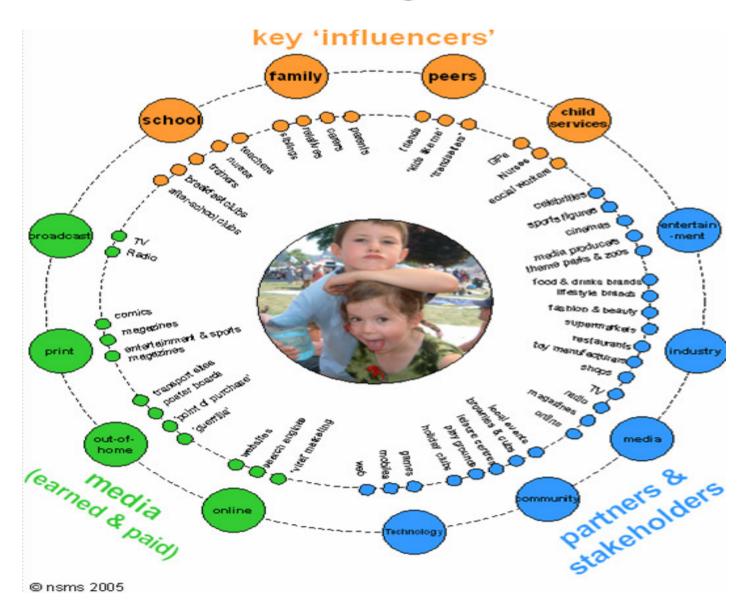
#### Self care:

- A great example of partnership between public and health service
- £100 spent on self care =
   £150 worth of benefits delivered in return.
- A sense of control over ones destiny – PRICELESS

#### Shift in engagement



### The Long Game



#### Builders...

Sexist men who enjoy simple pleasures, eat junk and don't care what they look like?



### Expect the unexpected

- 72% never wolf-whistle at women
- 45% watch their weight
- Over 50% use beauty products
- The majority prefer sushi to a pie lunch





Source: Covers Market Research September 2006

#### Public Health Information















### Changing behaviour

#### Old

- Fact
- Negative
- Disease
- Fear
- Knowledge
- Adult Child
- Selling
- Transitory
- Stop
- Professional led

#### New

- Emotion
- Positive
- Health
- Happiness
- Skills for Action
- Adult Adult
- Marketing
- Sustained
- Start (with Small Steps)
- Consumer led

#### Three themes

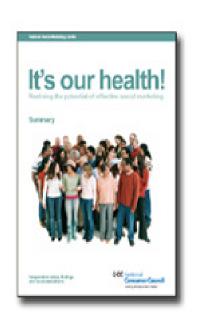
- Need to put people at the centre of our thinking and build services around their needs
- Need for more rigorous systematic application of what we know works and stop what we know does not
- Need to build active partnerships with joint responsibility for improving health between government, individuals, private sector and NGOs



# Working with our strategic partners

## (2)CC National Consumer Council

Making all consumers matter



The National Consumer
Council's approach to the
analysis of issues affecting
consumers is rooted in the
presumption that consumers
are the best judges of their own
interests – making decisions,
exercising choices and having
real influence as buvers and

#### Building people's capacity

New ways to engage people on their terms

#### **Digital Gateways**

- Internet,
- Mobiles
- Interactive TV



NHS Choices website launched April 2007

#### **NHS Health Trainers**



#### **Health Literacy – Helping People to:**

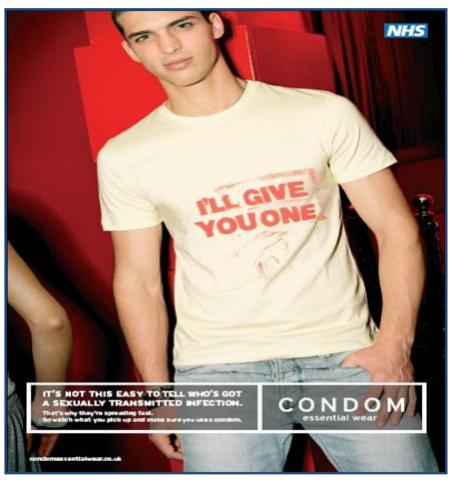
- Make sound health decisions in the context of everyday life
- Increase control over their health
- Improve their ability to seek out information and take responsibility

### Social Marketing: Strategy To Action





- Understanding where people are in their own lives
- Help them build personal strategies for change
- Address deep-rooted behaviour
- Utilise multiple messages to influence and support lasting, positive change



### Pressure for change.....



**Surgeon General**'s **1964** Report on Smoking and Health







Smoking and Health Report in 1962



### Changing cultural norms

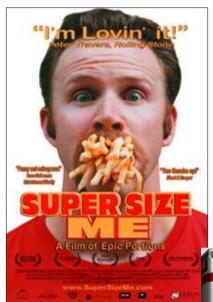


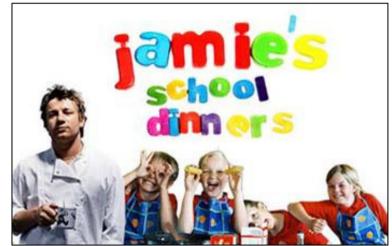


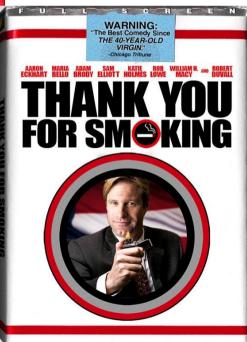




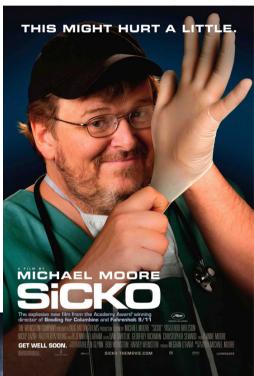
## Tipping point in action









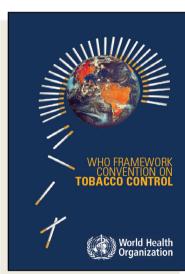


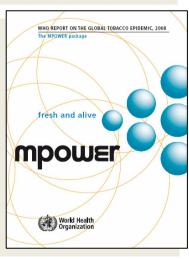
# Collective smokefree action: locally, nationally, globally





**July 2007** 

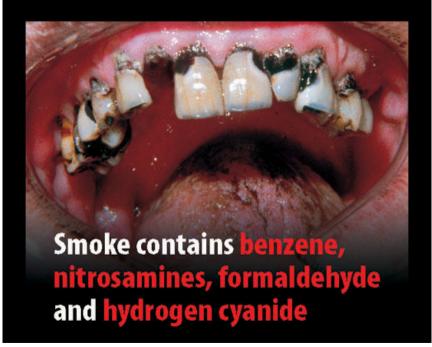




#### Advertising control

- Virtual total ban on tobacco advertising
- Hard-hitting pictures on tobacco products





#### **High Quality Systematically**



#### **Local Leadership**

- New partners and drivers –from the public to local authorities
- New, focused approaches to "traditional service delivery
  - "Lets give it up"
  - Health Trainers

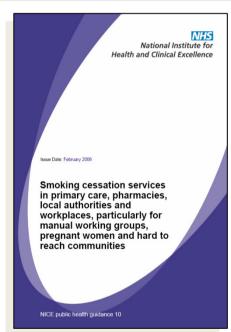






## Comprehensive support for smokers





#### Recommendations:

- Providing smoking cessation services
- Prescribing and advising on pharmacotherapies
- Targeting specific groups
- Education, training and public campaigns





## Pharmacy's role



### Healthy lifestyle advice





#### Making prisons smokefree

But what does it mean?

- A completely smokefree juvenile estate
- Adult inmates to be permitted to smoke only within their cell (which is the equivalent to their home), with local protocols to reduce to a minimum exposure to secondhand smoke by others
- Staff to cease to smoke in any enclosed parts of prisons
- Continued support for inmates to quit, including the provision of NRT







#### Prison Health Newsletter

Welcome to Issue 25 of the Prison Health Newsdetter. Thank you to all those who contributed to it. The new latter is available on the Department of Health website and the Prison Service Intraset. The next issue will be published in Summer 2007 and will focus on the June 2007 Sharing Good Practice conference. However, please feel free to submit any additional articles for consideration to Rona Pearson, Prison Health by Friday 18th May at from pearson 8th gai growth.

The new letter has been published electronically since I suce 22 (Summer 2006). Buck copies of this new letter and all our other publications/guillance are available by logging on to www.dh.gov.uk/socialcare and anvigating to 'peleon health' or by contacting the DH Publications Orderine on 00701-555-455 (hard copies only).

#### News

#### Prison Service responds to new smokefree legislation

With little more than one hundred days to go before smoking in enclosed public places is outlawed, workplaces across England are busy taking steps to ensure they comply with the new legislation. For many, this simply means an end to smoking indoors when 2 comes into force at fram on Sunday 1 July 2007. For those working in MM Prison Service (HMF5) however, the transition to a predominantly smokefree prison establishment will hold reany special challenges.

The journey from smaking being freely allowed in parts of establishments to a situation where prison staff well not be able to smake anywhere within prison buildings, and adult prisoners only in their cells or cutside, was recently put under the microscope at a conference held in Marchester on 68 March 2007.

Around two handred prison service and NPIS delegates attended the event and despite concerns about the practical implications of the new legislation, the strength of feeling in favour of protecting both staff and prisoners from second hand studies was plain for all to see

Amongst the speakers were Michael Spurr (HMPS Deputy Director General), John Tilky (Senior Policy Manager, Demetment of Health Smokefree Team) and Faul Foweriber (former Governor, HMYO! Witherby) who, against all odds, successfully introduced a total smoking ban at the Yorkshire establishment two years ago. Together, they issued a clear rallying call that the requirements set out in the newly published Prison Senior Instruction (PSI) 09/2007 -Smokefree Legislation: Prison

Sensice Application could be nest. By bringing together all those involved with delivering smoking casestion in prisons at the event, there was a very real appointmy to into out some of the barriers and develop effective solutions.

The conference was opened by Dr Rath Hussey OHE, Director of Public Health for the North West. Congratulating the region for being at the furefront of campatgaing for smokefree legislation, she set the tops for the day by stressing that the change in the law provided a large opportunity for peleoners to be supported on a journey to before health.

"We are all promoters of health," she said, adding: "We know that 80% of prisoners smoke; this is a population that has little or no contact with the

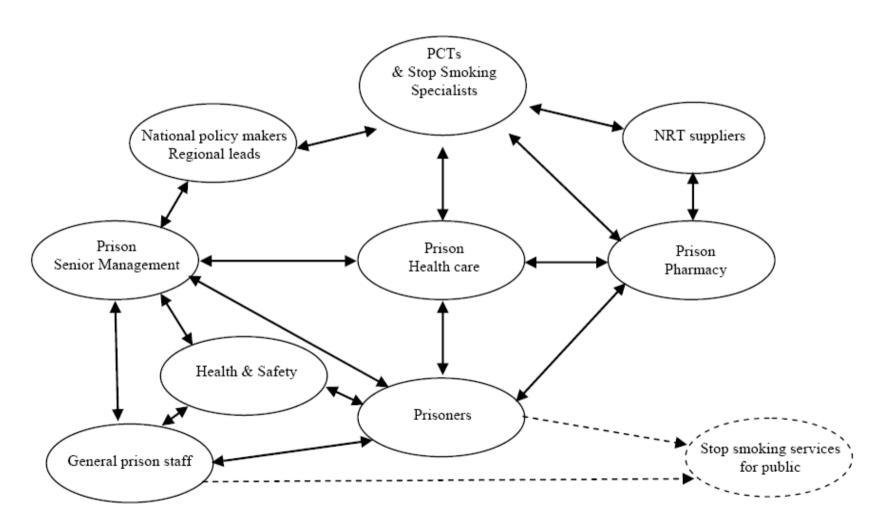
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## Social Marketing: supporting quitting in prisons

Figure 1: Who are the Key Stakeholders?



#### How does policy develop and change?

## Changes are driven by underlying beliefs about:

- cause of problem, and effect of intervention,
- social climate what is popular, what is acceptable
- power and influence of competing interests

#### How:

- A balance between what is:
  - scientifically plausible
  - politically acceptable
- practical for implementation Most policy is about changing public behaviour

#### The challenge ahead

- Stop 'selling' health on logical arguments and scientific opinion
- Create a social movement for health
- Build understanding of people's emotional and behavioural motivation
- Co-ordinate action to tackle social, economic, service delivery issues and personal support

#### New ways of reaching people

## Rather than telling people what to do, Government must:

- Understand how people really live their lives
- Give power back to the people to take control of their health
- Reach people at work, at home, at school
- Work across all government



## Social marketing: from strategy to action

- Understand and change people's lives
- Give power back to the people to take control of their health
- Shape culture and reach people at work, at home, at school with positive messages and support
- Apply this across the spectrum from strategy to action
- Rebalance the relationship between State, Individual, and Civic Society to bring about sustained change through broad-based engagement.