

Make Smoking History

What Will You Miss
Campaign Briefing

30th October 2023

Greater
Manchester
Integrated Care
Partnership



Introduction

Welcome to the Make Smoking History Campaign briefing.

In this presentation we will share:

- Our Vision for Greater Manchester
- Current Smoking Challenges
- Benefits of a Smokefree City-region
- Latest Smoking Trends
- Where We Are on Our Journey
- What Will You Miss - Campaign Insight, Strategy and Context
- Creative
- Campaign Toolkit and Partner Resource



Our Vision

In Greater Manchester we want residents to....
Live a good life, growing up, getting on and
growing old in a **greener, fairer more
prosperous city region**.

And that's where **Make Smoking History**
comes in.

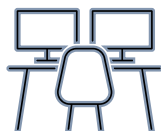
Together – we want to be the first **global city
region to deliver a tobacco free future**.

A large, bright yellow diagonal bar that runs from the bottom-left towards the top-right, partially obscuring the text "MAKE SMOKING HISTORY".

**MAKE
SMOKING
HISTORY**



Current Smoking Challenges



Current smokers are 5%
less likely to be employed
with long-term smokers
7.5% less likely



Smoking costs the Greater
Manchester economy
£898m in lost productivity
and almost 15,000 residents
out of work due to smoking
related ill-health



150,000 smokers live in
ill-health in Greater
Manchester with 1 in 4
people in hospital beds a
smoker



2 in 3 smokers will die early,
with data suggesting half in
middle age

Source: Action on Smoking and Health, Smoking, Employability and Earnings 2020

Action on Smoking and Health, Ready Reckoner 2023

The Khan review – “Making smoking obsolete”. Independent review commissioned by the UK Government into smokefree 2030 policies by Dr Javed Khan OBE, Published 9 June 2022

The 21st century hazards of smoking and benefits of stopping: a prospective study of one million women in the UK”, Lancet. 2013 Jan 12)

BMJ Mortality in relation to smoking: 50 years' observations on male British doctors 2004

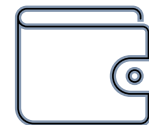
Benefits of a Smokefree Greater Manchester



Reaching a prevalence of under 5% would mean an increase in healthy life expectancy of 6 years for men and 7 years for women across GM



£1.1 billion return annually back into the GM economy including health and social care, fire, litter and productivity costs



£2,451 back into pockets of ex-smokers including their families and communities



Less children in poverty with 40% of children in poverty currently living in a smoking household

Latest Smoking Trends

The Office for National Statistics revealed that **14.3% of adults** (equivalent to around 316,000 people)* in Greater Manchester were smoking in 2022 – an estimated **24,000 fewer smokers** compared to 2021.

Data also shows:

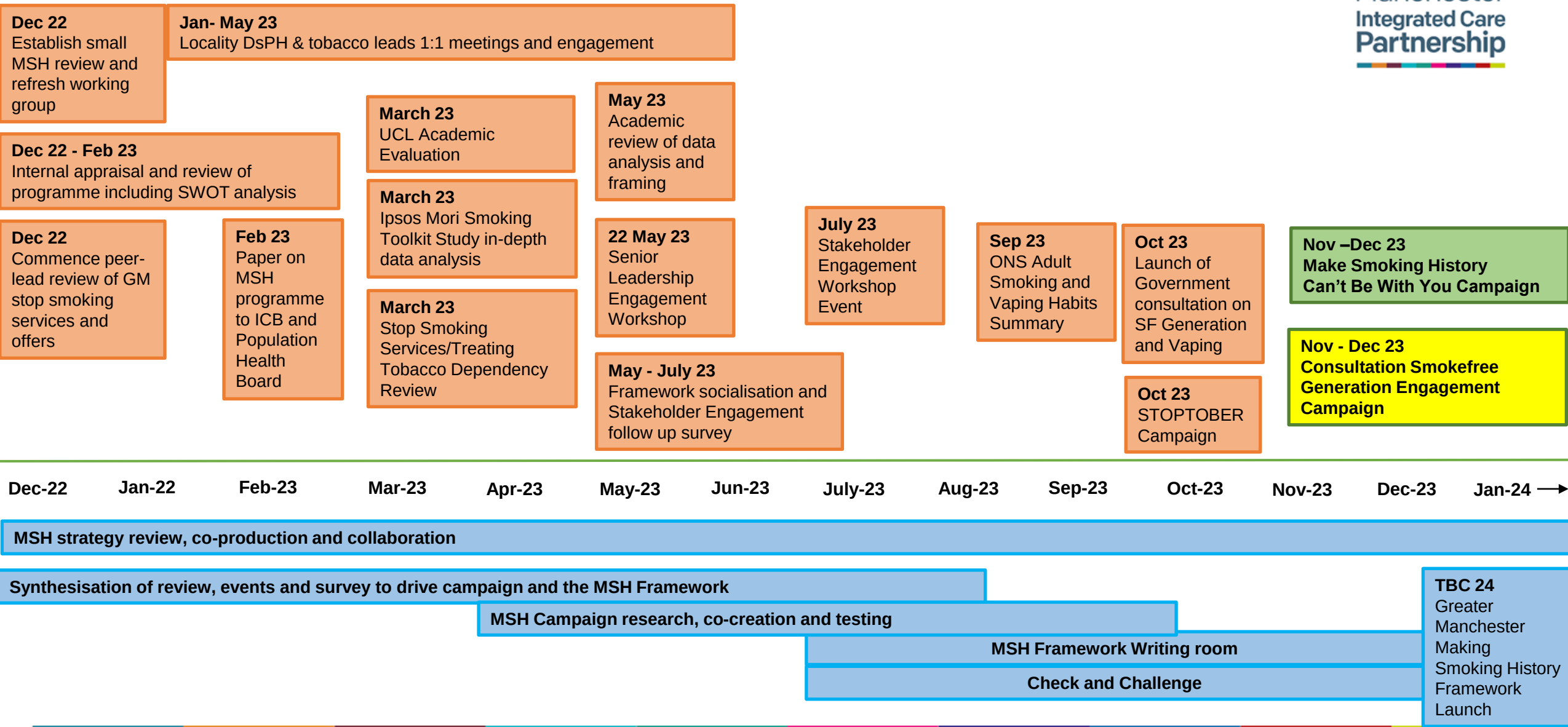
- Greater Manchester continues to close the regional and national smoking prevalence gap and now sits **just 0.9 percentage points above the Northwest (13.4%)** and **1.6 percentage points above England (12.7%)**. **The narrowest the gap has ever been.**
- **24.3% of people in routine and manual occupations smoked**, closing the gap with England (22.5%) to 1.8 percentage points.
- In Greater Manchester, **16.1% of men smoked compared with 12.6% of women**, this difference has been consistent since 2011.

**Based on 2021 Census mid-year population estimates*

Source: Office for National Statistics (ONS), released 5 September 2023, ONS website, statistical bulletin, Adult smoking habits in the UK: 2022



Where are We in Our MSH Journey?



Campaign Development

‘What Will You Miss’ Campaign Insight

- Smoking **remains deeply embedded** in Greater Manchester, with many still smoking through pregnancy and despite incidence of disease within close family
- Smoking is justified in terms of **coping with stress, relaxation and escapism**, being reliant on the ‘hit’
- Most smokers are **conforming to family and social norms**, though many don’t smoke in the house (some do vape) and all would **hate the thought of their kids/grandkids smoking**
- Many smokers talk about the **increased cost of smoking** and have cut down/switched to roll-ups but for many, **spend on cigarettes remains a priority**
- Tension between the **joy and attachment to the habit, and the guilt they sometimes feel** – but overall, many are comfortable where they are
- When told ‘2 in 3 smokers will die, some in middle age’ there was cut through with most smokers. **The idea of half becoming ill and dying in their 50s and 60s was felt to be truly shocking**



‘What Will You Miss’ Campaign Strategy

- Co-created through a combination of desk research, behaviour change methodology, stakeholder interviews and primary, in-depth research with smokers across Greater Manchester, as well as partner input.
- Champions Greater Manchester-wide “mass” reach media, complemented by more targeted propositions to specific audiences and activations at a local/community level.
- Central proposition is relevant to all smokers, but particularly so for high dependency smokers (typically having a greater likelihood of being from lower SEGs, working in routine and manual occupations, living in social housing and suffering from physical and mental health conditions).
- Targeting reflects feedback from stakeholders such as ASH and the Office for Health Improvement and Disparities, supporting the requirement for comms to keep the issue of quitting on the radars of the most entrenched smokers and ensuring conversations continue to take place in communities where there’s higher smoking prevalence.
- Backed by empirical evidence and campaign evaluations which supports a hard-hitting, harm-led approach to drive motivation as well as clearly signposted hope-led support to champion capability.
- Simple call to action, to shorten the gap between campaign exposure and activation. The Smoke Free app is central to a straightforward user journey offering GM residents with a free, premium experience, with 24/7 access to specialist stop smoking advisors as well as a host of other benefits. Local support services and pharmacies also provide a helpful non-digital alternative.



‘What Will You Miss’ Campaign Context

The campaign links closely to the [new government consultation](#) on creating the first **smokefree generation**. Creating opportunities to engage with elected members, media and wider partners around the consultation and **support active participation in our region’s future**.

In Greater Manchester, **2 in 3 smokers who die from smoking or related illnesses equates to 5,700 residents dying too soon each year**.

A similar number of young people in our city-region also start to smoke each year, a continuation of a vicious inter-generational cycle. The new laws would be pivotal in helping to **stop the start once and for all**.

Policies under consideration include:

- Creating a smokefree generation: specifically making it an offence to sell any tobacco product to anyone born after 1 January 2009
- A range of measures to tackle youth vaping.
- New enforcement powers for local authorities in England and Wales to issue fixed penalty notices to enforce age of sale legislation of tobacco and vape products.

Organisations and communities are encouraged to have their say and respond to the consultation so that proposed policies move forward at pace and the next generation are free from tobacco harm.



What Will You Miss Creative

‘What Will You Miss’ Creative Rationale

Long-term entrenched smokers can often feel defensive, in denial and at times, lead with bravado.

Our insight and research found that statistics typically bounce off them, **lacking relevance, credibility or impact.**

“It won’t happen to me” “We’re all going to die someday” “I could get hit by a bus tomorrow”.

For this campaign, we needed an **irrefutable, truth.** A **single, simple proposition** with the power to **break through the resistance**, and scepticism of smokers and **stop them in their tracks.**

Up to 2 out of 3 smokers will die too soon, with research suggesting this can be **up to 10 years early.** The realisation that many smokers **do and could die in middle age** is a morbid one, but one that forces smokers to **take a look at their lives and the things they’ll miss**, if they don’t take the steps to quit.

What Will You Miss is a **hard-hitting behavioural change campaign** that seeks to hold a mirror to Greater Manchester residents with one stark fact – without taking the steps to quit, **you won’t and can’t escape the effects of smoking.**



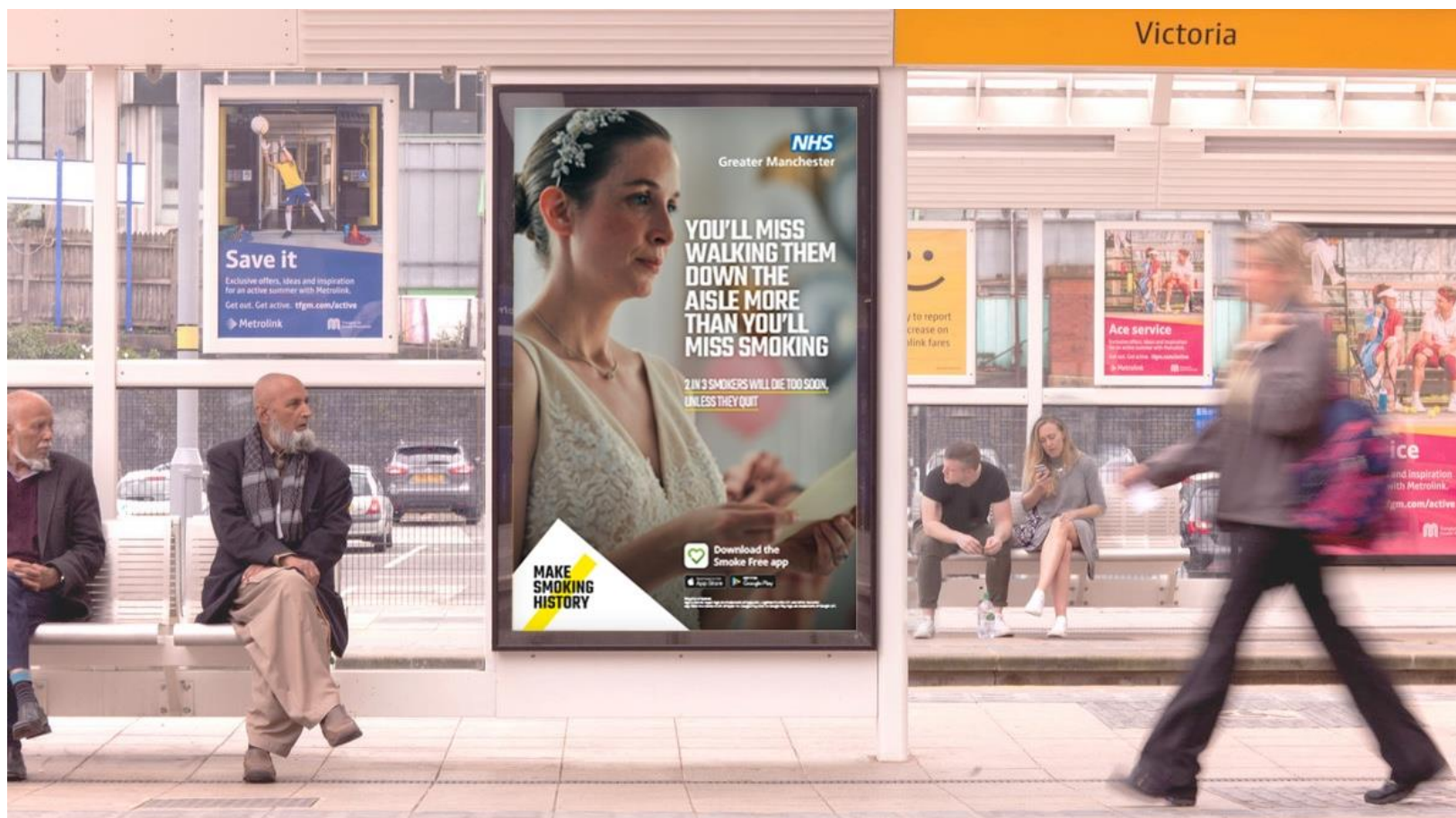
30" TV / VOD



**Click to
view video**



OOH – 6 sheets



OOH – 6 sheets

NHS
Greater Manchester

YOU'LL MISS MEETING YOUR GRANDKIDS MORE THAN YOU'LL MISS SMOKING

2 IN 3 SMOKERS WILL DIE TOO SOON, UNLESS THEY QUIT

MAKE SMOKING HISTORY

Download the Smoke Free app

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YOU'LL MISS SINGING THEM HAPPY BIRTHDAY MORE THAN YOU'LL MISS SMOKING

2 IN 3 SMOKERS WILL DIE TOO SOON, UNLESS THEY QUIT

MAKE SMOKING HISTORY

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YOU'LL MISS BEING THERE TOGETHER MORE THAN YOU'LL MISS SMOKING

2 IN 3 SMOKERS WILL DIE TOO SOON, UNLESS THEY QUIT

MAKE SMOKING HISTORY

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YOU'LL MISS DANCING WITH THEM MORE THAN YOU'LL MISS SMOKING

2 IN 3 SMOKERS WILL DIE TOO SOON, UNLESS THEY QUIT

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OOH – Phone Kiosks



OOH – Pharmacy Bags



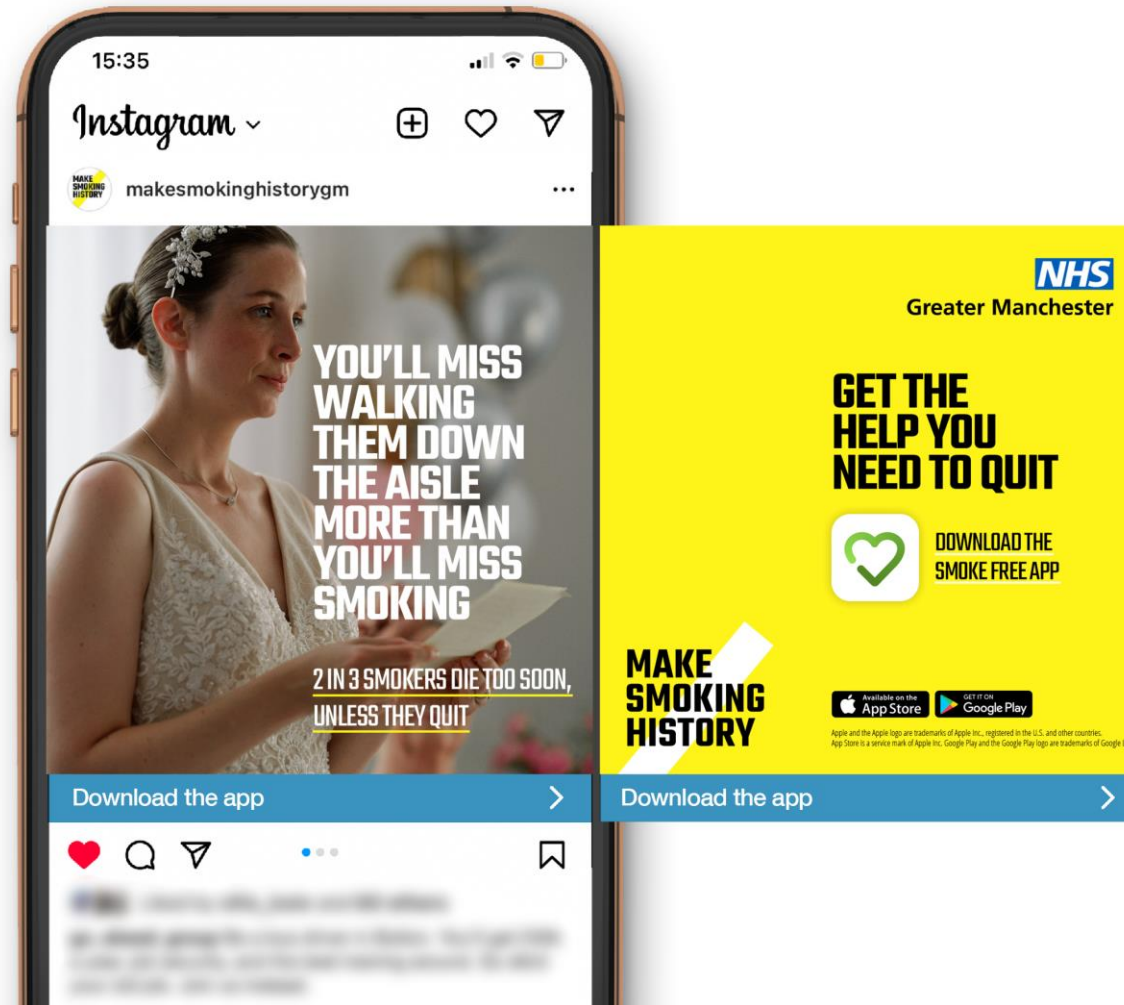
OOH – Beer Mats



OOH – Bus sides



Digital - Paid social (YouTube, Facebook, Instagram)



Digital - Paid social (YouTube, Facebook, Instagram)



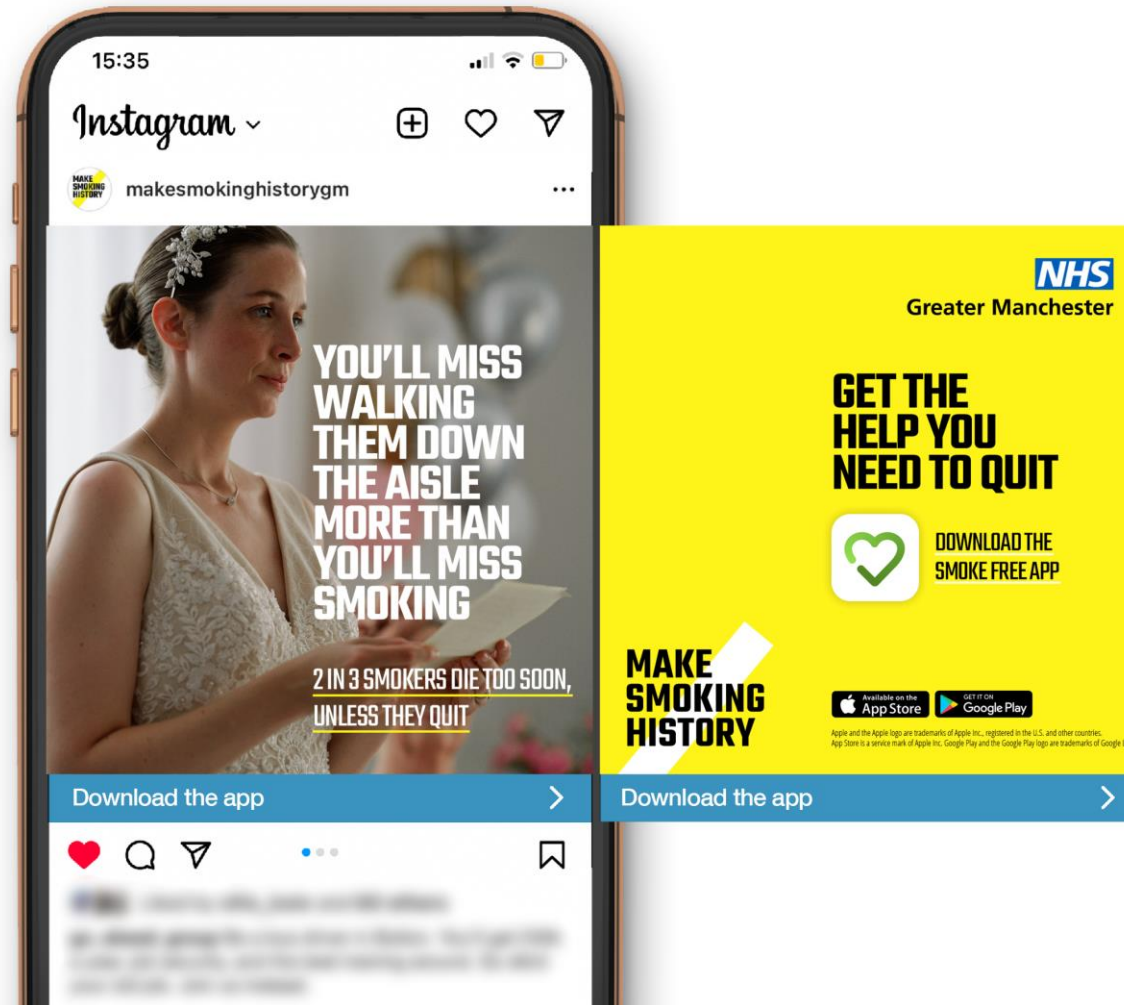
Digital - Paid social (YouTube, Facebook, Instagram)



Partner Resources:

<https://makesmokinghistory.co.uk/what-will-you-miss-campaign-resources/>

Digital - Paid social (YouTube, Facebook, Instagram)



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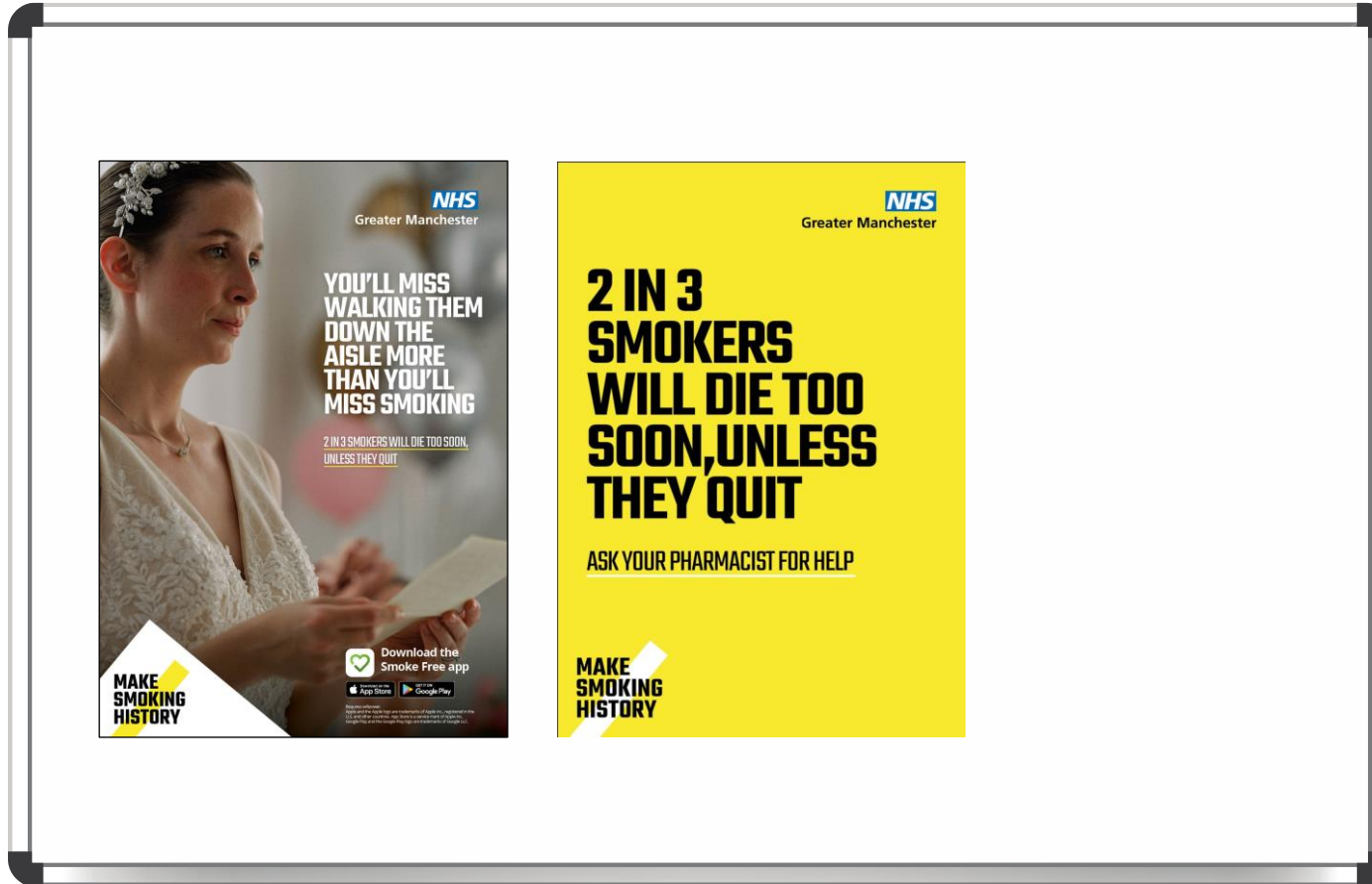
Web Banners



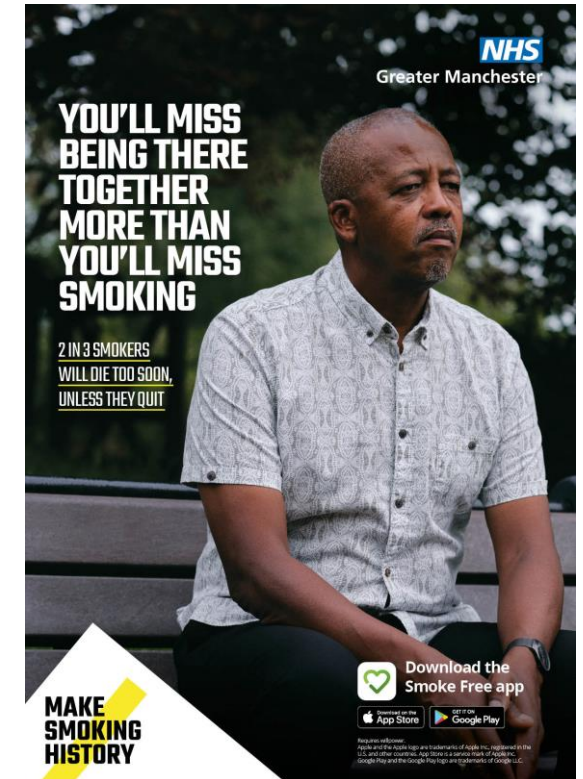
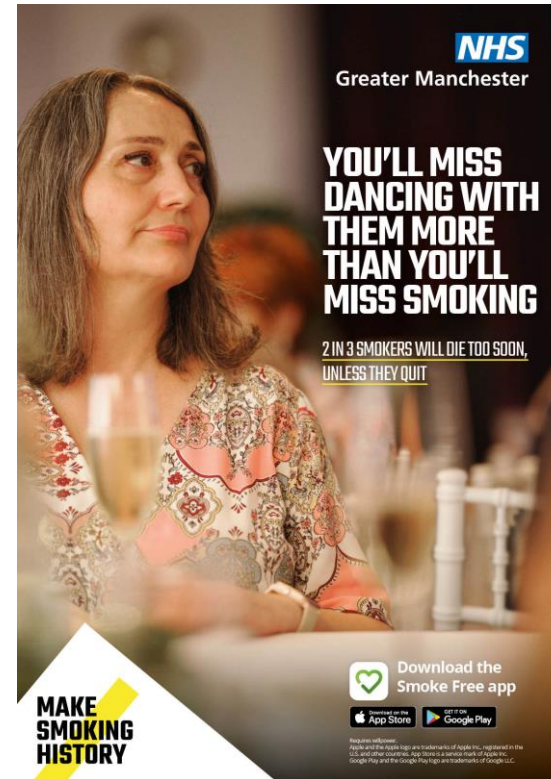
Web Banners



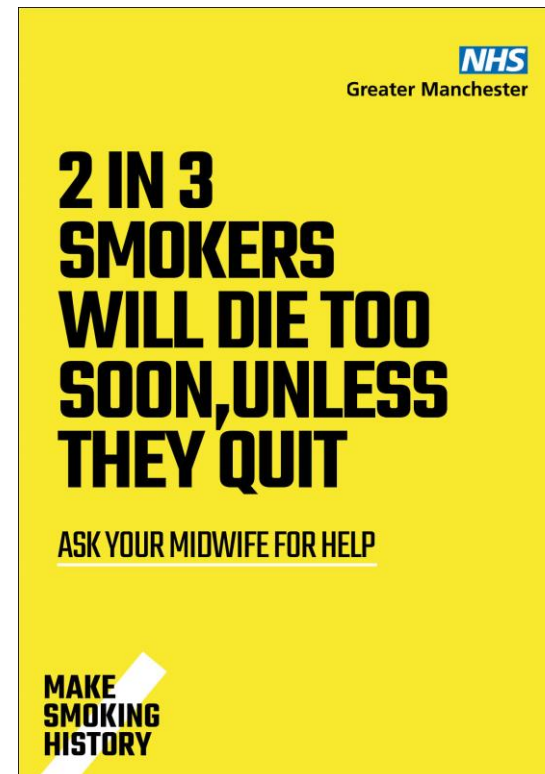
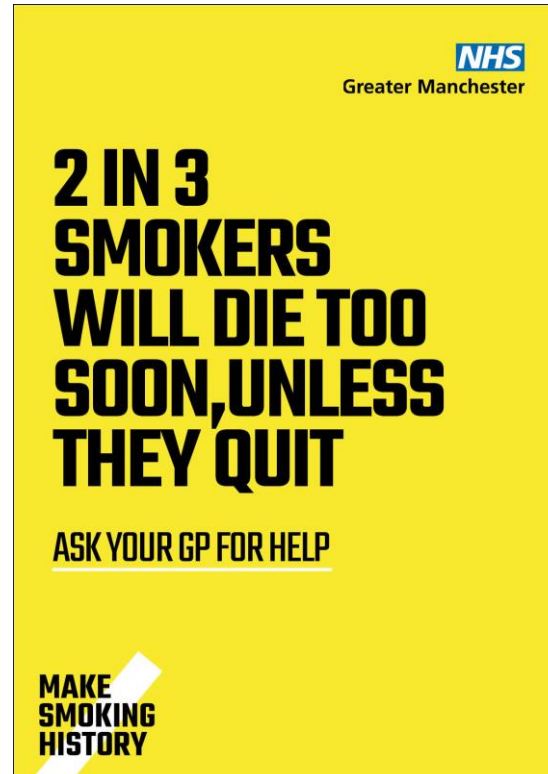
A4 Posters



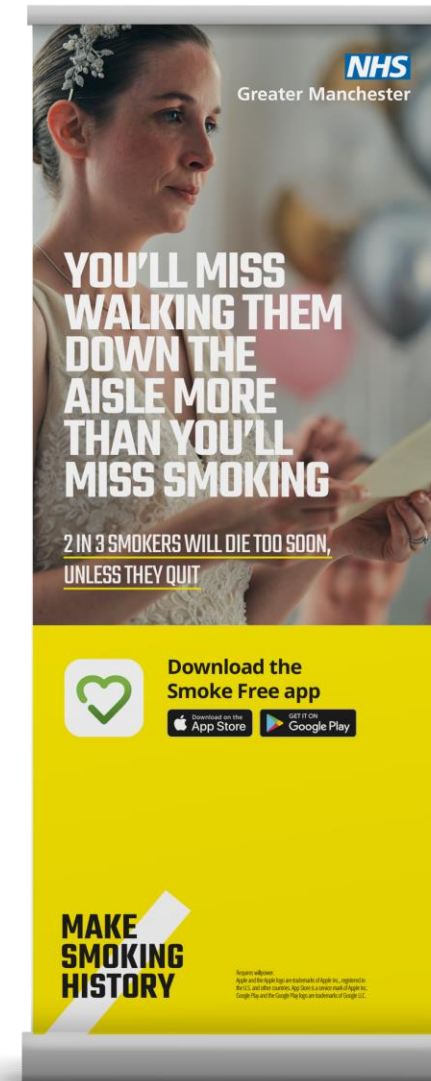
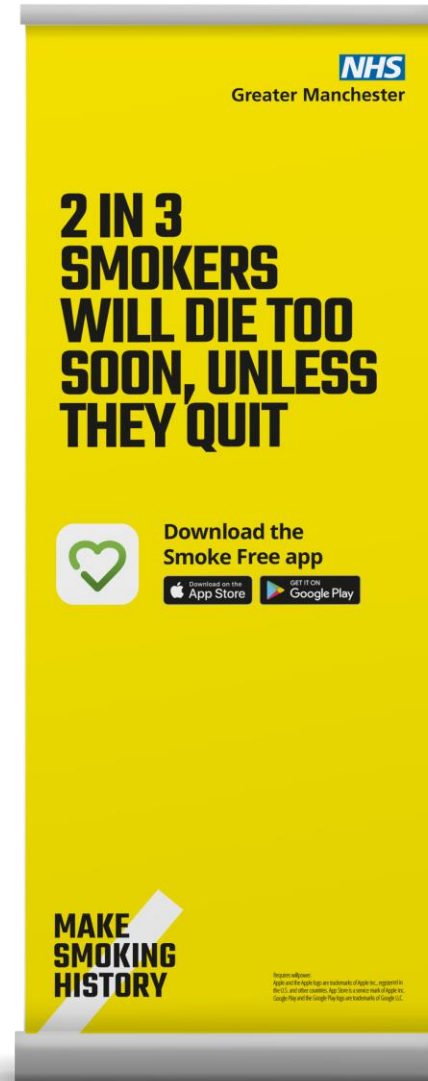
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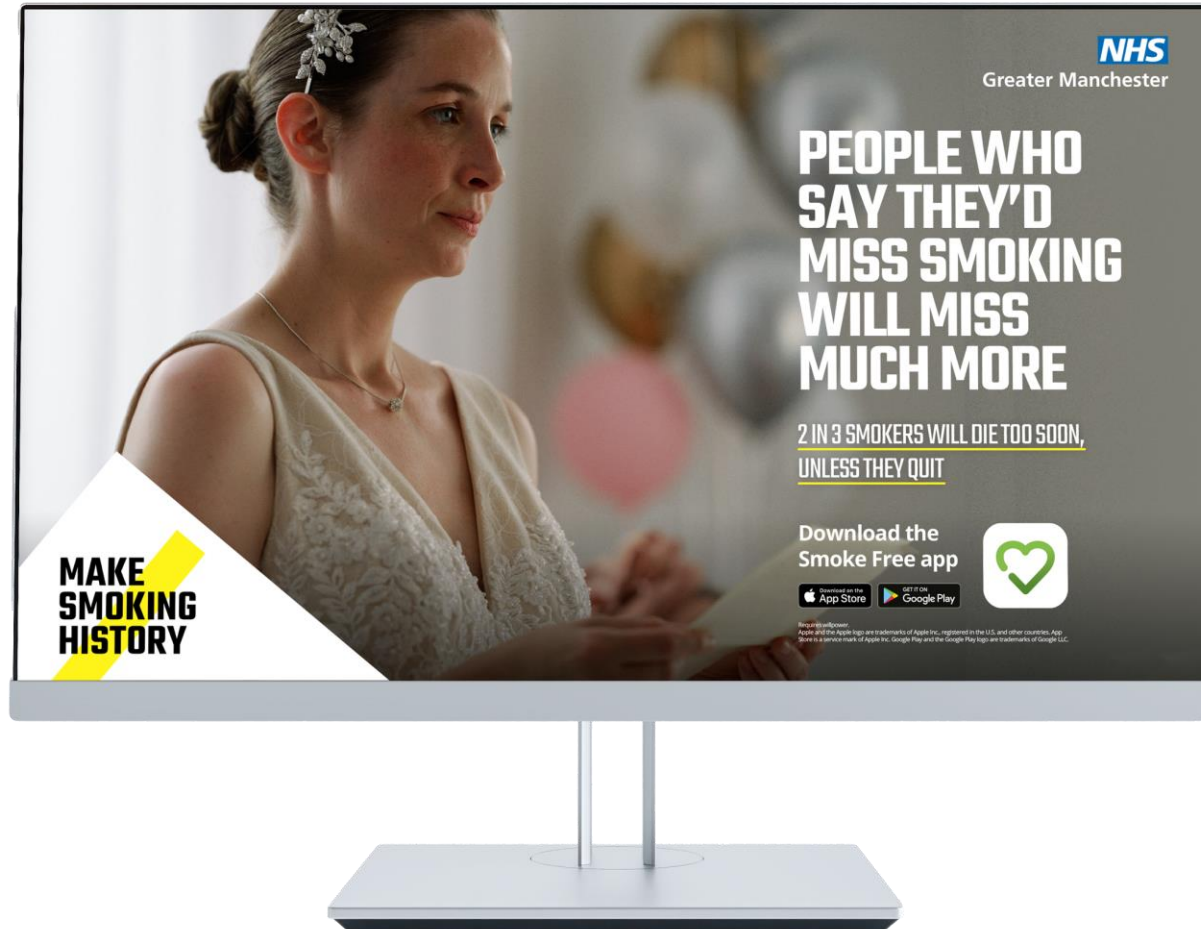
A4 Posters



Pull up Banners



Digital Screens – 16:9



Digital Screens – 16:9



**2 IN 3 SMOKERS
WILL DIE TOO SOON,
UNLESS THEY QUIT**

**MAKE
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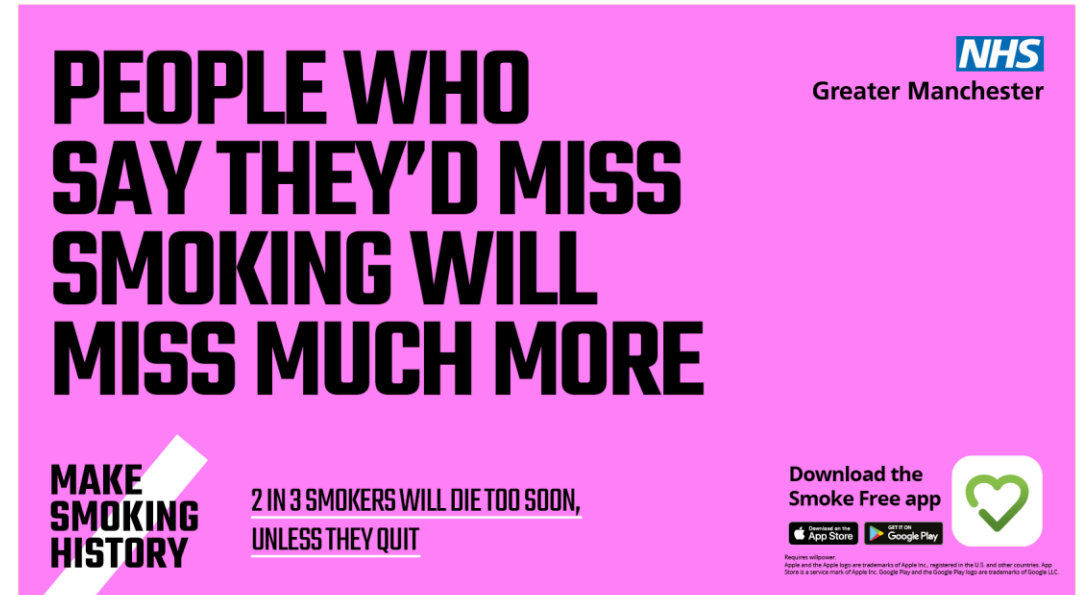
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**PEOPLE WHO
SAY THEY'D MISS
SMOKING WILL
MISS MUCH MORE**

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**2 IN 3 SMOKERS WILL DIE TOO SOON,
UNLESS THEY QUIT**



Digital Screens – 4:3

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Email Signature



Debbie's Story



Mum of five, Debbie from Chadderton, had quit smoking for seven years when the strain of nursing her father, who died from cancer took its toll and she relapsed. Several years later she was hospitalised with COPD and knew that she had to quit for good. Despite dealing with the death of a close friend, she has been smokefree for more than a year and her health is much better.

Thank you

If you have any questions, please contact
gmhscp.makingsmokinghistory@nhs.net