



**GIG**  
CYMRU  
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WALES

Iechyd Cyhoeddus  
Cymru  
Public Health  
Wales

**Name of Meeting**  
Board  
**Date of Meeting**  
30 May 2019  
**Agenda item:**  
4.1.300519

## **Help Me Quit: sharing the learning**

<b>Executive lead:</b>	Jyoti Atri, Interim Executive Director for Health & Wellbeing
<b>Author:</b>	Ashley Gould, Consultant in Public Health and James Field, Communications Campaigns Manager

<b>Approval/Scrutiny route:</b>	Business Executive Team meeting 20.05.19
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### **Purpose**

To outline the content of a short presentation planned for the start of the formal Board meeting on the 30th May, which will describe the progressive social marketing approach that has been utilised around *Help Me Quit* (NHS stop smoking services), to foster consideration of how this type of approach could be utilised more widely.

### **Recommendation:**

APPROVE <input type="checkbox"/>	CONSIDER <input type="checkbox"/>	RECOMMEND <input type="checkbox"/>	ADOPT <input type="checkbox"/>	ASSURANCE <input checked="" type="checkbox"/>
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The Board is asked to:

- **Receive assurance** that the progressive social marketing approach delivers improved service uptake for smokers who are motivated to quit, and to foster consideration of how this type of approach could be utilised more widely for future Public Health Wales marketing/campaigns activity.

**Link to Public Health Wales [Strategic Plan](#)**

Public Health Wales has an agreed strategic plan, which has identified seven strategic priorities and well-being objectives.

This report contributes to the following:

<b>Strategic Priority/Well-being Objective</b>	3 - Promoting healthy behaviours
<b>Strategic Priority/Well-being Objective</b>	6 - Supporting the development of a sustainable health and care system focused on prevention and early intervention
<b>Strategic Priority/Well-being Objective</b>	7 - Building and mobilising knowledge and skills to improve health and well-being across Wales

**Summary impact analysis**

<b>Equality and Health Impact Assessment</b>	N/A this paper is for information only.
<b>Risk and Assurance</b>	No specific risk identified against the management of Help Me Quit social marketing approach. However, the mitigations appropriate to Risk 351 – ‘EU Data Protection Legislation’ and compliance with the General Data Protection Regulations apply. The Help Me Quit website and associated marketing activity is GDPR compliant. Privacy statement here: <a href="https://www.helpmequit.wales/privacy-policy/">https://www.helpmequit.wales/privacy-policy/</a>
<b>Health and Care Standards</b>	This report supports and/or takes into account the <a href="#">Health and Care Standards for NHS Wales</a> Quality Themes  Governance, Leadership and Accountability Person Centred Care Theme 1 - Staying Healthy
<b>Financial implications</b>	No additional: activity delivered within the agreed budget.
<b>People implications</b>	None

## **1. Purpose / situation**

To outline the content of a short presentation planned for the start of the formal Board meeting on the 30<sup>th</sup> May, which will describe the progressive social marketing approach that has been utilised around *Help Me Quit* (NHS stop smoking services), to foster consideration of how this type of approach could be utilised more widely.

## **2. Background**

The Board Development Session held on the 25<sup>th</sup> April focused on behaviour change and population health and featured *Help Me Quit* as a case study. The short presentation to formal Board on 30<sup>th</sup> May will describe key aspects of the approach that have underpinned the progress made, both from a Public Health Wales and agency partner perspective.

Smoking remains the single biggest cause of preventable ill-health in Wales, accounting for two thirds of the attributable burden of disease of chronic respiratory disease and for 43% of attributable disability adjusted life years for neoplasms. It costs the NHS Wales £302million p.a.

*Help Me Quit* is the NHS Wales integrated stop smoking support system, with ongoing development programmes around marketing, workforce development and service quality co-ordinated by Public Health Wales, all designed to give more smokers the best chance of quitting.

*Help Me Quit* services are provided via Stop Smoking Wales, community pharmacies, some hospital-based services, and some tailored services for smaller patient/client groups such as pregnant women. The *Help Me Quit* programme sits alongside efforts to prevent uptake of smoking and to de-normalising smoking in Welsh society.

## **3. Description/Assessment**

Concerted social marketing of *Help Me Quit* using insight gathered from smokers in Wales has contributed to significant recent increases in smokers accepting NHS quit support – up by nearly 20% in the first four months of 2019, compared to the same period in 2018. Over 5500 smokers signed-up for a programme of cessation support in the last financial year, up by over 800 on the start of 2018.

The social marketing efforts have been bolstered using data to drive improved targeting, refine the online customer decision journey and deliver timely and relevant messaging. We have used search engine

optimisation to ensure that those searching online for quit support (or similar) in Wales are presented with a timely *Help Me Quit* advert which is built on insight. This has led to an increase of over 250% in users of the website in April 2019 compared to the same month in 2018.

Continual improvement to the user experience based on digital intelligence has ensured an increase of nearly 220% in website users getting in touch (our target behavioural goal), over the same time period. The overall uplift in clientele is set against a context of significant *decreases* in smokers being helped to quit in other parts of the UK.

A submission by S3 Advertising (our media partner) recently won the coveted public sector award at The Drum Digital Advertising Awards Europe 2019. The Drum is a global media platform and the biggest marketing website in Europe, and carries considerable industry clout.

The award success reflects the excellence achieved through partnership working – deploying our social marketing expertise around insight; segmentation of our audience; and application of behavioural science – recognising biases and competition and building motivation; followed by development of high impact creative messaging, delivered via the best mix of media channels.

The presentation to Board will describe our approach to contractual arrangements with a media partner; how a shared understanding of the goal was developed; how approaches to messaging based on sound, local behavioural insight were delivered; and how clarity of expected outcomes have led to continuous improvement.

### **3.1 Well-being of Future Generations (Wales) Act 2015**

*This work has been put together following the five ways of working, as defined within the sustainable development principle in the Act, in the following ways:*



*Smoking remains the single biggest cause of preventable ill-health in Wales, accounting for two thirds of the attributable burden of disease of chronic respiratory disease and for 43% of attributable disability adjusted life years for neoplasms. It costs the NHS Wales £302million p.a. The social marketing approach to Help Me Quit is focused on the long term reduction in the prevalence of smoking in Wales.*



*Highly targeted social marketing activity delivers timely information to smokers that are motivated to quit. The free Help Me Quit service is the most effective way to stop smoking. The Help Me Quit programme sits alongside efforts to prevent uptake of smoking and to de-normalising smoking in Welsh society.*



*Help Me Quit is an integrated service and marketing campaign that is working across Wales and partners with Local Public Health Teams and Health Boards.*



*Delivery of the service and associated social marketing approach has been achieved in collaboration between the Stop Smoking Wales team and Behavioural Change team in Health & Wellbeing Directorate, the Communications team in Operations and Finance Directorate, Local Public Health teams, Health Boards, our agency partner S3 Advertising. Oversight is provided by the Tobacco Control Strategic Board.*



*The Help Me Quit service and marketing response is evidence based, which included public engagement with smokers when the brand and concepts were initially developed. The use of behavioural insights, service user feedback, data profiling of smokers and real-time monitoring of service and marketing campaign performance ensure the service remains responsive, has increased use of the service, and optimises the customer experience.*

#### **4. Recommendation**

As well as describing the key components of collective success, the short presentation will describe the content of the programme of work thus far, and plans for further innovative development.

We are continuing to improve the programme through work with the agency again this year, and will briefly describe how we have started to use machine learning/AI to track the behaviours of our target audience. This intelligence will be used to further personalise advertising in an effort to increase the effectiveness and efficiency of the social marketing, and drive continued improvements in numbers of smokers the NHS in Wales helps to become smoke-free.

The Board is asked to:

- **Receive assurance** that...
  - the progressive social marketing approach delivers improved service uptake for smokers who are motivated to quit
  - that continued innovation through the use Big Data will drive further improvements to the effectiveness and efficiency of the supporting marketing approach
  - to foster consideration of how this type of approach could be utilised more widely for future Public Health Wales marketing/campaigns activity.