

South West motivation to quit campaign - “Be there tomorrow”

Communications Toolkit

February 2014

This toolkit has been written for Local Authority communications colleagues and those working in tobacco control who wish to be involved in the upcoming South West 2014 “Be there tomorrow” campaign.

This document gives an overview of the campaign including channels, target audience, timing and details about how to get involved, with templates and resources to help promote the campaign locally from 10th February.

TV ad coming soon... here are some images from the TV shoot and rough edit...



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1. Campaign overview

Smokefree South West is excited to announce that “Be there tomorrow”, its brand new motivation to quit campaign, will launch on Monday 10th February 2014. The hard hitting campaign will focus on showing smokers and their families that 1 in 2 smokers will lose their life prematurely to smoking and could therefore miss out on key moments in life with loved ones.

Aim of the campaign

The campaign has two key aims. The first is to increase motivation to quit among smokers in the South West and stimulate mass population quit attempts. The New Year is a key time when smokers are often more receptive to the ‘quitting’ message and Smokefree South West aims to utilise this important time of year.

The second aim is to reinforce the message that you can die prematurely from smoking, and make this pertinent to smokers by highlighting all the things they may never experience if they continue to smoke.

A recent survey of 1,000 people from across the region conducted by OnePoll and commissioned by Smokefree South West showed over 90% of people in the South West don't realise that 1 in 2 smokers will die early from the habit.

Who are we targeting?

The campaign will target all smokers in the South West, with the primary audience being routine and manual workers, as smoking rates are higher in these groups.

The campaign also targets non-smokers – those who have a loved one who smokes, the desired outcome being that non-smokers encourage their loved ones to take a step towards quitting for the sake of their family.

What is happening?

The “Be there tomorrow” campaign is running for ten weeks from 10th February and will feature a 30 second TV and radio advert. The TV advert will run on ITV West and ITV West Country.

The broadcast media will be accompanied by outdoor billboards and advanced advertising (using vans to drive the outdoor advertising around priority areas), a proportion of which will be localised for each Local Authority area. The campaign will also include pay per click online advertising. Activity will cover all Local Authority areas across the South West.

All advertising will direct respondents to the microsite www.betheretomorrow.co.uk where they can look up their local NHS Stop Smoking Service or order a free quit kit.

Localisation of outdoor advertising

To ensure our outdoor visuals resonate with local populations, Smokefree South West worked closely with tobacco control colleagues from each Local Authority in the South West to help shape local billboard designs. Each locally designed billboard was developed with its own theme, based on feedback from localities, and areas have been given the opportunity to include their logo.

What are the key messages of the campaign?

The key messages communicated throughout the campaign are:

- You could die early from smoking, missing out on key moments in life with your loved ones
- Be there tomorrow and take a step towards quitting today
- Visit betheretomorrow.co.uk to find your local NHS Stop Smoking Service or order a quit kit

How is the South West campaign different from the new Public Health England health harms campaign?

The Public Health England health harms campaign, which launched on 1st January, focuses on the physical consequences of smoking and shows how smoke pollutes blood in the body, damaging the heart, lungs and brain.

The South West “Be there tomorrow” campaign highlights the emotional consequences of smoking and how the habit can affect family and loved ones.

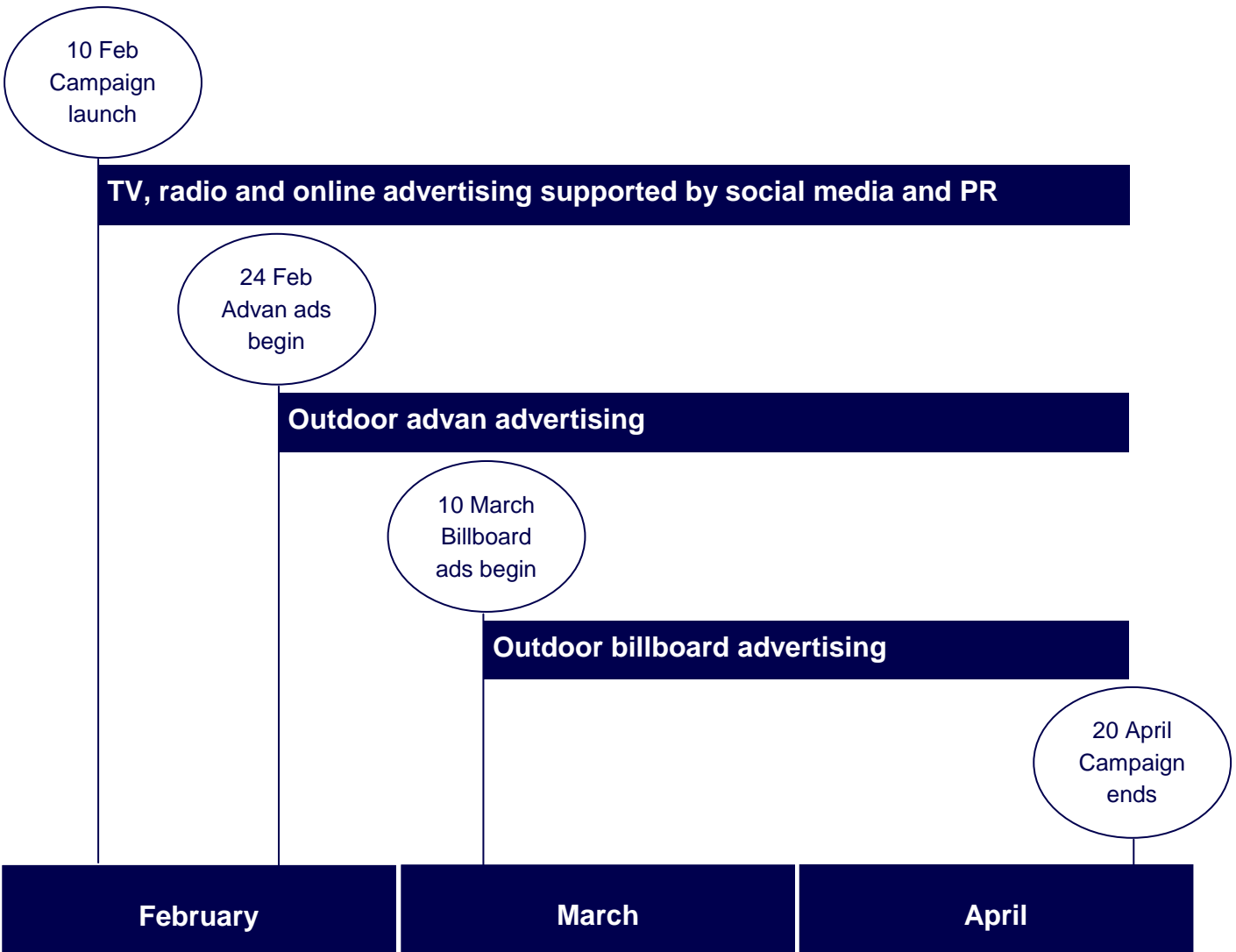
Evidence suggests that when you run these two types of campaigns side by side, it creates a multi-strand approach which has proven in the past to deliver remarkable results in terms of changing behaviour and driving quits.



Campaign timing

To ensure smokers receive a continuous prompt to quit smoking during the New Year period, the “Be there tomorrow” campaign will begin on Monday 10th February, immediately after the Public Health England campaign finishes.

The campaign will continue for 10 weeks and finish on Sunday 20th April. The key dates are illustrated below.



2. Support tools for stakeholders

A number of tools have been developed to help you promote the campaign locally. These will be available from 10th February at www.smokefreesouthwest.org.uk/resources

Website banner advert

Please use your website to help promote the campaign by inserting the “Be there tomorrow” banner advert onto your web page.

From 10th February download this animated .gif file at www.smokefreesouthwest.org.uk/resources and save to your server. Insert it into your web page and link it to the campaign website www.betheretomorrow.co.uk - or ask your website administrator to do this.



Emails, bulletins, website and newsletter copy

Below are two examples of template copy that you could use when communicating with your audiences about the Smokefree South West 2014 “Be there tomorrow” campaign. These can be used across a range of channels including websites, e-bulletins, newsletters, press releases, and social media. Please note the embargo date of Monday 10th February.

100 words

On the 10th February, a candid and heart wrenching new advert about how smoking causes early death will be broadcast to *[add local area here]* homes. We all know smoking kills but somehow we think it will kill ‘other people’, not us. The stark truth is that smoking will kill one in two smokers, often after years of disability and much earlier than expected.

The campaign developed by Smokefree South West aims to bring home why it’s worth taking that vital step to quit now, and urges smokers to be there tomorrow for their family and loved ones. www.betheretomorrow.co.uk

200 words

On the 10th February, a candid and heart wrenching new advert about how smoking causes early death will be broadcast to *[add local area here]* homes. We all know smoking kills but somehow we think it will kill ‘other people’, not us. The stark truth is that smoking will kill one in two smokers, often after years of disability and much earlier than expected.

The campaign developed by Smokefree South West aims to bring home why it’s worth taking that vital step to quit now, and urges smokers to be there tomorrow for their family and loved ones.

Smoking still remains the biggest cause of premature death in England, accounting for 80,000 deaths a year with half of all long-term smokers dying early from a smoking related disease.

The local *[add areas here]* NHS Stop Smoking Service helps many people to quit every year. If you are looking to make a fresh start this New Year, please call *[add local number here]* for a range of free support and resources to help you quit successfully in 2014.

www.betheretomorrow.co.uk

High resolution images to accompany these articles will be available to download from 10th February at www.smokefreesouthwest.org.uk/resources

Please do not publish before 10th February.

If you need an image or the website banner ad earlier to meet your publication deadlines please email Eleanor.Taylor@smokefreesouthwest.org.uk

1 in 2 smokers will lose their life early due to smoking.

Visit www.betheretomorrow.co.uk



British Medical Journal, 2004

Email signature

To use your emails to promote the campaign, download the above .jpeg image and add to your email signature. Available from 10th February at www.smokefreesouthwest.org.uk/resources.

Social media

Many stop smoking services and tobacco control departments are active on social media networks such as Twitter and Facebook. Please use these platforms to help promote the campaign to your local partners and population. Smokefree South West will be tweeting from @SmokefreeSW using #BeThereTomorrow so follow us if you don't already and retweet our tweets from 10th February.

The below social media calendar highlights key dates of the campaign and some suggested tweets and facebook posts to help you engage with your audience.

Date	Tweets	Facebook posts
10 February	Watch the new heart wrenching TV advert urging smokers to be there tomorrow for their loved ones http://www.betheretomorrow.co.uk #BeThereTomorrow	Look out for the new heart wrenching TV advert due to launch on 10 th February showing that 1 in 2 smokers will die early from smoking. If you want to be there tomorrow for your loved ones, take that first step to quit today and visit <i>[add your stop smoking service URL]</i> for help and support.
10 February	1 in 2 smokers will die from their habit so quit now and #BeThereTomorrow http://www.betheretomorrow.co.uk	Have you seen the new Smokefree South West TV advert? Heart wrenching! Watch it at: http://www.betheretomorrow.co.uk Be there tomorrow for your family.
3 March	#BeThereTomorrow and make 2014 your year to be smokefree, find your local NHS Stop Smoking Service at: <i>[add your stop smoking service URL and include a picture of an advan poster if you can take a photo]</i>	New Year's resolution didn't go according to plan? It's never too late to stop smoking visit <i>[add your stop smoking service URL]</i>
10 March	Look out for the new #BeThereTomorrow billboard ads. For help to quit visit: <i>[add your stop smoking URL and include a picture if you can take a photo of a billboard near you]</i>	Have you seen the new outdoor billboard posters across (add area) urging smokers to be there tomorrow for their loved ones? To find your local NHS Stop Smoking Service visit: <i>[add your local stop smoking service URL]</i>
31 March	You are 4x more likely to quit for good with help from your local NHS Stop Smoking Service. Visit: <i>[add your local stop smoking service URL]</i> #BeThereTomorrow	You are 4x more likely to quit for good with help from the NHS Stop Smoking Service. Visit: <i>[add your local stop smoking service URL]</i> to find your local service.

3. Media Support

Smokefree South West will be announcing the “Be there tomorrow” campaign launch by issuing a tailored press release and an authored article in each local area in the South West under embargo until 00:00am Monday 10th February.

- Press release - to announce the launch of the new campaign revealing the devastating truth that one in two of the county’s smokers will die early from the habit.

This release will include quotes from the Director of Public Health for each local area and:

- ⇒ Fiona Andrews, Director of Smokefree South West
- ⇒ Kevin Fenton, Director of Health and Wellbeing at Public Health England
- ⇒ Alison Cox, Head of Tobacco Policy at Cancer Research UK

- Authored article by each Director of Public Health - to explain why this motivation to quit campaign matters to people living in their county.

Whilst being coordinated and distributed by Smokefree South West, the content of these press releases have been developed with colleagues in each Local Authority. Each Director of Public Health and colleagues have been given the opportunity to make changes to ensure these are appropriately tailored to their local area. Finalised copies will be sent to these stakeholders at the end of January for information.

If you are looking to do your own PR, our advans may provide you with the perfect photo opportunity. These start from 24 February, please contact us for a schedule of when and where these advans will be in your area.

Case Studies

We are looking for case studies to use in our press work to help encourage others to stop smoking.

We find those who have successfully quit are a huge source of inspiration to others considering quitting. The media are interested in reporting their stories and the ‘human angle’ is essential in the success of stop smoking campaigns.

If you have a case study please email Eleanor.Taylor@smokefreesouthwest.org.uk

If you have any questions please email Eleanor.Taylor@smokefreesouthwest.org.uk or call the Smokefree South West office on 0117 970 7022.

4. Thank you and feedback

Thank you for helping us to motivate smokers across the South West to quit.

As always your support is crucial to the work that we deliver. Together we can drive down smoking rates in the South West, ultimately saving thousands of people from a life-long addiction, illness and death.

We would love to hear about how you promoted the campaign in your local area, including any case studies and photos that you may have used.

If you would like to share with us and the region your positive stories, please email: Eleanor.Taylor@smokefreesouthwest.org.uk.