

1 Smokefree Kent Campaign Briefing

- 1.1 This campaign, in a similar way to the Sugar Smart extension, is based around the core branding provided by PHE. An agency called Social Change have been engaged to deliver a promotional campaign, and associated materials to promote the various options that smokers in Kent have to help them to stop smoking.
- 1.2 The target is to reach 100,000 smokers in Kent, and help them to understand how to access help. The core message is to visit www.kent.gov.uk/smokefree , where the range of options is laid out.
 - Sign up for a quit kit
 - Get online support (from PHE app or e-mail support
 - Sign up for a quit club or 1-1 support
 - From your pharmacist
 - From your GP
- 1.3 The decision to replicate the PHE options on the KCC site allows us to offer more localised support to Kent residents. For example, if someone requests a quit kit, we ask them if they would like a follow up call from our Stop Smoking provider service to see how they are progressing after a few days. This allows us to support the customer journey in a much more integrated way, and has allowed us to test close KCC communication/ commissioned provider working in anticipation of a move to an integrated model (as discussed in the Adult Health Improvement paper to this committee).
- 1.4 A series of case studies have been produced which feature people who have been supported to quit smoking, and the effect it has had on their lives. The website also features some short videos from experts in Kent explaining the effect that smoking has on various aspects of peoples' lives, and include a vet, a beautician, and a hairdresser, amongst more traditional healthcare professionals such as a pharmacist or a health visitor. The case studies and clips from the videos are then used in social media adverts to attract people to click on the site.
- 1.5 To enable partners to support this campaign, a resources page has been created at www.kent.gov.uk/smokefreeresources where partners can download a campaign guide, alongside printable versions of posters, or even graphics that can be uploaded onto screens in waiting areas, for example for GPs. Posters, and table top displays have also been distributed to GPs, pharmacists ,and Children's centres.
- 1.6 This campaign will be running until the end of July, with a big push from 27th June, however by 14th June, 11,108 people have visited the website, with 504 people signing up for further support.

1.7 In a similar way to the data provided by PHE around Sugar Smart, PHE have also provided data from last year's Stoptober Campaign which has been used to target this Smokefree campaign. The Stoptober analysis showed the following sign ups by area:

	Registrations	Pack requests	Text	App
Ashford	467	399	123	335
Canterbury	555	463	122	406
Dartford	432	382	95	324
Dover	502	428	116	369
Gravesham	398	341	87	299
Maidstone	635	539	157	460
Sevenoaks	340	283	91	237
Shepway	498	426	102	380
Swale	627	543	145	461
Thanet	647	564	141	486
Tonbridge and Malling	515	448	115	391
Tunbridge Wells	390	314	103	272
Kent	6,006	5,130	1,397	4,420

1.8 Analysis of sign-up versus prevalence rates at ward level indicated that the following wards should be targeted more heavily in future work.

- Ashford; Stanhope.
- Dover; Aylesham and Castle.
- Thanet; Cliftonville West.
- Dartford; Princes and Town.
- Gravesend; Northfleet North and Pelham