

APPENDIX 6 – Smoking Cessation – ‘What the Bump campaign

What the Bump Leaflet (below)

Campaign background

Key Public Health outcome:

Reduce smoking in pregnancy. Smoking status as time of delivery in Kent is 14.4% and the ambition is to reach 6% by 2022.

Target audience:

- Pregnant women and women who are trying to conceive.
- Between the ages of 18 to 40. Though smoking prevalence is more social class linked rather than age.

Previous campaigns have been audience specific – for example ‘What the bump’ which targeted pregnant mothers in Sheppey and Swale. This was a social marketing campaign based on evidence that showed more targeted intervention was required to help influence the choices made by younger pregnant women. We advise that this is used as the marketing support to the specialist midwife and home visit advisers across Kent (bearing in mind west Kent posts will be rolled out during the summer).

Public Health report 8,177 maternities per year in the East Kent and Swale area – this would be approximately 1,490¹ smokers. We should also target women smokers in these areas who may be trying to conceive.

More general promotion of smoking cessation services has included support for the national PHE Stoptober and Health Harms campaigns with media and PR channels utilised plus supporting Facebook advertising which reached over 143,000 users with 3,600 click throughs.

Messages have been tailored to raise awareness of the health harms to smokers including low weight babies and highlighting the risk to oxygen levels to the baby.

The One You Kent website hosted at kent.gov has been redeveloped and the smoking cessation pages will feature content about smoking in pregnancy. We should investigate and consider online support such as an app specific to this group.

We should also consider the potential of a PHE Kent campaign around women who smoke who are trying to conceive. We are in early discussions with PHE about Kent being one of three pilot areas where they will conduct a research project into behavioural insights of women who are trying to conceive. This could lead to a digital marketing media campaign and possibly some outreach activity later in 2019.

¹ Ibid

The approach to date has primarily been led by digital consumer marketing. The 'What the Bump?' campaign in Swale demonstrated the success of targeted communications and interventions through stakeholder engagement.

We recommend that the printed materials are tailored as appropriate to west and east Kent areas and delivered through the key intervention points – primarily the specialist smoking cessation midwives and home visit advisors. Secondary communications channels include distribution to CCGs, GPs, hospital trusts, pharmacists and children's centres.

The digital promotion will be timed to follow the rollout of home visitor posts in west Kent and delivery of printed materials. We will scope a three month digital and online campaign to launch in September which will support the 'What the Bump?' call to action key messages of contacting midwives for support and a secondary message theme through Stoptober in October to raise awareness of One You Kent smoking cessation services for pregnant women and their partners and families.

Key aims

The campaign aim is to:

Get: Pregnant mums – and women who are trying to conceive

To: Stop smoking

By: Accessing specialist support.

The calls to action are to:

- Encourage pregnant women who smoke to access the specialist services – the key message being ‘speak to your midwife’.
- Encourage women to use the apps and online support where available
- Encourage pregnant women who smoke to also visit the One You Kent website for specific advice and support.
- Encourage women who are trying to conceive to visit the One You Kent website for specific advice and support to quit.
- Encourage partners and families of pregnant women to access smoking cessation services if they smoke.

Engaging content can be delivered via the following strategies;

- Localising content and making the What the Bump messages relevant to women in specific areas of Kent.
- Delivering tailored messaging at key times when it is known certain behaviours are more likely to be triggered.
- Targeting our key audiences using known motivations that can help encourage women to consider quitting
- Social media and paid for advertising channels should also be used in Swale where WTB is already being rolled out by key professionals and stakeholders.