

No Smoking Day 2003

Background

No Smoking Day (NSD) is an annual UK event, which takes place every year on the second Wednesday in March. The 2003 campaign, which was the 20th No Smoking Day, took place on Wednesday 12 March and the slogan was 'sick of smoking?'

The NSD campaign is funded and run by an alliance of organisations including health promotion bodies, professional organisations and charities, all committed to reducing smoking-related disease.

The key aims of the day are:

- to encourage and assist smokers who want to quit;
- to make as many people as possible aware of the campaign;
- to involve as many individuals and organisations as possible in activities relating to smoking cessation and education.

Evaluating the campaign

As in previous years, the Health Promotion Agency for Northern Ireland provided funding so that the quantitative research carried out in Great Britain, to assess awareness of and participation in NSD, could be extended to Northern Ireland. The questions were entered on an omnibus survey.

A total of 1,018 interviews were carried out in Northern Ireland with a representative sample of the adult population (aged 16 years and over). The probability sample was stratified by region with demographic quotas set on the basis of age, sex and social class characteristics. The fieldwork took place from 20-27 March 2003.

This report presents the results of the evaluation of No Smoking Day 2003 in Northern Ireland (NI). Where appropriate, results are compared to those from the evaluation of No Smoking Day 2002 and the 2003 Great Britain (GB) evaluation.

Results are quoted as a percentage of the total number of respondents who answered the particular

question. Where the number of respondents who answered the question is 30 or less, results may also be given as a frequency (n).

Results

Prevalence of smoking

Respondents were asked to choose from a list of statements describing their current smoking status. More than one third (34%) of the sample currently smoked cigarettes. A very small proportion smoked either a pipe or cigars (1%). One fifth (20%) of respondents said they used to smoke but 'don't anymore' and 45% said they had never smoked.

All cigarette smokers were asked about the number of cigarettes they smoked in a typical day. As shown in Table 1, the number of cigarettes smoked in a typical day is similar to that reported in 2002. Half (50%) of all cigarette smokers smoke between 11 and 20 cigarettes a day. Less than one fifth (15%) smoke 21 or more cigarettes a day.

Table 1: Number of cigarettes smoked in a typical day

	NI 2003		NI 2002	
	n	%	n	%
5 or less a day	44	13	31	9
Between 6-10 a day	78	23	91	25
Between 11-20 a day	172	50	184	51
21 or more a day	51	15	52	15
<i>Base: all smokers</i>	<i>345</i>	<i>100</i>	<i>358</i>	<i>100</i>

How smokers feel about stopping smoking

To find out how smokers feel about stopping smoking and so gain an insight into smokers' readiness to change (based on the stages of change model), smokers were asked, prior to any questions about No Smoking Day, about their interest in stopping smoking.

Smokers were presented with statements to describe how they felt about stopping smoking and asked to choose those that applied to them (respondents could select more than one

answer). Table 2 details the responses and provides comparisons with the previous year and GB.

Table 2: Smokers' feelings about stopping smoking

	NI 2003 %	NI 2002 %	GB 2003 %
I've never really thought about it	18	11	8
I'd like to stop one day	29	31	30
I'd like to stop soon	12	15	23
I'm actually trying to stop at the moment	6	9	9
I did stop smoking for a while but have since started again	18	21	29
I like smoking and have no intention of stopping	18	14	22
None of these	1	5	1
<i>Base: all smokers</i>	345	358	583

Those who were content with their smoking came from the AB socioeconomic grouping, smoked more than 20 a day or were aged over 55 years.

Awareness of No Smoking Day

Eighty two percent of respondents in Northern Ireland were aware that Wednesday 12 March 2003 was No Smoking Day. The level of awareness has increased from last year when it was 65%.

As in previous years, awareness was higher among smokers (88%) than non-smokers (79%). Awareness was also slightly higher among men (85%) than women (82%). Awareness was also generally higher among those who smoked between 11 and 20 cigarettes a day (91%) and lowest for those who smoked more than 20 per day (81%).

Analysis by age group shows that awareness of NSD was highest for the 45-54 age group (87%) and lowest for those aged 55 years and over.

As in previous years, awareness of NSD in Northern Ireland remains higher than in GB as a whole (64%).

Table 3: Awareness of No Smoking Day

	2003		2002		2001		2000	
	All %	Smokers %	All %	Smokers %	All %	Smokers %	All %	Smokers %
Northern Ireland	82	88	65	76	86	92	81	89
Great Britain	64	74	55	61	71	78	77	83

When analysed in relation to how smokers felt about their smoking, awareness was higher for those smokers who were trying to stop at the moment (100%, n=21) or those who stopped smoking for a while but have recently started again (98%). Awareness was lowest for those who had never thought about their smoking (77%) or who were content with their smoking (79%).

Participation in No Smoking Day

Smokers' intentions

All those smokers who were aware of No Smoking Day were asked if they intended to participate in it. A range of suggested actions was shown to smokers.

More than one quarter of smokers (27%) said they intended participating in NSD. Fifteen percent of smokers said they intended to stop smoking for a specific amount of time and 3% (n=8) said they would try to stop smoking for good. Nine percent (n=29) said they intended to think about stopping smoking.

Eighteen percent of smokers intended to make a quit attempt. A quit attempt includes everyone who intends to stop smoking for a specific amount of time or for good on NSD. There was little variation in these responses between males and female and between the different age groups. Based on the stages of change model, a greater proportion of the 'currently trying to stop' group intended to make a quit attempt on No Smoking Day (12 out of 21).

Table 4: Smokers' intended behaviour on No Smoking Day

	NI 2003 %	GB 2003 %
Any positive response	27	25
Short/long term quit attempt	18	13
Thinking about stopping	9	14
<i>Base: all smokers aware of NSD</i>	n=310	n=430



Table 5: Participation in No Smoking Day (participants could select multiple responses)

	NI 2003 %	NI 2002 %	NI 2001 %	GB 2003 %
Thought about stopping smoking	11	15	14	15
Picked up information about stopping smoking	2	1	2	2
Talked to someone about helping me to stop smoking	1	1	2	2
Helped someone else to stop smoking	-	-	-	1
Smoked less than usual	4	9	12	10
Stopped for part of the day*	7	6	7	5
Stopped for the whole day*	7	6	7	5
Stopped for longer*	1	1	2	2
Took part in a NSD event	-	1	-	2
Entered the quit and win contest (question added to 2002 survey)	-	-	n/a	-
Smoked more than usual	4	2	2	9
None of these	67	65	58	60

*Quit attempt

Smokers' actual participation

Twenty nine percent of smokers who were aware of NSD in Northern Ireland participated in the day by quitting for a time, cutting down, accessing information or taking part in an event or competition. Details of participation can be seen in Table 5.

Participation was lower than in previous years. The proportion of smokers in Northern Ireland who were aware of NSD, and made a quit attempt on the day, was 15%. This is slightly higher than in GB (12%). As shown in Table 6, a higher proportion of 35-44 year olds (24%) made a quit attempt compared to other age groups.

Table 6: Percentage making a quit attempt by age group

NI 2003	All	16-24	25-34	35-44	45-54	55+
% making a quit attempt	15	15	8	24	12	12

Across social class groupings fewer C2s (13%) or DEs (10%) made a quit attempt compared to ABs (24%) or C1s (20%).

Awareness of publicity or advertising

All respondents were asked if they had seen or heard any advertising or publicity for NSD. Awareness of publicity for the day increased from 61% in 2002 to 77% in 2003. As shown in Table 7, this year's level

of awareness is similar to that in the 2000 and 2001 campaigns. The 2002 campaign was the only one over this four year period that did not have a television advertising campaign to promote it.

Table 7: Awareness of No Smoking Day advertising/publicity

	NI 2003 %	NI 2002 %	NI 2001 %	NI 2000 %
Awareness of advertising/publicity	77	61	79	72
<i>Base: all adults aged 16 and over</i>	<i>1,018</i>	<i>1,158</i>	<i>1,121</i>	<i>1,131</i>

Awareness of publicity or advertising was slightly higher for females (81%), those aged 45 to 54 years (83%) and smokers (80%). In Great Britain a smaller proportion of people (46%) were aware of NSD advertising or publicity than in Northern Ireland.

Prompted source of awareness

All those respondents who were aware of any publicity or advertising for No Smoking Day were asked about the source of their awareness (see Table 8). Respondents could give more than one answer. As in GB the most common source of awareness was TV advertisements (62%) followed by TV programmes (30%). More people cited radio programmes (16%) in GB than in NI (6%).



Table 8: Source of awareness about NSD

	2003 NI %	2002 NI %	2003 GB %
TV advertisement	62	61	35
TV programme	30	22	32
National press advertising	10	12	15
Poster	12	11	9
Local press article	13	10	8
Radio advertising	10	9	14
Doctor's surgery/health centre	13	9	7
Radio programme	6	8	16
At work	4	6	5
Chemist's shop	8	4	3
Magazine	3	3	4
Cinema	<1	<1	1
Event/exhibition	<1	-	<1
Quit and win promotion	1	<1	-
Other	3	7	5
Don't know/can't remember	3	-	-
<i>Base: all adults aware of NSD advertising or publicity</i>	780	706	1,028

Awareness of a No Smoking Day event in local area

All respondents were asked if they were aware of any No Smoking Day events in their local area. As in previous years, awareness of NSD events locally was low (4%). Awareness of events locally was also low in GB (5%).

Help to stop smoking

A new question was included on the 2003 survey to find out what, if any, form of help was used by smokers who stopped for at least part of NSD. The majority of those who stopped for part of NSD or longer did not use any help (n=38). The methods used are listed in Table 9.

Table 9: Methods used to stop smoking

	NI 2003 n	GB 2003 n
Read leaflets/booklets about how to stop	1	2
Got help from my doctor	1	1
Got help from another health carer, eg nurse, occupational health	-	1
Got help from a pharmacist	-	2
Used one of the specialist cessation clinics	1	-
Used prescribed NRT	2	3
Used other prescribed drugs, eg Zyban	-	2
Bought NRT from a pharmacy	1	3
Bought other product from pharmacy	-	1
Called a smokers' helpline	-	2
Other	2	5
Didn't use any help/did it myself	38	29
<i>Base: all smokers who stopped smoking for at least part of NSD</i>	47	41

