

No Smoking Day 2001

Background

No Smoking Day (NSD) is a UK campaign funded and run by an alliance of health promotion bodies and professional and voluntary organisations.

The campaign's aim is to help and support smokers who want to stop smoking. It is estimated that over one million smokers in the UK participate in No Smoking Day and as a result an estimated 40,000 people stop smoking each year.

No Smoking Day is aimed at all smokers and reaches this group through a media campaign based on news and feature stories, advertising and local events and activities.

The slogan for the eighteenth annual No Smoking Day, which was held on Wednesday 14 March 2001, was 'kiss it goodbye'.

Evaluating the campaign

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

A total of 1,121 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 between 5-10 April 2001. This report presents the results of the evaluation of No Smoking Day 2001 in Northern Ireland. Where appropriate, results are compared to those from the evaluation of No Smoking Day 2000 and to the 2001 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 are also given as a frequency.

Results

Prevalence of smoking

Respondents were asked to choose from a list of statements describing their current smoking status. Less than one third (32%) of the sample currently smoked cigarettes. A very small proportion smoked either a pipe or cigars (1%).

There has been little change in the prevalence of smoking since the previous year (35% were current smokers in 2000 and 32% in 1999).

Nearly half of the sample (47%) said they had never smoked and over one fifth (21%) said they used to smoke but 'don't anymore'.

All cigarette smokers were asked about the number of cigarettes they smoked in a typical day. Just over half (53%) of all cigarette smokers smoke between 11 and 20 cigarettes a day. Less than one fifth (18%) smoke 21 or more cigarettes a day.

MISSION: To make health a top priority for everyone in Northern Ireland

Kiss it goodbye



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Table 1: Number of cigarettes smoked in a typical day

	NI 2001		NI 2000	
	No	%	No	%
5 or less a day	24	7	24	6
Between 6-10 a day	77	22	87	22
Between 11-20 a day	190	53	206	52
21 or more a day	65	18	80	20
<i>Base: all smokers</i>	<i>356</i>	<i>100</i>	<i>397</i>	<i>100</i>

Male smokers tend to smoke more heavily, with 26% of male smokers smoking 21+ cigarettes per day compared to 10% of female smokers (n=18). Also more smokers in the DE class grouping smoke 21+ cigarettes per day (23%) than in the C1 (14%) or C2 groups (13%).

How smokers feel about stopping smoking

To try to gain an insight into smokers' readiness to change, they were asked a question, 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). Eight out of ten smokers expressed an interest in stopping smoking or had tried stopping already. Seventeen percent said they had no intention of stopping. Table 2 details the responses and provides comparisons with the previous year and GB.

Table 2: Smokers' feelings about stopping smoking

	NI 2001 %	NI 2000 %	GB 2001 %
I've never really thought about it	15	17	7
I'd like to stop one day	39	36	29
I'd like to stop soon	17	14	17
I'm actually trying to stop at the moment	7	5	8
I did stop smoking for a while but have since started again	18	18	32
I like smoking and have no intention of stopping	17	17	23
None of these	1	4	0

In Northern Ireland older males (aged 55+) were most content with their smoking, 40% of them expressing no willingness to stop. Young females (16-24 years) were those least happy about smoking; none of the females in this age group said they liked smoking and had no intention of stopping. Young males (16-24 years) were more likely to say they were trying to stop at the moment (14%).

Analysis by class grouping shows that those in the DE group are least likely to have thought about giving up smoking (14%), a six percentage point decrease on the 2000 study when 20% of DEs said they had never thought about stopping. As with last year the C2 group contained the highest proportion of contented smokers with no intention of stopping (20%).

Awareness of No Smoking Day

Table 3 shows that 86% of respondents in Northern Ireland were aware that Wednesday 14 March 2001 was No Smoking Day. Awareness was higher among smokers (92%) than non-smokers (84%), slightly higher among women (88%) than men (85%), and higher among those who smoked more than 20 cigarettes a day (95%).

Analysis by age group and class grouping shows that awareness of the Day was lowest for the 55+ age group (82%), the 16-24 age group (83%) and those in social class DE (84%). Awareness of the Day was highest for the 25-34 age group (92%) and those in social class AB (93%).

Awareness in Northern Ireland increased from 81% in 2000 to 86% this year. In Northern Ireland awareness remains higher than the level for GB as a whole.



Table 3: Awareness of No Smoking Day

	2000		2001	
	All %	Smokers %	All %	Smokers %
Northern Ireland	81	89	86	92
Great Britain	77	83	71	78

When analysed in relation to how smokers felt about their smoking, awareness was extremely high for smokers who had stopped smoking for a while but had started smoking again (98%) and for smokers who said they would like to stop soon (95%).

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 any of a range of suggested actions on No Smoking Day. Thirty nine percent of smokers said they intended participating in NSD, a six percentage point increase on the previous year.

Thirteen percent of smokers said they intended to stop smoking for a specific amount of time and 8% said they would try to stop smoking for good. Twenty percent said they intended to think about stopping smoking.

Table 4: Smokers' intended behaviour on No Smoking Day

	Any positive response %	Short/long term quit attempt %	Think about stopping %	Help someone else %
GB	20	9	14	0
Northern Ireland	39	21	20	0

Female smokers were more likely than males to intend doing something about their smoking (47% of women compared to 31% of men). The youngest age groups (16-34 year olds) and the C1 class group were most likely to say they intended to make a quit attempt (26% of 16-34 year olds and 28% of C1s compared to 21% for all smokers).

Based on the stages of change model, a greater

proportion of the 'currently trying' group had intended to make a quit attempt on No Smoking Day (15 out of 21). Five percent of those who had never really thought about stopping smoking said they intended to make a quit attempt on NSD.

A higher proportion of respondents in Northern Ireland gave a positive response regarding intended participation than in GB (39% compared to 20%).

Smokers' actual participation - Overall 40% of smokers aware of No Smoking Day in Northern Ireland participated in the Day by quitting for a time, cutting down, accessing information or taking part in an event or competition.

Table 5: Participation in No Smoking Day (multiple response)

Northern Ireland 2001	All %	Males %	Females %
Thought about stopping smoking	14	12	17
Picked up information about stopping smoking	2	1	2
Talked to someone about helping me to stop smoking	2	3	2
Helped someone else to stop smoking	-	-	-
Smoked less than usual	12	7	17
Stopped for part of the day*	7	3	11
Stopped for the whole day*	7	8	7
Stopped for longer*	2	3	-
Took part in a NSD event or competition	-	-	1
Smoked more than usual	2	3	1
None of these	58	66	50

*Quit attempt

As with last year's campaign, a higher proportion of 16-24 year olds made a quit attempt (23%) this year compared to other age groups.

Table 6: Percentage making a quit attempt by age group

NI 2001	ALL	16-24	25-34	35-44	45-54	55+
% making a quit attempt	16	23	11	12	20	16

In the 16-24 age group, more males attempted to quit (28%) than females (4 out of 25). However in the older age groupings this was reversed, with more older females attempting to quit than older males, eg 28% of women aged 45 and over attempted to quit compared to only 10% of men in this age group.

Across the social class groupings, the AB group had the lowest proportion of those making a quit attempt (7%). There was little difference between the other class groupings with 17% of C2s and DEs making a quit attempt and 16% of C1s making a quit attempt.

Based on the stages of change model, more of those who said they were trying to stop smoking at the moment made an attempt to quit on NSD (67%) followed by those who said they would like to stop soon (23%).

Overall, the proportion making a quit attempt this year was the same as last year (16%).

As in 2000, participation was more active in Northern Ireland than in GB with 16% making a quit attempt here compared to 7% in GB.

Table 7: Smokers' actual participation in No Smoking Day - comparison between GB and Northern Ireland

	Any positive response %	Quit attempt %	Cut down %	Thought about it %	Smoked more %
NI 2001	40	16	12	14	2
NI 2000	36	16	9	15	4
GB 2001	35	7	13	17	12

Awareness of publicity or advertising

All respondents were asked if they had seen or heard any advertising or publicity for No

Smoking Day. Awareness of publicity for the Day increased from 72% in 2000 to 79% in 2001. Awareness was slightly higher for smokers (81%) than non-smokers (79%).

Table 8: Awareness of No Smoking Day advertising/publicity

	1998	1999	2000	2001
Awareness of advertising/publicity	64%	72%	72%	79%

In Great Britain a smaller proportion of people were aware of NSD advertising or publicity (59%).

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. Respondents could give more than one answer. As in GB the most common source of awareness was TV advertisements (63%) followed by TV programmes (30%). Responses are presented in descending order in Table 9.

Table 9: Source of awareness about NSD

Northern Ireland 2001	%
TV advertisement	63
TV programme	30
Local press article	14
Poster	13
Radio advertising	11
National press advertising	10
Doctor's surgery/health centre	10
Radio programme	8
Magazine	5
Chemist's shop	3
At work	3
Other	3
Don't know/can't remember	1

Awareness of a No Smoking Day event in local area

All respondents were asked if they were aware of any No Smoking Day event 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 (4%).