

# No Smoking Day 2002

## Northern Ireland Evaluation

### Background

No Smoking Day (NSD) is an annual UK event, which in 2002, took place on Wednesday 13th March. The slogan for the 2002 campaign was 'a day to remember'.

The 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.

The three core messages of the day are:

- NSD is a good opportunity to quit;
- there are health and other benefits to stopping smoking;
- there is help available for smokers when they want to quit.

It is estimated that over one million smokers in the UK participate in NSD and an estimated 40,000 people stop smoking each year as a result.

### 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 could be extended to Northern Ireland. The aim of this research was to track awareness of and claimed participation in the campaign, using questions entered on an omnibus survey.

A total of 1,158 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 20 - 27 March 2002.

This report presents the results of the evaluation of No Smoking Day 2002 in Northern Ireland. Where appropriate, results are compared to those from the evaluation of No Smoking Day 2001 and to the 2002 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 (31%) 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 (32% were current smokers in 2001 and 35% in 2000).

Nearly half of the sample (49%) said they had never smoked and just under one fifth (19%) 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 (see table 1). Just over half (51%) of all cigarette smokers smoke between 11 and 20 cigarettes a day. Less than one fifth (15%) smoke 21 or more cigarettes a day.

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**Table 1: Number of cigarettes smoked in a typical day**

	NI 2002		NI 2001	
	No	%	No	%
5 or less a day	31	9	24	7
Between 6-10 a day	91	25	77	22
Between 11-20 a day	184	51	190	53
21 or more a day	52	15	65	18
<i>Base: all smokers</i>	<i>358</i>	<i>100</i>	<i>356</i>	<i>100</i>

As in the previous campaign survey, male smokers tended to smoke more heavily than females, with 19% of male smokers smoking 21+ cigarettes per day compared to 11% of female smokers (n=20).

### 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 2002	NI 2001	GB 2002
	%	%	%
I've never really thought about it	11	15	8
I'd like to stop one day	31	39	33
I'd like to stop soon	15	17	22
I'm actually trying to stop at the moment	9	7	10
I did stop smoking for a while but have since started again	21	18	35
I like smoking and have no intention of stopping	14	17	20
None of these	5	1	-

In Northern Ireland older males (aged 55+) were most content with their smoking, 28% of them expressing no willingness to stop.

Those content with their smoking were evenly distributed across the socioeconomic groupings.

### Awareness of No Smoking Day

Sixty five percent of respondents in Northern Ireland were aware that Wednesday 13 March 2002 was No Smoking Day. The level of awareness has decreased from last year when it was 86%. One reason for this decrease in awareness may be because, unlike in previous years, there was no television advertising campaign this year in the lead up to NSD to promote the day.

As in previous years awareness was higher among smokers (76%) than non-smokers (61%) and slightly higher among women (68%) than men (63%).

Awareness was also generally higher among those who smoked between 11 and 20 cigarettes a day (79%) and lowest for those who smoked 5 or less per day (65%).

Analysis by age group and class grouping shows that awareness of NSD was highest for the 25 - 34 age group (71%) and those in social class C2 (69%) and lowest for the 16 - 24 age group (60%) and those in social class DE (63%).

As in previous years, awareness of NSD in Northern Ireland remains higher than in GB as a whole (55%).

**Table 3: Awareness of No Smoking Day**

	2002		2001		2000		1999	
	All %	Smokers %	All %	Smokers %	All %	Smokers %	All %	Smokers %
NI	65	76	86	92	81	89	81	91
GB	55	61	71	78	77	83	75	85

When analysed in relation to how smokers felt about their smoking, awareness was higher for those smokers who had previously tried to stop smoking (83%) or those who were thinking of stopping smoking (82%) compared to those who had never thought about their smoking (63%) or who were content with their smoking (69%).



## 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 were shown to smokers.

More than one third of smokers (34%) said they intended participating in NSD.

Fifteen percent of smokers said they intended to stop smoking for a specific amount of time and 5% said they would try to stop smoking for good. Fourteen percent said they intended to think about stopping smoking.

The youngest age group (16 - 24 year olds) and the oldest age group (55 and over) were most likely to say they intended to make a quit attempt (28% of 16-24 year olds and 27% of 55+ compared to 20% for all smokers). A quit attempt includes everyone who intends to stop smoking for a specific amount of time or for good on NSD.

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 (14 out of 26).

Like last year a higher proportion of respondents in Northern Ireland gave a positive response regarding intended participation in NSD than in GB (34% compared to 21%).

**Table 4: Smokers' intended behaviour on No Smoking Day**

	<b>Any positive response</b> %	<b>Short/long term quit attempt</b> %	<b>Think about stopping</b> %
NI	34	20	14
GB	21	10	11

*Smokers' actual participation* - One third of smokers (33%) 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. Participation was lower than last year (40% of smokers aware of NSD participated in 2001).

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

	<b>NI 2002</b> %	<b>NI 2001</b> %	<b>GB 2002</b> %
Thought about stopping smoking	15	14	18
Picked up information about stopping smoking	1	2	3
Talked to someone about helping me to stop smoking	1	2	1
Helped someone else to stop smoking	-	-	1
Smoked less than usual	9	12	12
Stopped for part of the day*	6	7	4
Stopped for the whole day*	6	7	4
Stopped for longer*	1	2	1
Took part in a NSD event	1	-	2
Entered the quit and win contest (question added to 2002 survey)	-	NA	-
Smoked more than usual	2	2	11
None of these	65	58	53

\*Quit attempt

The proportion of smokers in Northern Ireland, aware of NSD, who made a quit attempt was 13 percent. This is slightly higher than in GB (9%). As can be seen in Table 6, a higher proportion of 16 - 24 year olds (23%) and those aged 55 and over (22%) made a quit attempt compared to other age groups.

**Table 6: Percentage making a quit attempt by age group**

	<b>ALL</b>	<b>16-24</b>	<b>25-34</b>	<b>35-44</b>	<b>45-54</b>	<b>55+</b>
% making a quit attempt NI	13	23	4	9	9	22

Across social class groupings fewer C1s made a quit attempt (9%) compared to C2s (15%) or DEs (13%).

### 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 decreased from 79% in 2001 to 61% in 2002. As can be seen in Table 7 this year sees the lowest level of awareness of advertising or publicity in four years. This decrease in the level of awareness of publicity or advertising may be due to the fact that, unlike in previous years, there was no television advertising this year to promote NSD.

**Table 7: Awareness of No Smoking Day advertising/publicity**

	2002	2001	2000	1999
Awareness of advertising/publicity	61%	79%	72%	72%

Awareness of publicity or advertising was slightly higher for females (64%), those aged 35 to 44 years (65%) and smokers (63%).

In Great Britain a smaller proportion of people were aware of NSD advertising or publicity (46%) 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. Respondents could give more than one answer.

**Table 8: Source of awareness about NSD**

Source of awareness about NSD	NI 2002 %	NI 2001 %	GB 2002 %
TV advertisement*	61	63	35
TV programme	22	30	24
National press advertising	12	10	12
Poster	11	13	7
Local press article	10	14	5
Radio advertising	9	11	15
Doctor's surgery/health centre	9	10	7
Radio programme	8	8	20
At work	6	3	4
Chemist's shop	4	3	2
Magazine	3	5	2
Cinema	<1	NA	<1
Quit and win promotion	<1	NA	<1
Other	7	3	2

\*See note opposite

\* Note: Although there was no television advertising for NSD this year, it is common in this type of survey for people to attribute their awareness of the issue to television advertising when in fact they encountered it elsewhere (eg television news, newspaper article etc).

As in GB the most common source of awareness was TV advertisements (61%) followed by TV programmes (22%). More people cited radio programme (20%) and radio advertising (15%) in GB than in NI where eight percent and nine percent cited these respectively.

### 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 (3%). NSD events included events in workplaces, colleges, hospitals, shopping centres, posters in shops/pharmacies and people wearing campaign t-shirts. Awareness of events locally was also low in GB (2%).

