

No Smoking Day 2005

Northern Ireland evaluation

Background

'Wake up to No Smoking Day' was the slogan for the UK's 22nd No Smoking Day (NSD) event, which took place on 9 March 2005. The annual NSD campaign is funded and run by an alliance of organisations including health promotion bodies, professional organisations and charities.

The key aims for the day were to:

- encourage and assist smokers who want to quit;
- make as many people as possible aware of the campaign;
- 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 (GB) could be extended to Northern Ireland. The aim of this research was to assess awareness of the campaign as well as to track participation in the campaign.

This research was carried out by entering GB questions onto a Northern Ireland omnibus survey. A total of 1,004 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 21 – 31 March.

This report presents the results of the evaluation of No Smoking Day 2005 in Northern Ireland. Where appropriate, results are compared to those from the evaluation of No Smoking Day 2004 and the 2005 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 smoking status. Less than one third of the sample currently smoked cigarettes (31%), a three percentage point decrease on 2004



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(34%). (This figure is higher than the Continuous Household Survey figure of 26% due to differences in sampling methodology). A very small proportion smoked cigars or pipes (1%). While 47% said they had never smoked, 20% of the respondents used to smoke but 'don't anymore'. The prevalence of cigarette smoking was seen to decrease with age with 42% of 16-24 year olds smoking and only 21% of those over 55. Increased prevalence of smoking was also observed in the DE social class (43%) in comparison to C2 (31%), C1 (24%) and AB social classes (16%).

All cigarette smokers were asked about the number of cigarettes smoked in a typical day (Table 1). There has been an increase in the proportion who smoke 10 or less a day (37% in 2005 and 31% in 2004) and a reduction in those who smoke 11-20 cigarettes a day (44% versus 47% in 2004). A decrease on last year is also observed in those smoking 21 or more a day (18% in 2005 compared to 22% in 2004). There appears to be a shift over the past year towards a reduction in the number of cigarettes smoked.



Table 1: Number of cigarettes smoked in a typical day

	NI 2005		NI 2004	
	n	%	n	%
5 or less a day	45	14	35	10
Between 6-10 a day	74	23	76	21
Between 11-20 a day	142	44	167	47
21 or more a day	59	18	80	22
Base: all smokers	320	100	358	100

As in previous years males smoked more heavily than females with 24% of male smokers smoking 21 or more cigarettes per day compared to 13% of female smokers.

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 2005.



Table 2: Smokers' feelings about stopping smoking

	NI 2005 (%)	NI 2004 (%)	GB 2005 (%)
I've never really thought about it	14	11	7
I'd like to stop one day	31	37	21
I'd like to stop soon	14	15	19
I'm actually trying to stop at the moment	7	8	11
I did stop for a while but have since started again	19	15	22
I like smoking and have no intention of stopping	10	8	18
None of these	4	7	2
Base: all smokers	320	358	582

Those content with smoking had increased slightly (10%) in comparison to NSD 2004 (8%). In 2004 the youngest age group were more likely to say they had no intention of stopping but this year the 55+ age range (23%) are most likely to report this. There was no difference in the percentage of both males and females (10%) that said they liked smoking and had no intention of stopping.

Fewer people reported they would like to stop one day (31%) in 2005 than was reported in 2004 (37%). Females were more likely to want to stop soon (18%) compared to males (11%). Those aged 16-34 years were also more likely to want to stop soon (21% compared to 11% for other age groups and 8% for those aged 55 and over). There was little variation between AB, C1 and C2 social classes (17%-19%); however, only 10% of DE smokers want to stop soon and those in the DE class were more likely to say they had never really thought about stopping.

Awareness of No Smoking Day

Awareness of NSD was high with 82% of respondents in Northern Ireland aware that 9 March was No Smoking Day (Table 3). As in previous years awareness of NSD in Northern Ireland remains higher than that in GB (66%). Awareness was also higher among smokers (88%) compared to non-smokers (80%).

Table 3: Awareness of No Smoking Day

	2005		2004	
	All (%)	Smokers (%)	All (%)	Smokers (%)
Northern Ireland	82	88	81	87
Great Britain	66	70	72	76

There was a notable difference in awareness between men (80%) and women (85%), while awareness was highest for those in the 25-34 year age group (86%) and lowest for those aged 55 years and over (80%). Those in social class C1 were most aware of NSD 2004 (84%), while those in social classes C2 and DE were least aware (81%). Awareness of NSD was very high for those smoking five or less a day (96%) and lowest for those smoking 21 or more a day (83%).

When analysed in comparison to how smokers felt about their smoking, awareness among those who were trying to stop at the moment was 100%. The lowest level of awareness was for those who had never really thought about it (76%). Awareness was also very high

for those who reported to have stopped smoking for a while, but started again (90%).

Smokers' quitting rates

All smokers who were aware of NSD were initially asked 'did you stop or try to stop on NSD?'. Twenty one percent of smokers reported they had stopped or tried to stop on NSD, a four percentage point decline on 2004. Those people who did stop were more likely to be those who smoked less than five a day (35%), females (23% compared to 19% of males) and those in social class C2 (26%).

Smokers' actual participation

More than a quarter (26%) of smokers in Northern Ireland who were aware of NSD participated in the day by quitting for a time, cutting down, accessing information or taking part in an event or competition.

Sixteen percent of smokers aware of NSD made a quit attempt, that is, they stopped for part or all of the day or longer (Table 4). This was a four percentage point decline on 2004 but similar to participation in 2003 and 2002 and was higher than participation in GB in 2004 (12%).

Table 4: Participation in No Smoking Day (respondents could choose more than one response)

All smokers aware of NSD	NI 2005 %	NI 2004 %	NI 2003 %	NI 2002 %	GB 2005 %
Thought about stopping smoking	14	10	11	15	14
Picked up information about stopping smoking	1	1	2	1	1
Talked to someone about helping me to stop smoking	-	-	1	1	2
Helped someone else to stop smoking	-	1	-	-	2
Smoked less than usual	8	9	4	9	15
Stopped for part of the day*	6	8	7	6	4
Stopped for the whole day*	9	10	7	6	7
Stopped for longer*	1	2	1	1	1
Took part in a NSD event	-	1	-	1	2
Entered the Quit and Win contest	-	-	-	-	-
Smoked more than usual	3	5	4	2	8
None of these	60	57	67	65	54

*Quit attempt

Wake up to



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More women (20%) also made a quit attempt than men (13%). As can be seen in Table 5, a considerably higher proportion of 16-24 year olds (26%) and 25-34 year olds (23%) made a quit attempt compared to other age groups.

Table 5: Percentage making a quit attempt by age group

2005 NI	ALL	16-24	25-34	35-44	45-54	55+
% making a quit attempt	16	26	23	13	15	6

Fewer people in social classes C1 (12%) and DE (14%) made a quit attempt compared to those in C2 (23%) or AB (21%). Substantially more respondents who smoked five a day or less made a quit attempt (38%) compared to those who smoked 21+ a day (8%).

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 remained high at 80% in 2005 (79% in 2004) and has remained high over the previous four years (Table 6).

Table 6: Awareness of No Smoking Day advertising/publicity

	2005	2004	2003	2002
Awareness of advertising/publicity	80%	79%	77%	61%

Awareness of publicity or advertising was highest for those aged 35-44 years (84%) and smokers (84%). Awareness was also highest among the DE social class grouping (82% aware, versus 77% aware for ABC1). In Great Britain a smaller proportion of respondents were aware of advertising or publicity for NSD (50%) than in Northern Ireland.

Prompted source of awareness of advertising/publicity

All those respondents who were aware of any publicity or advertising for NSD were asked about the source of their

Table 8: Methods used to stop smoking

	NI 2005 (n)	NI 2004 (n)	GB 2005 (n)
Read leaflets/booklets about how to stop	2	-	-
Got help from my doctor	1	1	1
Got help from another health carer eg nurse, occupational health	-	-	-
Got help from a pharmacist	-	-	1
Used one of the specialist cessation clinics	-	-	1
Used prescribed NRT	6	2	5
Used other prescribed drugs eg Zyban	-	-	-
Bought NRT from a pharmacy	-	2	5
Bought other product from pharmacy	-	-	-
Called a smokers' helpline	1	-	-
Other	4	7	4
Didn't use any help/did it myself	36	49	32
Base: All smokers who stopped for at least part of NSD	51	62	48

awareness. Respondents could give more than one answer. Television was the main source of awareness of NSD (68%) in both Northern Ireland and GB (32%). In Northern Ireland this was followed by posters (24%).

Table 7: Source of awareness about NSD

Source of awareness about NSD	2005 NI %	2004 NI %	2003 NI %	2005 GB %
TV advertisement	68	79	62	32
Poster	24	21	12	8
TV programme	22	26	30	27
Local press article	16	16	13	4
Doctor's surgery/ health centre	12	13	13	5
National press advertising	10	12	10	11
Radio advertising	8	9	10	11
Chemist's shop	6	5	8	1
At work	5	4	4	5
Radio programme	3	5	6	18
Magazine	3	5	3	2
Cinema	<1	-	<1	1
Event/exhibition	-	-	<1	<1
Other	5	4	3	7
Don't know/can't remember	1	2	3	2

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 (5%).

Help to stop smoking

Smokers who stopped for at least part of NSD were asked if they used any help to stop smoking. As can be seen in Table 8 the majority of those who stopped for part of NSD or longer did not use any help.