

No Smoking Day 2004



Northern Ireland Evaluation

Background

No Smoking Day (NSD) is an annual UK event, which this year took place on Wednesday 10 March. The slogan for the 2004 campaign was 'for smokers who want out'.

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 diseases.

The key aims of No Smoking 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 (GB) could be extended to Northern Ireland. The aim of this research was to assess awareness of No Smoking Day, as well as to track participation in the campaign. The questions used in the GB research were added to a Northern Ireland omnibus survey.

A total of 1,014 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 2004.

This report presents the results of the evaluation of No Smoking Day 2004 in Northern Ireland (NI). Where appropriate, results are compared to those from the evaluation of No Smoking Day 2003 and the 2004 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 smoking status. More than one

third of the sample currently smoked cigarettes (34%), the same proportion as in 2003. (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 42% said they had never smoked, 22% of the respondents used to smoke but 'don't anymore'. The prevalence of cigarette smoking decreases with age, with 45% of 16-24 year olds smoking compared to 21% of those over 55. Those in social class DE are also more likely to smoke (47%) in comparison to those in social classes C2 (36%), C1 (26%) and AB (18%).

All cigarette smokers were asked about the number of cigarettes they smoked in a typical day (Table 1). Under half of smokers (47%) smoked 11-20 cigarettes a day, while nearly a third (31%) smoke 10 or less. A substantial increase on last year was seen in those smoking 21 or more cigarettes a day (22% in 2004 compared to 15% in 2003).

Table 1: Number of cigarettes smoked in a typical week

	NI 2004		NI 2003	
	n	%	n	%
5 or less a day	35	10	44	13
Between 6-10 a day	76	21	78	23
Between 11-20 a day	167	47	172	50
21 or more a day	80	22	51	15
Base: all smokers	358	100	345	100

How smokers feel about stopping smoking

To find out how smokers feel about stopping smoking and so gain 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 with GB results for 2004.



Table 2: Smokers' feelings about stopping smoking

	NI 2004 (%)	NI 2003 (%)	GB 2004 (%)
I've never really thought about it	11	18	12
I'd like to stop one day	37	29	27
I'd like to stop soon	15	12	20
I'm actually trying to stop at the moment	8	6	8
I did stop for a while but have since started again	15	18	36
I like smoking and have no intention of stopping	8	18	15
None of these	7	1	1
Base: all smokers	358	345	465

Contentment with smoking was quite low overall (8%) in comparison to NSD 2003 (18%), with 16-24 year olds (12%) and men (9%) being most likely to say they liked smoking and had no intention of stopping.

No-one in the AB group reported being content with smoking, while around the same proportion of people reported being content with their smoking habits across the other social classes C1 (9%), C2 (8%) and DE (10%).

More people also reported they would like to stop soon (15%), or one day (37%) in 2004 than 2003 (12% and 29% respectively). These respondents were most likely to be women (16%), those aged 16-24 (24%) and those in social class C2 (23%).

More women than men also reported they would like to stop smoking soon (40%, 34%). Those who would like to stop smoking soon were also more likely to be in the 35-44 age group and social class DE.

Awareness of No Smoking Day

Eighty one percent of respondents in Northern Ireland were aware that 10 March was No Smoking Day, a similar figure to that for 2003 (82%). As in previous years, awareness of NSD in Northern Ireland remains higher than in GB (72%). Awareness was also higher among smokers (87%) compared to non-smokers (77%).

Table 3: Awareness of No Smoking Day

	2004		2003	
	All (%)	Smokers (%)	All (%)	Smokers (%)
Northern Ireland	81	87	82	88
Great Britain	72	76	64	74

No significant difference was noted in awareness between men (80%) and women (81%), while awareness was highest for 25-34 year olds (86%) and lowest for 16-24 year olds (77%).

Those in social class C1 and C2 were most aware of NSD 2004 (84% in each group), while those in social class AB were least aware (74%). Interestingly, among smokers, awareness of NSD was highest in those smoking 6-10 a day (91%) and lowest in those smoking 21 plus a day (86%).

When analysed in comparison to how smokers felt about their smoking, awareness was highest for those who had 'stopped smoking but since started again' (92%) and lowest for those 'who want to stop one day' (83%). Awareness was also very high for those who reported that they 'like smoking and have no intention of giving up' (90%).

Smokers' quitting rates

All smokers who were aware of NSD were initially asked "did you stop or try to stop on NSD?". Twenty five percent of smokers reported that they had stopped or tried to stop on NSD. These people were most likely to be those who smoked less than 5 cigarettes a day (52%), women (29%) and those in social class C1 (30%).

Smokers' actual participation

Thirty eight percent 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. This participation rate was considerably higher than 2003 (29%).

Participation rates were further broken down into the proportion of smokers, aware of NSD, who made a quit attempt (stopped for part or a whole day or longer) (Table 4 overleaf). Twenty percent of smokers were shown to have made a quit attempt on NSD. This was higher than the average in GB (13%).



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

	NI 2004 %	NI 2003 %	NI 2002 %	NI 2001 %	GB 2004 %
Thought about stopping smoking	10	11	15	14	16
Picked up information about stopping smoking	10	2	1	2	1
Talked to someone about helping me to stop smoking	-	1	1	2	1
Helped someone else to stop smoking	1	-	-	-	1
Smoked less than usual	9	4	9	12	17
Stopped for part of the day*	8	7	6	7	4
Stopped for the whole day*	10	7	6	7	6
Stopped for longer*	2	1	1	2	3
Took part in a NSD event	1	-	1	-	2
Entered the quit and win contest (question added to 2002 survey)	-	-	-	-	
Smoked more than usual	5	4	2	2	9
None of these	57	67	65	58	50

*Quit attempt

Table 5: Percentage making a quit attempt by age group

	ALL	16-24	25-34	35-44	45-54	55+
% making a quit attempt Northern Ireland	20	19	15	17	28	26

As can be seen in Table 5, a considerably higher proportion of 45-54 year olds (28%) and those over 55 (26%) made a quit attempt compared to other age groups.

Across social class groupings fewer people in social class DE (16%) made a quit attempt compared to those in C1 (24%), AB (21%) or C2 (21%). More women (25%) made a quit attempt than men (13%).

Substantially more respondents who smoked 5 a day or less made a quit attempt (48%) compared to those who smoked 21+ a day (15%).

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 77% in 2003 to 79% in 2004 but has remained consistently high over the previous four years (Table 6).

Table 6: Awareness of No Smoking Day advertising/publicity

	2004	2003	2002	2001
Awareness of advertising/publicity	79%	77%	61%	79%

Awareness of publicity or advertising was similar for men (79%) and women (78%), and highest for those aged 25-34 years (84%) and smokers (84%). In GB a smaller proportion of respondents were aware of advertising or publicity for NSD (61%) than in Northern Ireland.

Prompted source of awareness of advertising/publicity

All those respondents who were aware of any publicity or advertising for No Smoking Day were asked about the source of their awareness (Table 7 overleaf).

Respondents could give more than one answer.

Television advertising was the main source of awareness of NSD (79%) in Northern Ireland and GB (37%).

Television programmes were strong sources of awareness in both Northern Ireland and GB (26% and 32% respectively). Posters were a greater source of awareness in Northern Ireland (21%) than in GB (7%).



Table 7: Source of awareness about NSD

Source of awareness about NSD	2004 NI %	2003 NI %	2002 NI %	2004 GB %
TV advertisement	79	62	61	37
TV programme	26	30	22	32
National press advertising	12	10	12	11
Poster	21	12	11	7
Local press article	16	13	10	5
Radio advertising	9	10	9	14
Doctor's surgery/health centre	13	13	9	5
Radio programme	5	6	8	18
At work	4	4	6	3
Chemist's shop	5	8	4	2
Magazine	5	3	3	2
Cinema	-	<1	<1	<1
Event/exhibition	-	<1	-	1
Quit and win promotion	*	1<	1	*
Other	4	3	7	5
Don't know/can't remember	2	3	-	2

* not asked in 2004

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. The majority of those who stopped for part of NSD or longer did not use any help (79 %).

Table 8: Methods used to stop smoking

	NI 2004 n	NI 2003 n	GB 2004 n
Read leaflets/booklets about how to stop	-	1	4
Got help from my doctor	1	1	3
Got help from another health carer, eg nurse, occupational health	-	-	-
Got help from a pharmacist	-	-	2
Used one of the specialist cessation clinics	-	1	2
Used prescribed NRT	2	2	5
Used other prescribed drugs, eg Zyban	-	-	1
Bought NRT from a pharmacy	2	1	13
Bought other product from pharmacy	-	-	-
Called a smokers' helpline	-	-	3
Other	7	2	13
Didn't use any help/did it myself	49	38	32
Base: all adults who stopped for at least part of NSD	62	47	52

