

Smoking in Ireland 2010

Leading cause of premature death and disability in Ireland

More men than women smoked



Lowest in older age group (65+) under 10%

Smoking rates highest in young adults (18-34) at 30%







Purpose

We want people who smoke to know that quitting smoking is the single best thing they can do for their health and that we are on their side

The QUIT campaign gets smokers to:

- try to quit
- quit using our evidence based support
- try again and keep trying

Armed with the knowledge that they are:

- twice as likely to quit with our help
- four times as likely to quit with our help and NRT and stop smoking medications

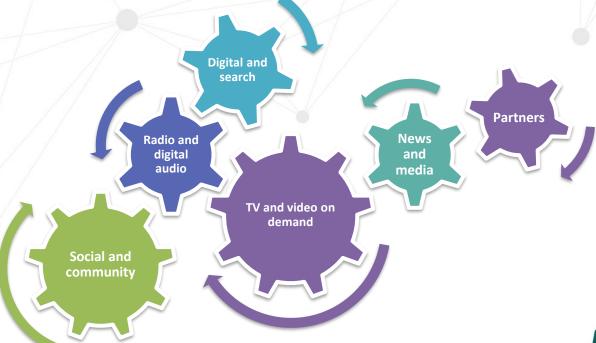








Campaign Elements









Evolution of the campaign -2011









Evolution of the campaign - 2014

- Gerry Collins featured in the QUIT campaign telling his story of recovery from tobacco-related throat cancer in 2011.
- In 2013 Gerry contacted us because he had been diagnosed with terminal lung cancer
- His story formed a new phase of the QUIT campaign.









Evolution of the campaign - 2017

- 'I Will Survive' campaign celebrated the fact that for the first time ever there were more quitters than smokers in Ireland.
- The film featured a cast, including some real life ex-smokers, who are in that moment of giving up, others are in a moment of truth around the effect smoking has had on their life.





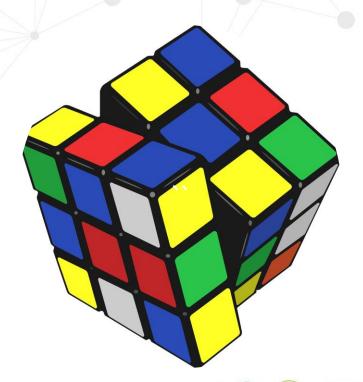




Challenges

While we have seen a great reduction in the numbers of people smoking, there are some challenges:

- Smoking is very addictive
- Hard to reach groups
- Desire to go it alone and not use our support or NRT
- Gender imbalance of users to website –
 65:35 women to men









Research findings 2019

Desensitisation

The hard hitting messages had reached saturation point with our audience

Simplify

They wanted straight forward advice on how to quit and where to get help

Short term gains

Younger audiences did not relate to long term health improvements when you quit. They required shorter term goals and gains

Lack of confidence

People had failed in their attempts before so lacked confidence to try again

'Bring it to ground level; say 'we know you don't want to be smoking, here's a number, we can help you'

'I don't think the health implications come into play at our age as much as they should until you get a little bit older'

'Make it more carrot and less stick, don't be preaching to people and showing the bad things – show the good things'







Time for something new - 2020

The Last Stop

If you can quit for 28 days you are 5 times more likely to quit for good

QUIT months

March and October

Media Partnerships

- Thousands quit every year but they go it alone
- Leaders can showcase our service and why support is so important
- Inspire others to quit
- Personalised Quit plan for each leader



START YOUR OWN QUIT JOURNEY BY SIGNING UP AT QUIT.IE CALLING FREEPHONE 1800 201 203 OR FREETEXT QUIT TO 50100.







Results 2021

- 18% of the population are current smokers
- smoking in 25-34 year-olds has declined by 6 percentage points to 20% since 2019
- 24% of 45-54 year-olds now have the highest prevalence of smoking (24%)
- 44% of all who smoked in the last 12 months have attempted to quit









Thank you

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