



Stoptober NZ 2014

Action on Smoking and Health (ASH) New Zealand

Introduction

- Stoptober was designed by the English Department of Health in late 2012
- English Autumn was a fallow period of quit attempts so an even
- 28 day Stop smoking challenge
- Positive messaging and social support from family, friends
- First year budget: £2.84 million



What is Stoptober

- Social event where smokers signed up to stay smokefree for 28 days
- Social contagion: Call to action, 'Stoptober', social media and new mass media
- SMART goal: Short term goal of stop smoking for 28 days
- PRIME theory: Trigger for stop smoking by (i) freq. positive messaging and (ii) stopping at the same time as other smokers
- Range of support tools: Support pack, digital tools (phone app., text, email, website, Facebook + Twitter)



Stoptober NZ

- Action on Smoking and Health (ASH) in partnership with Inspiring Ltd. adapted Stoptober for New Zealand
- Changed from 28 days to 31 days
- Priority group: Māori and Pacific Island smokers, 18 -35 years old
- Resources: Website, phone app., text, email
- Advertisement through TV and radio
- Social media activity generated through Facebook and Twitter

Setup and planning

- Rights to the ‘Stoptober’ in Australasia were held by Novartis AG.
- Long and complicated process for legal approval: Completed July 2014
- Limited planning was initiated March 2014 but full setup could only go through in late July 2014
- Regional events planned across the country
- TV + Radio advertisements developed
- Resources development: Online tools + merchandise

August – September: Roadshow events

- Social momentum to create a stop smoking event in October
- Stoptober events held in multiple regions across the country
- TV and Radio advertisements
- Facebook and Twitter activity
- Smokers were encouraged to sign up online to receive support and further information

October

- Stoptober was launched with events throughout the regions and a large event in Auckland on 30th September
- Email and SMS services went live
- Designed to work for people who signed up throughout the month
- Data collection
- Further local events held in first part of October

Review and evaluation

- Internal and external evaluation initiated post campaign
- Review of operational planning and processes
- Feedback sought from key stakeholders and participants
- Initial plans to obtain referral data through MoH

Results

- 5,200 smokers signed up to Stoptober NZ 2014
- Participant survey of smokers who signed up to Stoptober:
 - Stoptober successfully completed: 55% Yes; 45% No
 - European 65%; Māori 24%; Pacific Island 8%; Asian 3%
 - How motivated were you by Stoptober to stop smoking?
 - A lot – A fair amount: 82%
 - After Stoptober, how confident are you in your ability to stop smoking?
 - A lot – A fair amount: 80%

Lessons learnt

- First year achieved good social and community engagement
- High target audience participation rates
- Support tools were well received
- A major learning curve regarding effective coordination and resourcing of the regional events and workforces to promote Stoptober.
- Data collection protocols need to be fully developed

Looking forward

- 2014 was the first year; there were a number of key operational and strategic lessons learnt
- Based on feedback we are looking to build a more effective and cohesive campaign for 2015

