



What Smokers Really Want

A campaign to enhance effective
brief smoking cessation interventions
in Primary Health Care settings

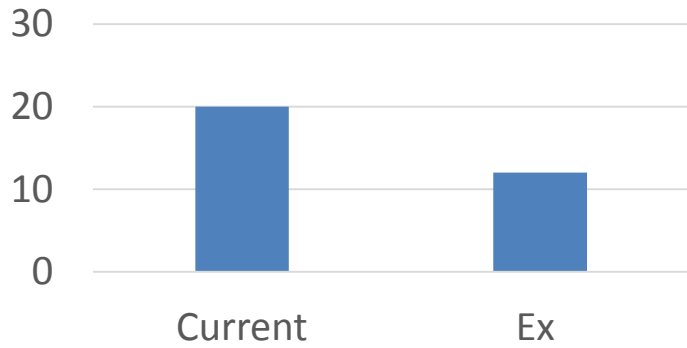


Project outline

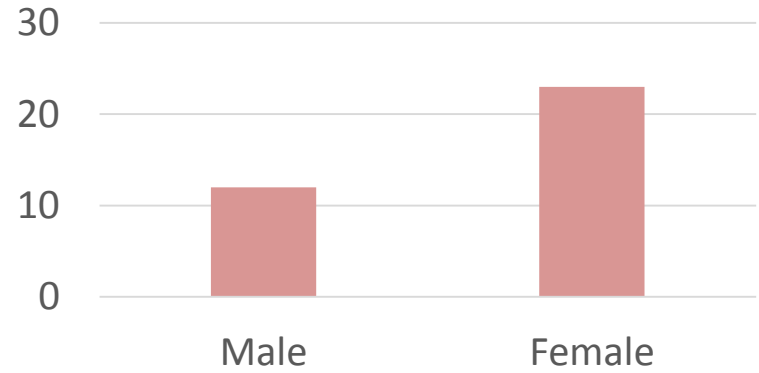
- **Aim** - To increase the effectiveness of interventions delivered to smokers in Primary Health Care settings
- **Target audience** -
 - Primary: Practice nurses
 - Secondary: Smokers
- **Method** – Multi-media campaign **based on the perspectives of smokers**

Five focus groups

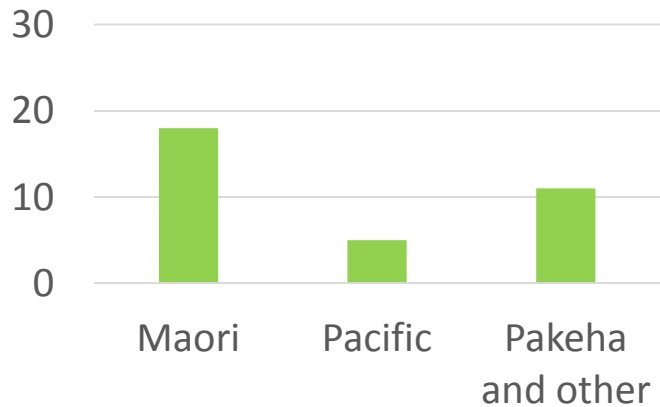
Smoking status



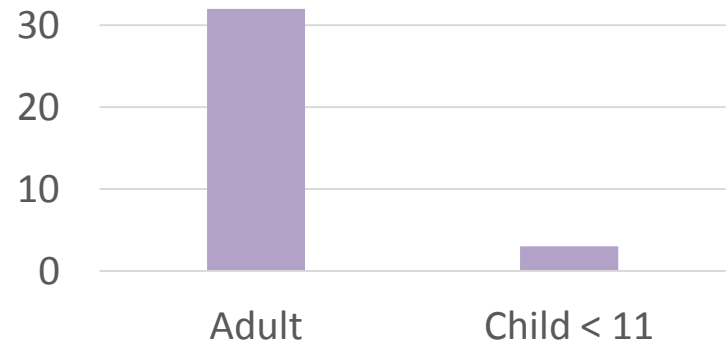
Gender



Ethnicity



Age



What smokers *really* want

<http://whatsmokersreallywant.co.nz/>

Formative evaluation

- Six further practice focused videos featuring
 - Hon Tariana Turia
 - Chief Nurse
 - Four real nurses at work
 - Four real patients
- Internet and National Nursing Associations campaign



UNDERSTANDING SMOKERS' 'REAL' NEEDS



SMOKEFREE
NURSES



TREAT
US LIKE
WHĀNAU
[FAMILY]



EVERY
NURSE
EVERY
PERSON



whatsmokersreallywant.co.nz

Process Evaluation

- Uptake
 - Procare
 - ED TV Northland
 - Stop smoking education providers
- Nurse professional development activity based on videos on website shortly
- Direct marketing campaign for targeted GP practices

For more information

Jeanine Tamati-Paratene

E: kahukili@xtra.co.nz

M: 021 2800 898

Dr Grace Wong (Smokefree Nurses)

E: grace.wong@aut.ac.nz

M: 021 217 9519

