

The 2010 Wirral Smokers Panel Survey:

Smoking Prevalence, Intentions to Quit and Attitudes to ‘Your Reason Your Way’ Campaign

1st Panel Control Survey

A report for Wirral NHS

June 2010

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1 INTRODUCTION

1.1 Background and Aims of the Survey

1.1.1 The Directors of Public Health in NHS Wirral have identified tackling the harm caused from smoking as one of the priority areas for action. NHS Wirral currently has a well established and successful stop smoking service: however, in some areas of Wirral prevalence is significantly higher than the national average.

In parts of Wirral, particularly within the Seacombe, Birkenhead, Bidston and Tranmere areas, considerably more people are likely to smoke. The October/November 2009 baseline survey established the smoking prevalence rate at 34.7% of the adult population aged 16 and over and permanently resident within the area. This compares to an average of 27% across the whole of Wirral.

1.1.2 The above prevalence survey targeted selected areas of Wirral that were within the lowest national quintile [i.e. lowest 20%] of lower super output areas by index of multiple deprivation in Wirral. This survey will be repeated within the same areas in September 2010.

1.1.3 From the sample of 1181 smokers identified in the 2009 survey, a panel of approximately 650 smokers was recruited and who agreed to be contacted in the future about their smoking behaviour. Members of this panel were contacted in May 2010. These interviews were conducted mainly by phone but were also supplemented with face to face in-home interviews where the respondent had give permission for this to occur. Up to seven attempts were made to contact respondents by phone. A team of five experienced interviewers were used to conduct the fieldwork. In total 405 successful interviews were conducted [62%]. Of the balance of 245, approximately 20% refused to take part, 22% could not be contacted because of changed or incorrect numbers or other personal issues and the balance of 58% simply did not answer their phone or their door.

1.1.4 The survey, as well as its primary focus on updating knowledge about the proportion of people in the deprived areas in Wirral who smoke, also aimed to provide the latest data relating to residents' experience of smoking indoors, smokers intentions about quitting, the products and services used to assist with quitting and knowledge of the recent quit smoking campaign called 'Your reason, your way.. Specifically, the survey aimed to:

- Establish changes in smoking behaviour since October/November 2009;
- Measure number of quit attempts;
- Identify methods and products used to help respondent quit smoking;
- Measure awareness and knowledge of quit smoking campaign ‘Your reason, your way’;
- Measure extent of smoking in car and in home.

1.2 The Wirral Residents’ Questionnaires

1.2.1 Two questionnaires were administered to panel members depending on their current smoking status. Respondents who had stopped smoking at the time of the interview completed the ‘quit smoking’ questionnaire and those who continued to smoke at the date of interview completed the ‘smokers’ questionnaire. Copies of these questionnaires appear in Appendix I.

1.3 The Survey Methodology

1.3.2 The original 2009 survey methodology was based on households randomly selected from within the survey area. The survey area was defined as that part of Wirral representing the 20% most deprived areas nationally. Wirral PCT provided a geographical sampling frame for the sample selection process based on specific post code areas. Within each of the post code areas households were selected randomly. From each household an individual respondent was also selected randomly. Where there was more than one eligible interviewee present in the home, the interviewers were instructed to attempt to interview the person who was next to have a birthday. The survey data was collected by face-to-face interviews that took place at the respondent’s home. In most cases, interviewers called at sampled households to conduct a face-to-face interview. Where a telephone number was obtainable for the individuals in the households – from the BT database – and because response rates were not being prejudiced, a series of attempts was also made to complete interviews by telephone. Some households were targeted through both approaches to maximise the response rate. Where there was no respondent available following an attempt to make a face-to-face visit, a letter was left at these addresses to inform potential respondents that they would be contacted again. This enabled the telephone and face-to-face interviewers to reduce the extent of “cold-calling”. For face-to-face and telephone interviews, interviewers made up to four attempts to obtain a response from each household. The interviews were carried out during the day, in the early evening and at weekends. Adults aged 16 or over and resident in the defined areas area were eligible to be interviewed.

- 1.3.3 At the completion of the interview with a smoker the interviewer asked if they would be prepared to take part in further enquiry as to their smoking behaviour and the impact of smoking cessation initiatives. A team of trained and experienced interviewers employed carried out the interviews.

1.4 Report Structure

- 1.4.1 The rest of this report sets out the results of the survey. Section 2 highlights the characteristics of the residents that responded to the survey. Section 3 details the findings of the survey. It presents the results as they relate to the key research questions. Section 4 summarises the key conclusions of the survey.

2. CHARACTERISTICS OF RESIDENTS RESPONDING TO THE SURVEY

2.1 This section presents a breakdown of characteristics of the residents responding to the survey. It sets out information about the survey respondents in terms of their demographic characteristics.

2.2 Table 2.1 identifies the distribution of the respondents' sex, occupation status and age. It compares the demographic characteristics of the respondents with the 2009 survey and panel.

Table 1.1: Comparison of Sample Profiles 2009 - 2010

Gender	All Smokers 2009 Survey [n = 1181]	Panel Members 2009 Survey [n = 650]	Panel Members 2010 Survey [n= 405]
Male	41.8%	40.0%	39%
Female	57.5%	59.5%	61%
Age			
16-19	4.2%	3.9%	3%
20-24	6.8%	7.4%	4%
25-34	18.0%	18.9%	15%
35-49	31.5%	33.4%	35%
50-59	14.9%	14.9%	14%
60+	24.7%	21.5%	29%
Occupation Class			
Manual/Routine	77.2%	79.2%	74%
Other	20.0%	18.6%	24%
Not Stated	2.8%	2.2%	2%

3. FINDINGS

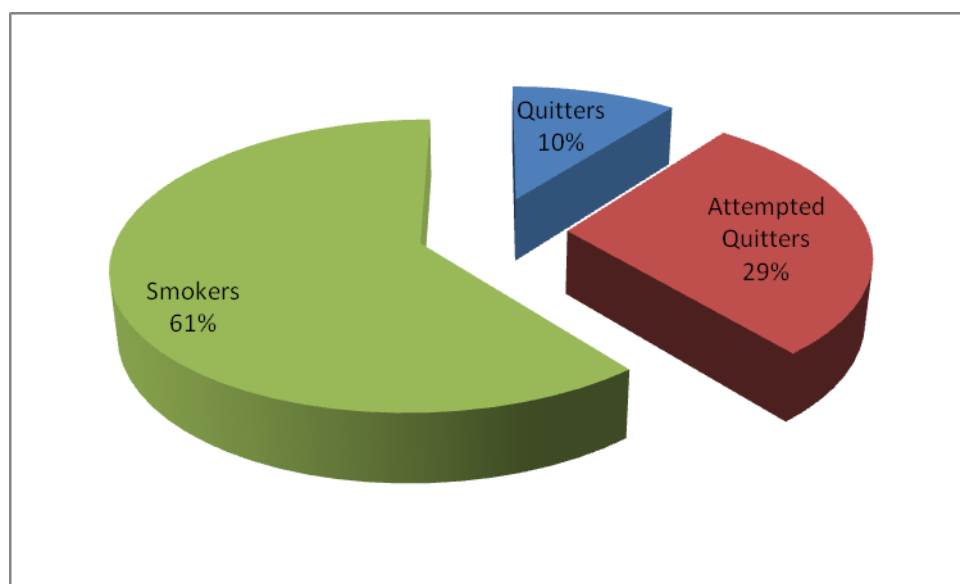
3.1 Smoking Prevalence

3.1.1 The overall aim of the first panel survey was to establish the change in smoking behaviour amongst the panel members since the prevalence survey of October/November 2009.

Quitting Behaviour

3.1.2 Figure 3.1 shows the smoking status of Wirral panel residents. Overall, it indicates that 61.5% of panel members continue to smoke and have not made any attempt to quit smoking since October/November 2009. 28.9% have made at least one attempt to quit but have now returned to smoking and 10.6% have and continued to quit smoking since the 2009 survey.

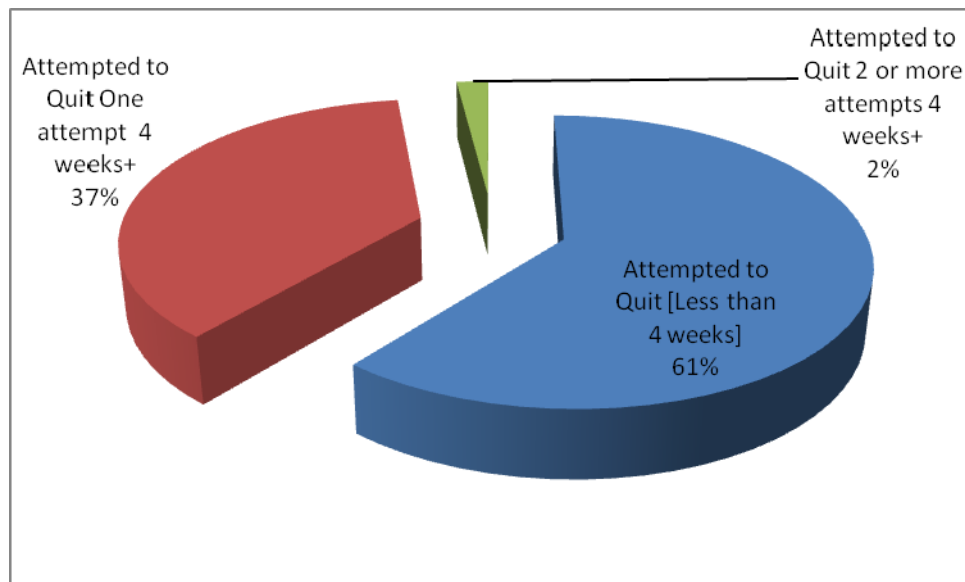
Figure 3.1 Quitting Behaviour 2009 - 2010



3.1.3 Whilst the current quit rate amongst panel members is 10.6% this does not reflect the efforts made by a further 28.9% of the panel to attempt to quit smoking. Figure 3.2 below illustrates the attempts some panel members have made [and failed] to quit smoking since October/November 2009. It is clear that an interview on a specific date will inevitably capture respondents who

will be in varying stages of the quitting process and therefore the 10.6% cannot be interpreted as an absolute measure of the number of smokers who have quit permanently.

**Figure 3.2 Failed Quitting Behaviour of Panel Members
2009 – 2010.**



3.1.4 The profile of all quitters [representing 39.5% of the 405 respondents] is shown below together with the profile of those who had stopped smoking on the day of the interview.

Table 3.3 Profile of all Quitters.

Gender	Profile of 405 Panel Members	% Within Category Who Had Quit At Least Once Since 2009	% Within Category Who Had Quit At Date of Interview
Male [n = 158]	39%	42%	12%
Female [n = 247]	61%	38%	10%
Age			
16-19 [n = 11]	3%	60%	20%*
20-24 [n = 16]	4%	50%	13%*
25-34 [n = 61]	15%	36%	9%
35-49 [n = 142]	35%	34%	8%
50-59 [n = 57]	14%	37%	9%
60+ [n = 117]	29%	48%	15%
Occupation Class			
Manual/Routine [n = 300]	74%	40%	9%
Other [n = 97]	24%	39%	14%
Not Stated [n = 8]	2%	71%	43%*

- Care should be taken because of small samples.

The younger age groups [ignoring the potential error due to small samples], males, people aged over 60 and in 'other' occupation groups appear to be the most successful quitters based on those who were no longer smoking on the day of the interview. The reasons given for quitting smoking included:

- 3 in 5 quit for health related reasons. ['Just had an operation', 'had a cough and decided to quit', 'had a chest infection', 'risk of getting

wrinkles’, ‘have diabetes and advised to quit by doctor’, ‘I’ve just had a baby’, ‘I really wanted to for health reasons’, ‘because I’ve had 3 strokes and realised I need to stop smoking’, ‘had an asthma attack’, because I’m going into hospital’.

- 3 in 10 quit for financial reasons.
- 1 in 10 quit because of concerns for their children’s health.
- 1 in 20 quit because of family pressures
- 1 respondent quit as a direct result of a stop smoking campaign.
- Other reasons included: ‘I woke up one morning and decided to try’, ‘I just wanted to stop’, ‘thought I could do it alone’, ‘just fed up with smoking’, ‘thought I should’.

3.1.5 Of the 362 respondents who were still smoking on the day of interview 32.2% [117] made at least one attempt to quit since interviewed in 2009. Of the 117 62% made one attempt to quit, 24% two attempts and the remainder of 14% made three attempts.

3.1.6 Of the 117 who attempted to quit, 61% did not manage to achieve a quit period of 4 weeks or more. 37% managed one quit period of 4 weeks or more and 2% managed to stop smoking for two 4 weeks or more quit periods.

3.1.7 Of the 245 respondents who did not manage one quit attempt since the last interview, 33% have stated that they will attempt to quit in 2010. 34% of males and 32% of females will attempt to quit in 2010.

Methods Used By Quitters

3.1.8 Respondents were asked to identify which, if any, of the following methods they had used to help them quit smoking. Table 3.4 compares the methods used by [a] those who have quit, [b] those who have attempted to quit and [c] the total for both successful and failed quitters.

Table 3.4 Methods Used By Panel Members to Quit Smoking

Method	a.% used by those who have quit	b. % used by those attempting to quit	c.% used by ALL quitters
GP or Practice Nurse	49%	29%	34%
On Your Own	47%	47%	47%
NHS Stop Smoking Campaign	21%	16%	18%
Friends and family	19%	19%	19%
Pharmacy	5%	15%	13%

Other	2%	2%	2%
'Your reason, your way'	25	2%	2%
	43	117	160

3.1.9 The main reasons given for using the above methods were categorised as follows:

- Health related reasons including advice from their doctor.
- Economic reasons.
- Family pressures including concerns for their children.
- Free quit smoking service from the NHS
- Other reasons – see Appendix I for example verbatim.

Lifetime Quitting Experience

3.1.10 Table 3.5 illustrates the number of times respondents had attempted to quit for 4 weeks or more during their lifetime.

Table 3.5 Number of Times Quit in Lifetime for 4 Weeks or More

Number of Times Quit	All Respondents [n = 405]
None	31%
1	27%
2	18%
3	11%
4	5%
5	4%
6	2%
7	>1%
8 or more	>1%
	100%

Products Used To Help With Quitting

3.1.11 Table 3.6 illustrates the different products used by different categories of respondents:

Table 3.6 Products Used By Different Categories of Smokers

Product	Used by those Attempting to Quit Since 2009 [n = 117]	Used by those Who Have Quit Since 2009 Over Lifetime [n = 43]	Used by Those Who Quit/Attempted To Quit 'On Their Own' [n = 75]
Patches	35%	51%	14%
Gum	12%	14%	9%
Lozenges	7%	12%	4%
Microtab	6%	5%	4%
Champix	4%	26%	1%
Zyban	3%	0	1%
Hypnotherapy	1%	0	0
Inhalator	19%	21%	11%
Other	2%	0	1%
None	36%	28%	73%

3.2 ‘Your Reason, Your Way’ Campaign

Awareness, Knowledge of and Impact of ‘Your Reason, Your Way’ Campaign.

3.2.1 All respondents were asked if they could recall seeing or reading anything about a recent campaign encouraging local people to quit smoking. Only 5 of those respondents who had quit smoking could recall anything. Of these, two were rejected because they mentioned a TV campaign which was not part of the ‘Your reason, your way’ campaign. By contrast 22% [83] respondents of those continuing to smoke said they could recall some aspect of the campaign. 10 respondents made specific reference to the van/trailer. Others mentioned a wide range of aspects, again some of which were not directly connected to the campaign. See Appendix II for verbatim examples. Table 3.7 below provides an indication of the level of awareness based on prompted recall :

Campaign Feature	% no of Quitters	% No of Smokers	% No of ALL Respondents
Posters at local bus stops	26%	13%	15%
A leaflet in the shape of Shopping trolley	9%	7%	8%
A website	2%	1%	1%
A trailer/mobile unit touring Neighbourhood	21%	10%	10%
A ‘quit smoking’ community worker	0	6%	5%
Facebook	2%	2%	2%
Other such as word of mouth	2%	5%	5%
None	63%	69%	68%

3.2.2 33 respondents who had quit smoking or attempted to quit smoking since the 2009 survey indicated that they had been influenced in some way by the ‘your reason, your way’ campaign. This represents 8% of the total number of panel members. The most convincing response was a female respondent who said ‘it was a great help – they rang me very regularly’. Others suggested that it had made them think and gave them encouragement to keep trying to quit. Only one respondent claimed to have been influenced by the voucher prize and others welcomed the additional information about the different quit smoking services available locally.

3.2.3 Awareness and usage of the different incentives were low. Table 3.8 below summarises the overall level of awareness and usage for the total number of respondents:

Table 3.8. Awareness and Usage of Incentives From Campaign

Incentives	Total No of Current Smokers Aware [n = 362]	Total No of Respondents Using [n = 405]
The 'quit kit'	10%	2%
Instant NRT samples or vouchers	4%	>1%
Other self help tools	1%	>1%
Dedicated website	2%	>1%
The 'no appointments' service	2%	0
On street 'non smoking' helpers	3%	1%
Stop smoking helpers at ASDA	3%	>1%

3.2.4 9 respondents had recommended the campaign to others. 3 respondents had heard of someone winning something as part of the campaign.

3.3 Smoking in the Car and Home

Smoking in the Home and the Car

3.3.1 Table 3.9 shows details of smoking behaviour in the car and home.

Table 3.9 Smoking in the Car and in the Home

Smoking in the Car	Quitters [n = 43]	Smokers [n = 362]	Total [n = 405]
Yes	51%	31%	33%
No	49%	69%	67%

Smoking in the Home	Quitters [n = 43]	Smokers [n = 362]	Total [n = 405]
Yes	67%	68%	68%
No	33%	32%	32%

CONCLUSIONS

1. Out of the 405 panel members surveyed 43 or 10.6% of respondents were no longer smoking on the day the interview took place. There is absolutely no evidence to suggest that this represents a permanent cessation of smoking. A further 117 or 32.2% had made at least one attempt to quit since being interviewed in October/November 2009 but have now returned to regular smoking. On this evidence one in ten smokers within this deprived area of Wirral is, at any time, attempting to quit smoking and over the 6/7 months since the 2009 survey just over 40% have attempted to quit at least once.
2. The two most important motivations for quitting are health and financial reasons. There is a wide range of health 'triggers' that motivates the individual to want to quit smoking.
3. Approximately one out of every two smokers who is attempting to quit, is attempting to do so on their own. They do not appear to seek help from health professionals and are only minimal users of the various products available to help with quitting.
4. On the other hand one out of every two smokers who is attempting to quit, is doing so with the help of either dedicated health professionals and/or the range of products available to help with quitting. The GP or practice nurse, the NHS Stop Smoking service and the local pharmacy figure prominently in stop smoking attempts. Patches, inhalator and gum are the most popular products used overall together with Champix for women.
5. It has been impossible to make any direct connection between the 'your reason, your way' campaign and a respondents attempt to quit smoking. There is some evidence of indirect influences such as reminding smokers of reasons why they should stop smoking as well as reinforcing knowledge of local services available to help smokers quit. About one third of those continuing to smoke on the day of interview could recall, when prompted, some feature of the 'your reason, your way' campaign but there was very limited evidence that people had taken any direct action, recommended the campaign to others or had witnessed or heard of any winners from the campaign.
6. There are many different national and local stop smoking campaigns and, on this evidence, respondents are finding it difficult to isolate the content and impact of the 'your reason, your way' campaign from that of other specific anti-smoking activities.

APPENDIX I

Reasons why smokers chose particular method to help them quit smoking – selected verbatim.

'It was simply the most convenient method.'

'Just because it was a simple and easy method to use and didn't involve me having to go to the pharmacy or doctors.'

'Because I don't like crowds so I didn't want to go the pharmacy or doctors.'

APPENDIX II

Unprompted recall of 'Your reason, your way' campaign - selected verbatim.

'Banner outside community centre.'

'Someone driving past offering support.'

'Information worker outside shops.'

'Leaflet through the door.'

'No smoking van at the ferry.'

'People available with information.'

'Saw trailer and used it.'

'Van in Liscard.'

'Van and billboards in New Ferry.'

'Van by shops.'

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[Those who have quit]

1. How many weeks is it since you quit smoking?
 2. What made you decide to quit? *[Record full verbal response]*

 3. How many times did you attempt to quit since our last interview and before your latest attempt? *[If none go to Q5]*
 4. Excluding your current attempt to quit smoking, how many attempts lasted for four weeks or more?

 5. Which of these methods, if any, did you use to help you quit smoking since our last interview? *[Read out.]*
 - Your GP or Practice nurse.
 - The NHS ‘Stop Smoking’ service.
 - Support from your local pharmacy.
 - On your own *[Go to Q8]*
 - With help from friends or family support.
 - The recent stop smoking campaign called ‘Your reason, your way’.
 - Other _____

 6. What made you use this method to help you quit? *[Record full verbal response]*

 7. Where did you hear about this method? *[Record full verbal response]*

 8. Which of these products have you used in the past? *[Read out]*
 - Patches
 - Gum
 - Lozenger
 - Microtab
 - Champix
 - Zyban
 - Hypnotherapy
 - Inhalator
 - Other _____
 - None

 9. How many times in your lifetime have you quit smoking for four weeks or more?
 10. How many weeks, on average, did these quit attempts last?
 11. In your lifetime have you used any of the following products to help you quit smoking?
 - Patches
 - Gum
 - Lozenge
 - Microtab
 - Champix
 - Zyban
 - Hypnotherapy
 - Inhalator
 - Other _____
 - None
-

12. Do you recall seeing or reading about a recent campaign encouraging local people to quit smoking – it was called ‘Your reason, your way’?

- Yes [*Ask what they can recall about this campaign*]
- No [*Go to Q13*]

13. This quit smoking campaign featured a number of different activities. Can you recall seeing or hearing any of the following?

- Posters at local bus stops or on the street informing that you could win £500 in ASDA vouchers.
- A leaflet in the shape of a shopping trolley.
- A website.
- A trailer/mobile unit touring your neighbourhood.
- A ‘quit smoking’ community worker.
- Facebook
- Other such as ‘word of mouth’.
- None [*Go to Q18*]

14. Were you influenced in any way to quit smoking, directly or indirectly, by this campaign?

- Yes [*Ask how this campaign influenced them to quit smoking and the Q15*]
- No [*Go to Q18*]

15. Can I just confirm if you used any of the following incentives, that were part of the campaign, to help you quit smoking?

- The ‘quit kit’
- Instant NRT samples or vouchers to redeem at local pharmacists.
- Other self help tools.
- The dedicated ‘your reason, your way’ website.
- The ‘no appointments’ service.
- On street non smoking helpers.
- Stop smoking helpers at ASDA.
- None [*Go to Q17*]

16. Did you recommend any of the features of this campaign to anyone else?

- Yes
- No

17. Have you personally, or have you heard of anyone, winning anything by quitting smoking?

- Yes [*Ask what did they win*]
- No

Finally could I please ask:

18. Did you, at any time, smoke in your car?

- Yes
- No

19. Did you, at any time, smoke in your home?

- Yes

- No

Respondent Details

1. Gender

- Male
 Female

2. Age

- 16 – 19
 20 – 24
 25 – 34
 35 – 49
 50 – 59
 60+

3. Ethnicity *Show Card Two*

- Record ETHNICITY CODE from Card Two* _____

4. Area Code

- Insert Post Code from contact sheet* _____

5. Occupation Classification

- Routine, manual worker or unemployed
 Other occupation
 Not stated

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[Smokers]

1. Have you attempted to quit smoking since our last interview in October/November?

- Yes [Ask how many attempts.] _____ and go to Q2
- No [Ask will you attempt to quit smoking in 2010? YES ____ NO ____] [If Yes or No go to Q7]

2. How many attempts lasted for four weeks or more?

3. Which of these methods, if any, did you use to help you quit smoking since our last interview? [Read out.]

- Your GP or Practice nurse.
- The NHS 'Stop Smoking' service.
- Support from your local pharmacy.
- On your own
- With help from friends or family support.
- The recent stop smoking campaign called 'Your reason, your way'.
- Other _____

4. What made you use this method to help you quit? [Record full verbal response]

5. Where did you hear about this method? [Record full verbal response]

6. Did you use any of the following products to help you quit smoking? [Read out]

- Patches
- Gum
- Lozenge
- Microtab
- Champix
- Zyban
- Hypnotherapy
- Inhalator
- Other _____
- None

7. How many times in your lifetime have you quit smoking for four weeks or more?

8. How long, on average, did these quit attempts last?

9. In your lifetime have you used any of the following products to help you quit smoking?

- Patches
- Gum
- Lozenge
- Microtab
- Champix
- Zyban
- Hypnotherapy
- Inhalator
- Other _____
- None

10. Do you recall seeing or reading about a recent campaign encouraging local people to quit smoking – it was called ‘Your reason, your way’?

- Yes [Ask what they can recall about this campaign][Ask Q11]
- No [Go to Q11]

11. This quit smoking campaign featured a number of different activities. Can you recall seeing or hearing any of the following?

- Posters at local bus stops or on the street informing that you could win £500 in ASDA vouchers.
- A leaflet in the shape of a shopping trolley.
- A website.
- A trailer/mobile unit touring your neighbourhood.
- A ‘quit smoking’ community worker.
- Facebook
- Other such as ‘word of mouth’.
- None [Go to Q16]

12. Were you influenced in any way to quit smoking, directly or indirectly, by this campaign?

- Yes [Ask how this campaign influenced them to quit smoking and the Q13]
- No [Go to Q13]

13. Can I just confirm if you have heard of any of the following incentives, that were part of the campaign, to help you quit smoking?

- The ‘quit kit’
- Instant NRT samples or vouchers to redeem at local pharmacists.
- Other self help tools.
- The dedicated ‘your reason, your way’ website.
- The ‘no appointments’ service.
- On street non smoking helpers.
- Stop smoking helpers at ASDA.
- None [Go to Q16]

14. Can I just confirm if you used any of the following incentives, that were part of the campaign, to help you quit smoking?

- The ‘quit kit’
- Instant NRT samples or vouchers to redeem at local pharmacists.
- Other self help tools.
- The dedicated ‘your reason, your way’ website.
- The ‘no appointments’ service.
- On street non smoking helpers.
- Stop smoking helpers at ASDA.
- None [Go to Q16]

15. Did you recommend any of the features of this campaign to anyone else?

- Yes
- No

16. Have you personally, or have you heard of anyone, winning anything by quitting smoking?

- Yes [*Ask what did they win*]
- No

Finally could I please ask:

17. Do you, at any time, smoke in your car?

- Yes
- No

18. Do you, at any time, smoke in your home?

- Yes
- No

Respondent Details

6. Gender

- Male
- Female

7. Age

- 16 – 19
- 20 – 24
- 25 – 34
- 35 – 49
- 50 – 59
- 60+

8. Ethnicity *Show Card Two*

- Record ETHNICITY CODE from Card Two* _____

9. Area Code

- Insert Post Code from contact sheet* _____

10. Occupation Classification

- Routine, manual worker or unemployed
- Other occupation
- Not stated