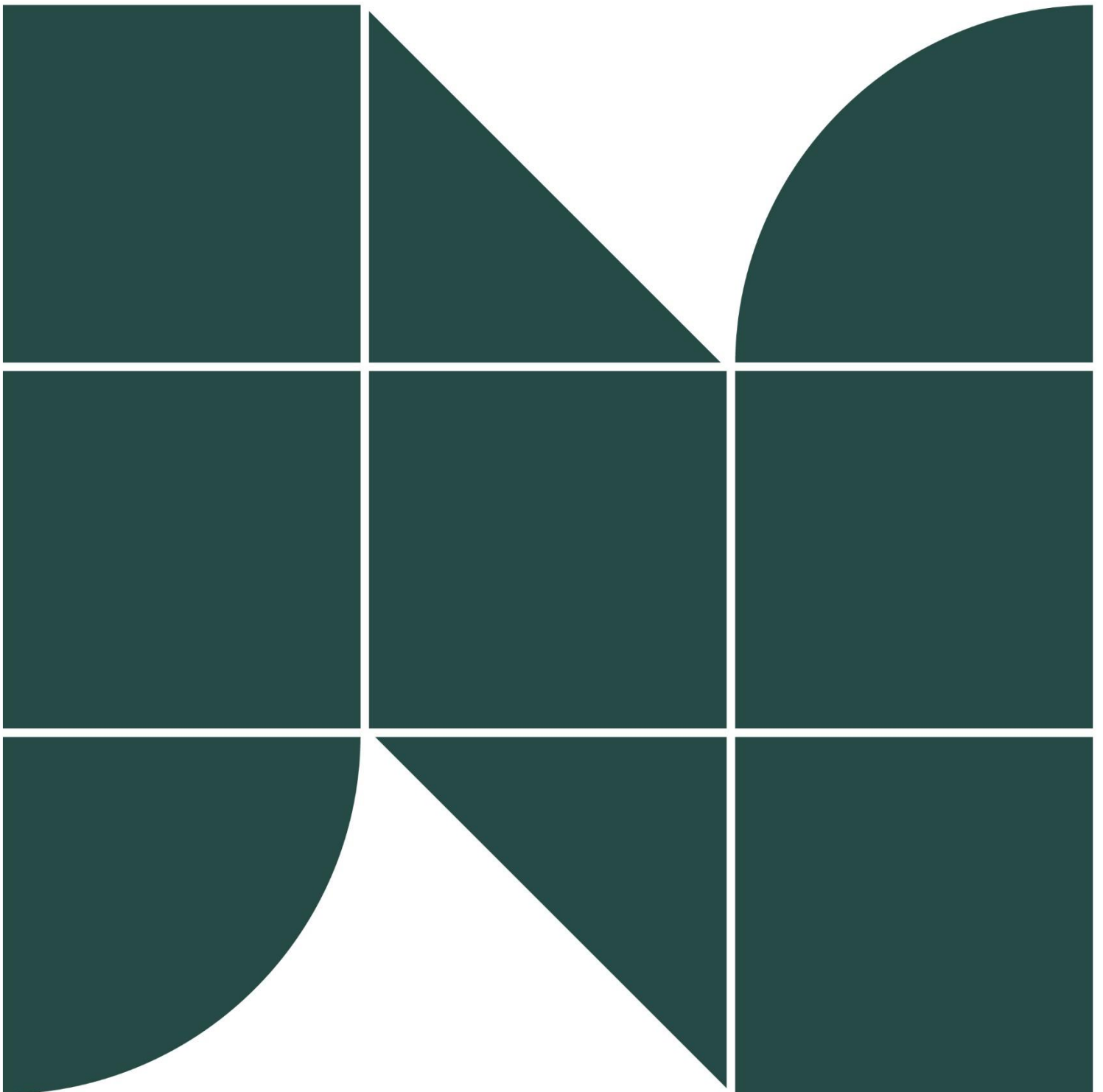# Theme 3: Reducing Exposure to Second-Hand Smoke

Introduction

The Alliance has a clear, shared ambition to see smoking amongst adults reduced to 5% or lower by 2035 across Nottinghamshire and Nottingham City. Further to this, we want to make the harms of smoking a thing of the past for our next generation such that all of those born in 2022 are still non-smokers by their 18th birthday in 2040.

With the smoking rates in Nottingham and parts of Nottinghamshire still above the national average , the need to help vulnerable groups to quit smoking is as great as ever. Current smoking prevalence is at 21.2% in the city and the average prevalence of 12.6% in the county masks significant variations at a local level, with the rates ranging from 21.4% in Mansfield down to just 4% in Rushcliffe.

Communications campaigns can be highly effective behaviour change interventions and a useful tool to inform and communicate tobacco control messages. As part of a Clear Review, we as an alliance, recognise that effective communication is an area for improvement with both the city and county scoring low for communication and denormalization. We also recognize that whilst we link well with national campaigns we recognize a need for more regional and local mass media campaigns.

This communication toolkit aims to help alliance members create consistent evidence-based messaging relating to tobacco control. A consistent tone of voice between partners will help to reduce confusion and the spread of misinformation around newer treatments such as E-cigarettes. It will also empower partners to openly discuss tobacco-related topics and create a wider reach of public health messages.

This tool kit is for general messaging and can be used for any Public-facing platforms and channels such as social media, websites, and newsletters. This can also be used as a tool to improve confidence and capability of having smoking-related conversations. This makes it accessible to a wide range of partners and should be used to support Nottingham and Nottinghamshire's Tobacco Control Alliance's visions.

IF we have unified messaging and a consistent tone of voice

THEN we can begin to dispel misinformation and raise awareness of the harms of smoking

BECAUSE we all want to see smoking amongst adults reduced by 5% or lower by 2035 and make sure that all of those born in 2022 are still non-smokers by their 18th birthday in 2040

THE AIM

- Unified messaging across all partners

- Dispel rumour and misinformation – particularly around vaping.

- Raise awareness around the effects of smoking on physical health/finance/mental health.

- Advertise local stop smoking services within Thrive Nottingham and Your Health Notts

THE ASK

- Use this toolkit as a basis for Tobacco control messaging within your organisation.

- Use this guide as a first port of call when enquiring about the Alliance's stance on general TC topics.

- Adhere to the guidelines to create a non-judgemental tone of voice.

- Make sure to put out meaningful messaging in order to not flood/over saturate media pages.

- Ask WHY and WHAT your intention is before posting.

- Also consider who will be reading it and if they are your intended audience.

- Using the same tone of voice to create a consistent tone of voice across all organisations.

THE OUTCOME

- Consistent messages around tobacco control topics

- A standardised tone of voice between partners

- Gained confidence in messages outputted.

- Evidence based messaging that is easily verifiable.

- Wider spread of the Alliance brand

- Meaningful messages that are not posted for social media's sake.

- Easy point of reference for partners when looking for the alliance's stance on general TC topics

- A sustainable model for up-to-date information for external partners

- Increased awareness of health opportunities for public through marketing and communication

The Purpose

WHY do we need to put these messages across?

Smoking is a harmful practice that can cause lifelong physical, mental and financial disparity. It is the number one cause of preventable disease. Tobacco use accounts for 50% of the difference between the least and most deprived communities[1].
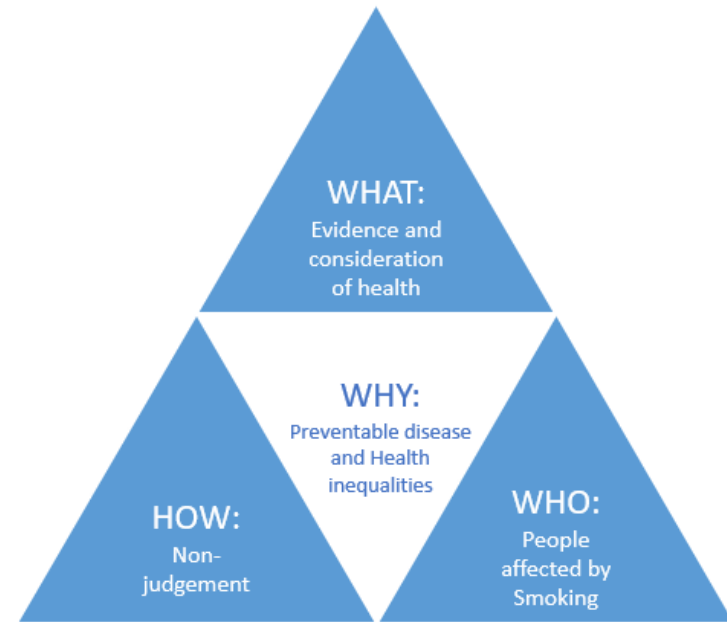
WHO are we speaking to?

People affected by smoking.

WHAT do we aim to achieve?

To dispel the misinformation of e-cigarettes and raise awareness of the harms of smoking through unified messaging and a consistent tone of voice to help see smoking amongst adults reduced to 5% or lower by 2035 and make sure that all of those born in 2022 are still non-smokers by their 18th birthday in 2040.

HOW will we do it?

By being understanding and non-judgemental of tobacco dependency and signposting to the necessary support options. The tone of voice will be key to keeping messaging consistent.

WHAT: Evidence and consideration of health

WHY: Preventable disease and Health inequalities

HOW: Non-judgement

WHO: People affected by Smoking

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[1] Health inequalities and tobacco – Royal College of Physcians, 2020

Our tone of voice is....

Empowering

- Encourage smokers to take control of their addiction.
- Active call to action
- Improve self-efficacy.
- Make sure service users are confident in their choice and treatment options.
- Shift perspective to an internal focus of control.
- Goal focused, step by step to achieve long term outcome.

Supportive

- Understand the challenges involved with attempting to quit smoking.
- Positive outlook, not focusing on negative or setbacks.
- Recognise achievements no matter how small.
- Learn from mistakes, not dwell on them.
- Knowing it's never too late to quit and being mindful of external factors.

Informed

- Evidence based messaging.
- Making smokers confident in the offer of support.
- Continuously reviewing the evidence and adapting.
- Consistent messages to dispel rumour.
- Giving smokers the facts on each treatment option.
- Allowing smokers to make INFORMED decisions about their quitting journey.

WE ARE

- Non-Judgemental
- Accessible
- Empowering
- Trustworthy
- Evidence-Based

WE ARE NOT

- Judgmental
- Exclusive
- Over-the-top
- Biased
- Un-realistic

Word Bucket

- Educating
- Non-Judgemental
- Supportive
- Factual
- Caring
- Friendly
- Welcoming
- Positive
- Encouraging
- Empathetic
- Reliable
- Accepting
- Straightforward
- Motivated
- Informed
- Approachable
- Direct
- Eloquent
- Knowledgeable
- Mindful
- Trustworthy
- Accessible
- Professional
- Reliable
- Up-to-date
- Empowering

Key Messages

- Harms of second-hand smoke
- Tobacco declaration
- Smokefree Homes and Cars
- Place based structures

Channels we will use:

Channels and target audiences have been chosen based on national insight and local analysis of existing alliance posts. Headlines include:

- Facebook, Instagram and Linked In used mostly by ages 25-34
- Facebook and Instagram used mostly by Women
- Linked In and X used mostly by Men
- Linked In and X have low usage - 21% and 35%
- Facebook and Instagram have higher usage - 70% and 54%
- Linked In and X have low popularity – 21% and 33%
- Facebook and Instagram have high popularity – 63% and 51%

- **X (Formally Twitter)**
  - Targeting partners and organisations and professionals
  - Slightly stronger focus on producing content for men as more men use this channel than women
  - Higher reaching posts centralise around promoting national campaigns such as no smoking day
  - Lower reaching posts are promoting smoking cessation services or illegal product posts

- **LinkedIn**
  - Targeting partners and organisations and professionals
  - Slightly stronger focus on producing content for men as more men use this channel than women
  - Higher reaching posts centralise around tobacco and vapes bill, illegal tobacco and national campaigns
  - Lower reaching posts are promoting smoking cessation services

- **Newsletter**
  - Targeting local businesses, partners and organisations
- **Campaign**

- **Website**
  - Residents of Nottingham and Nottinghamshire who would like to quit smoking
  - Partners who work across Nottingham and Nottinghamshire and can support people to quit smoking

Suggested Messages

Topic	Subject	Example
Effects of Second-Hand Smoke on Children, Babies and Vulnerable Adults	Risk of increased Childhood Illness	"Do you know the dangers of second-hand smoke? Children are more at risk of asthma, coughs and colds, ear problems, chest infections, meningitis and sudden infant death when they're exposed to second-hand smoke. But don't worry—we're here to help you make a difference. Find out more here: (insert website)"
	Children Breathing faster and the effect of developing organs	"Second-hand smoke is a serious issue that affects the health of our children. It's one of the leading causes of illness in children such as asthma, and ear infections and can also increase the risk of sudden infant death syndrome (SIDS). Children breathe faster than adults, so if you're smoking around your baby or toddler, they're at risk for these and other health problems. The good news? You can help protect your child from second-hand smoke by not smoking in front of them and taking steps to create and maintain a smokefree home, find out how here: (insert website)"
	Impact on Pregnant Women and developing child	"You may have heard that second-hand smoke can affect pregnant women. If you're pregnant and you're exposed to second-hand smoke, your baby could be at risk for low birth weight and preterm birth. The best way to protect yourself and your baby is by avoiding exposure to second-hand smoke whenever possible. Creating a smoke-free environment in your home can help, find out how to here: (insert website)"
	Exposure to Second-Hand smoke compared to actual smoking	"Do you know what second-hand smoke is? It's the smoke that comes from tobacco products that are being smoked, such as cigarettes and cigars. It contains the same chemicals found in regular cigarettes. Second-hand smoke increases the risk of illness in children, teens, adults and the elderly. It can increase the risk of smoking-related diseases like heart disease, lung cancer and other serious health problems.
	Smoke drifts into	"Second-hand smoke can also drift into domestic homes which can affect other residents. The smell of smoke is often strong enough to be detected by the human nose, even when it is not visible. In addition, second-hand smoke contains many toxic substances such as carbon monoxide that can cause damage to the body's organs and cells.

	neighbour's properties	Although the public places smoke-free legislation does not apply to people's homes, there are some steps that residents can take to reduce, if not eliminate the problem of smoke drift. Learn more at [insert website]/"
	Higher Risk of Smoking in Social Housing	You may be surprised to know that roughly a third of smokers live in Social Housing Tenures. Quitting smoking can provide many benefits to your health, finances and improve your home environment. We can help support you to quit smoking for good and keep your home smoke-free – To get more information, [link]
Protecting Workers visiting non-smokefree sites	Exposure to Second-Hand smoke	"Second-hand smoke is harmful and can have negative effects on your health, like increased risk of heart disease, stroke and lung cancer. If someone is coming into your home to do work, give them a healthy work environment by stepping right outside to smoke."
	How can I maintain a smoke-free site?	"Second-hand smoke is harmful and can have negative effects on your health, like increased risk of heart disease, stroke and lung cancer. The best way to maintain a smoke-free site is by implementing policies that encourage the use of designated smoking areas or non-smoking areas. If you need help creating these policies, we can help!"
Fire Safety and Cigarettes	Put it out - Keeping your home safe	"Smoking in your home can increase the chance of fire. Smoking is not only bad for your health, but it can also be dangerous for your home and family. Smoking can cause fires to start, and when you combine that with the fact that smoking increases your risk of dying from lung cancer, heart disease and other conditions, it's easy to see why giving up smoking is a good idea. The best way to keep your family safe is by getting rid of all cigarette butts and ashtrays, keeping all cigarettes out of sight and out of reach, and making sure all cigarettes are out when you go to bed at night. Better yet, contact Thriving Nottingham/Your Health Notts today – (insert website links)"
	Statistics on Smoking related fire incidents	"Smoking is a huge risk factor for fires, which are the leading cause of death in homes. Cigarettes burn at 700ºC and contain chemicals which keep them alight. Smoking also creates an increased risk of carbon monoxide poisoning and increases the risk of fire in your home. To keep your home safe, considering quitting by speaking to our Thriving Nottingham/Your Health Notts Hub Advisors today"
	Fire Safety and Illegal Cigarettes	"Although tobacco companies have made efforts to make cigarettes safer, they do not remove the fire risk. Smoking illegal tobacco increases the risk of fire. The risks of fire and injury from smoking illicit tobacco products are increased by the fact that they are not regulated and will not comply with fire safety standards. If you would like to quit smoking, call [insert service details]."
	Fire Safety and Alternative	"Smoking shisha or hookah at home is dangerous. It's not just the smoke that's harmful—it's the chemicals in the tobacco and water you're using to make your smoke.

	tobacco products	There is also a risk of fire with the use of hot coals to heat the tobacco. Fire safety measures will help to decrease the risk, but quitting smoking reduces all risks, find out how to here – (insert website links)"
Maintaining a smokefree home	Step right out campaign	"We know that second-hand smoke is dangerous for your health and the health of your children. It can increase the risk of asthma, bronchitis, pneumonia, and even sudden infant death syndrome (SIDS). That's why we want to help. We'll let you know how to protect you and your family from the risks of second-hand smoke. We'd love for you to join us to lower the risk of poor health as a result of second-hand smoke"
	Nicotine Replacement Therapy	"Nicotine replacement therapy (NRT) products help to reduce cravings and withdrawal symptoms when you stop smoking. They also help you better regulate your emotions, so it's easier to stay focused on quitting. And they can increase the likelihood that you'll stick with your plan to quit smoking. Thriving Nottingham/Your Health Notts offers a range of medications and Stop Smoking Specialist support to help advise what products would suit you. Find out more here"
	Vapes (e-cigarettes) to Quit Smoking	"Whether you're looking to quit smoking or just want to cut down, vapes are an effective smoking cessation tool. They contain fewer toxins and cancer-causing chemicals than cigarettes, and they're much easier to control. This makes them a great option to help you keep your home smoke-free and protect those around you. Plus, vapes come in different shapes and sizes (and flavours!), so you can find something that fits your lifestyle preferences. Did you know Thriving Nottingham/Your Health Notts provides vape starter kits free of charge? Find out more here – (insert website links)"