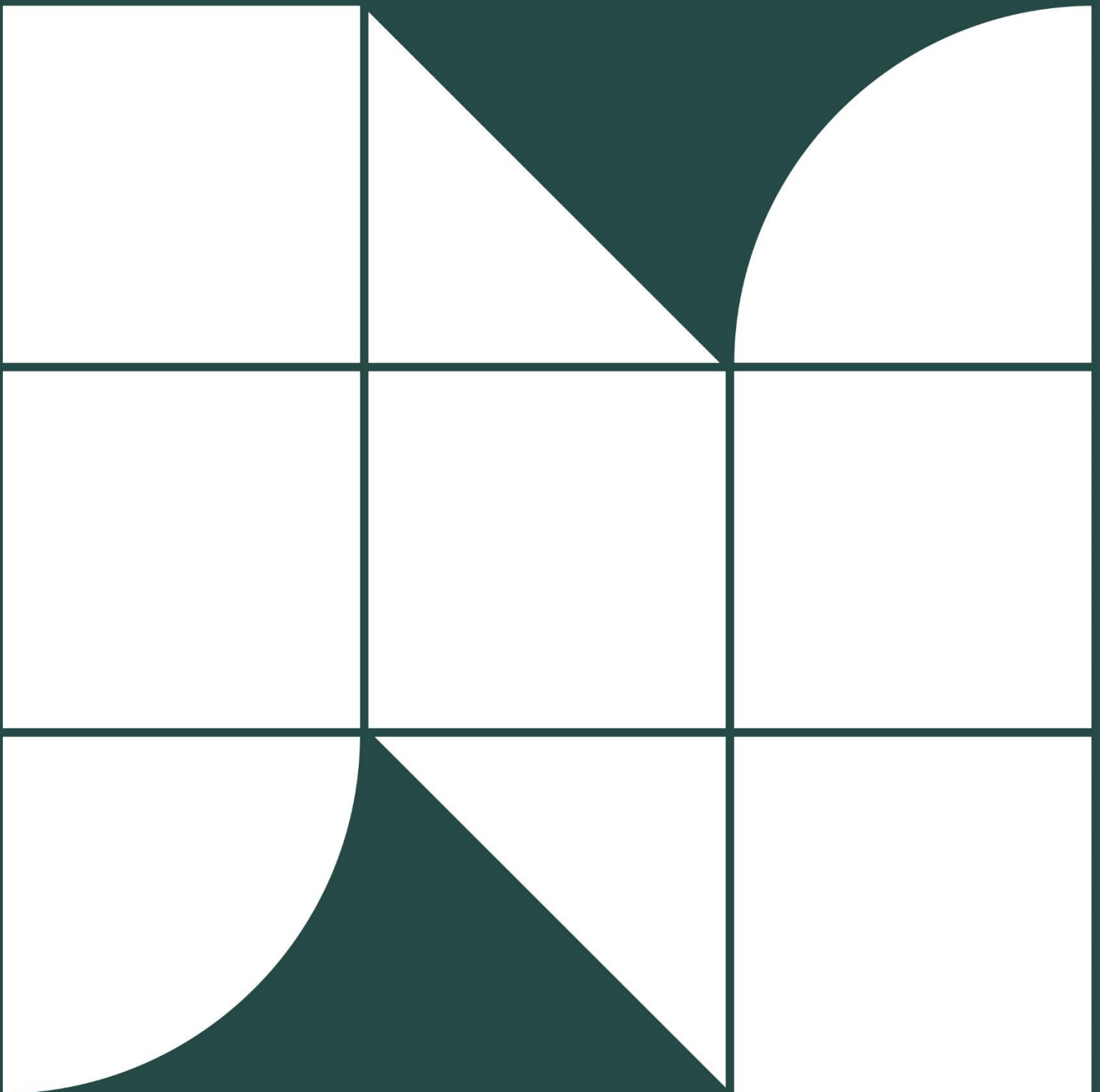




**Nottingham &
Nottinghamshire**
Smoking & Tobacco
Alliance

Theme 2: Effective Regulation of Tobacco Products



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 communities¹.

WHO are we speaking to?

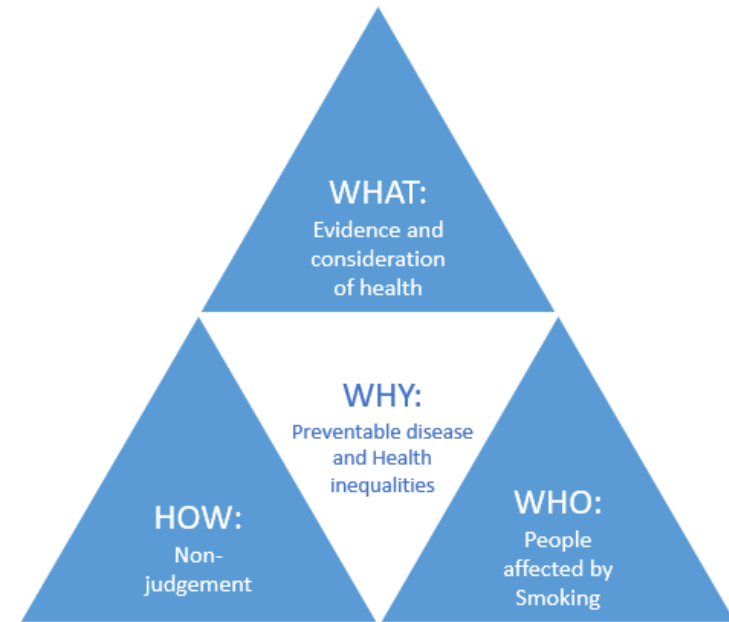
People affected by smoking.

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.



¹ Health inequalities and tobacco – Royal College of Physicians, 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.

WE ARE

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

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.

WE ARE NOT

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

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.

Word Bucket

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

Key Messages

- Underage Sales Tobacco and Vapes
- Illegal Tobacco
- Illegal Vapes

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%
- **LinkedIn**
 - o Targeting partners and organisations and professionals
 - o Slightly stronger focus on producing content for men as more men use this channel than women
 - o Higher reaching posts centralise around tobacco and vapes bill, illegal tobacco and national campaigns
 - o Lower reaching posts are promoting smoking cessation services
- **Newsletter**
 - o Targeting local businesses, partners and organisations
- **Print Out**
 - o Targeting local businesses, partners and organisations
 - o Posters for underage sales (public)
 - o Posters for illegal tobacco (public)
 - o Posters for illegal tobacco (professionals)
 - o Business cards for illegal tobacco (professionals)
- **Website**
 - o Residents of Nottingham and Nottinghamshire who would like to quit smoking
 - o Partners who work across Nottingham and Nottinghamshire and can support people to quit smoking

Suggested Messages

Topic	Subject	Example
Harms of Illegal Tobacco	What is Illegal Tobacco?	<p>It's not just the carbon monoxide and tar that are dangerous, but also what is inside illegal cigarettes from a manufacturing standpoint.</p> <p>Illegal tobacco can contain things like mould, pesticides, and heavy metals that can harm your body when you smoke them.”</p>
	How to identify Illegal tobacco products	<p>“What does illegal and illegal tobacco look like? Well, a lot like regular cigarettes: it's usually sold in large packs, and it usually comes in flavours like menthol and vanilla which aren’t allowed. But there are a few key ways to tell if it's illegal:</p> <ul style="list-style-type: none"> -It may be much cheaper than regular cigarettes -It may be sold by someone who doesn't have a license to sell tobacco products -You can't buy it at a licensed retailer, and you must go to an unlicensed retailer that sells it out of the back room or behind the counter (such as a corner shop).
	What has been found in illegal tobacco?	<p>“Illegal tobacco is not just any old cigarette. They are unregulated, meaning anything can be inside them!</p> <p>Knowing what they could contain may put you off and help you to protect yourself and your loved ones from them.”</p>
	Cheap does not equal good	<p>“When it comes to purchasing tobacco, it's not just where you're buying it and the price that matters. It's also who you're buying it from. Illegal tobacco is linked to criminal networks that profit by selling counterfeit cigarettes, and other illegal items.</p> <p>Can’t afford legal tobacco? You definitely cannot afford to take the risk with illegal tobacco either”</p>
How to Report Illegal Tobacco in your local area	How to report Illegal tobacco products	<p>“Illegal tobacco is not just any old cigarette. It is unregulated, meaning that the ingredients in these cigarettes are not regulated at all. This could mean that it is more harmful.</p> <p>The good news is that we have a solution to this problem — one that would help keep cigarettes out of the hands of kids and teenagers. We need your help to report sellers and here’s how.</p> <p>Anonymous Reporting Keep It Out (keep-it-out.co.uk)”</p>

	How do trading standards work?	<p>“Trading Standards have stepped in to prevent the sale of illegal tobacco products.</p> <p>Illegal tobacco is a serious problem, and we believe that every business has a responsibility to ensure they are not profiting from this activity. Trading Standards officers routinely visit businesses and issue fines to those who are found to be selling illegal tobacco.</p> <p>Trading Standards has issued warnings to over 5,000 businesses since January 1st, 2019, with a further 3,000 businesses being visited and given guidance on how to comply with the law.</p> <p>If you suspect someone is selling illegal tobacco, please report them by visiting Anonymous Reporting Keep It Out (keep-it-out.co.uk)”</p>
	What can I do to help my local community?	<p>“You may ask what I can do to help stop illegal tobacco from entering my local community. If we can help enforcement agencies to identify and target these networks, we can help them reduce the number of criminals and reduce the amount of illegal tobacco they're able to sell.</p> <p>It's time for all of us to step up. If you see illegal tobacco in your local area, report anonymously to trading standards here Anonymous Reporting Keep It Out (keep-it-out.co.uk).”</p>

