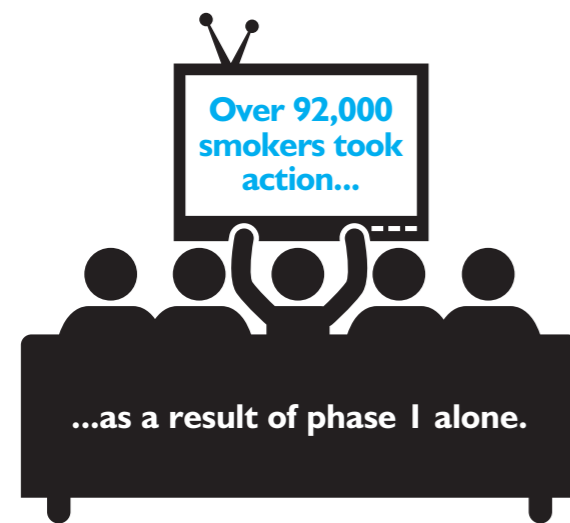


# “Don’t be the 1” campaign report

While one in every two long term smokers will die early from a smoking related disease, 9 out of 10 smokers underestimate that risk and think the harm of smoking is exaggerated. The “Don’t be the 1” campaign was about raising awareness of the risks and asking the region’s 460,000 smokers to think about the devastating impact it could have on their loved ones. A survey in January 2014 found 86% of North East smokers underestimated the 1 in 2 risk of dying early from smoking.

## Activity

The campaign ran in February to March and August to September 2014 with:



- A 60 second TV advert reaching nearly 1.5m North East adults per phase
- Advertising in 124 cinema screens across the North East
- Radio adverts on all major stations
- Dontbethe1.tv website and an engaging social media campaign via Facebook with 46million impressions
- A localised PR package featuring doctors and former smokers
- Campaign toolkit and web resources for partners.



1 in 2 long term smokers die early from a smoking related illness, some in their 40’s. How would your family cope if you’re one of them?  
<http://www.youtube.com/watch?v=nXloClpBXHc>



## Results

- A 125% increase in smokers correctly identifying the “1 in 2” risk
- Around 299,000 North East smokers and 1.5m adults saw or heard phase 1
- Around 170,000 smokers (57%) “more likely to quit” as a result
- Around 188,000 North East smokers (63%) “more concerned” as a result
- 31% of smokers (92,600 people) took action - from quitting, seeing their GP, cutting down, setting a future quit date or switching to a pure nicotine replacement
- 62,000 responses to digital campaign including 17,800 campaign website visits and 5559 likes on Facebook - strong public engagement with the advert and films.

## Earned media

Extensive news coverage of the campaign played a strong role in engaging the public, achieving 106 pieces of press, TV, radio and online coverage worth £573,721 in PR value. We highlighted the tragic story of Michelle Barthram who in 2013 was diagnosed with lung cancer aged just 47. Her warning led to extensive TV, print and radio news coverage. Sadly, Michelle died in September 2014. You can watch a final plea she made to smokers at <http://bit.ly/1xrjGck>.

## ROSES CREATIVE AWARDS 2014 - WINNERS

At the 2014 Roses Creative Awards, the Don’t Be The 1 campaign won Gold in the TV/CINEMA commercial (over 21 seconds) category and the overall Grand Prix - outstanding!



Social media engagement included retweets of Don’t be the 1 from MPs, Professor Kevin Fenton from Public Health England, leading national charities and international health organisations as well as Local Authorities, Clinical Commissioning Groups, Foundation Trusts and Stop Smoking Services.

- Katrine Garbutt** Absolutely hate this advert! Makes me want to cry every time see it!  
March 1 at 8:34pm Unlike 2
- Kevin Mosestigg** would hate to leave my girls! so quit a couple of weeks ago!  
March 1 at 9:12pm Unlike 5
- Sandra Williams** I stopped with this advert, only 3 weeks in but my son means more to me than any draw on nicotine and the other toxins in each cigarette  
March 1 at 10:44pm Unlike 5

