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fresh* briefing

PR evaluation - final report 13-14



Bid to cut smoking during pregnancy



Overview

The last twelve months has seen huge media appetite to focus on tobacco, with almost daily coverage ranging from campaigns encouraging people to quit and new laws to protect children from the harm of tobacco in every local area. It is no coincidence the North East now has the highest public opinion in support of many tobacco control measures in England, Scotland or Wales.

Support to protect children from smoking related harm has gathered pace after standard packs was omitted from the Queen's Speech in 2013. Print and broadcast media focused on regulations as part of the European Tobacco Products Directive; whilst majority votes in the House of Lords were the spark to press ahead with legislation for standardised packs and protecting children from smoking in cars.

Fresh has worked with the media all year round to provide a voice on many of these issues and help local decision makers build their profile too. We have localised press releases throughout the year, from Stoptober to the successful launch of the babyClear programme to reduce smoking in pregnancy, to the hard hitting Don't be the 1 campaign.

We have been able to draw on comments and interviews from a range of partners, from Directors of Public Health and Health Portfolio leads to stop smoking services, midwives and hospital consultants. We have also highlighted local champions - case studies of local people who have quit or can testify how tobacco cuts lives short and tears families apart. We have developed closer working relationships with local authority communications leads to ensure PR content is also featured on council websites and other channels like newsletters.



Gold medal winner of the inaugural Chief Medical Officer's Public Health Award 2009

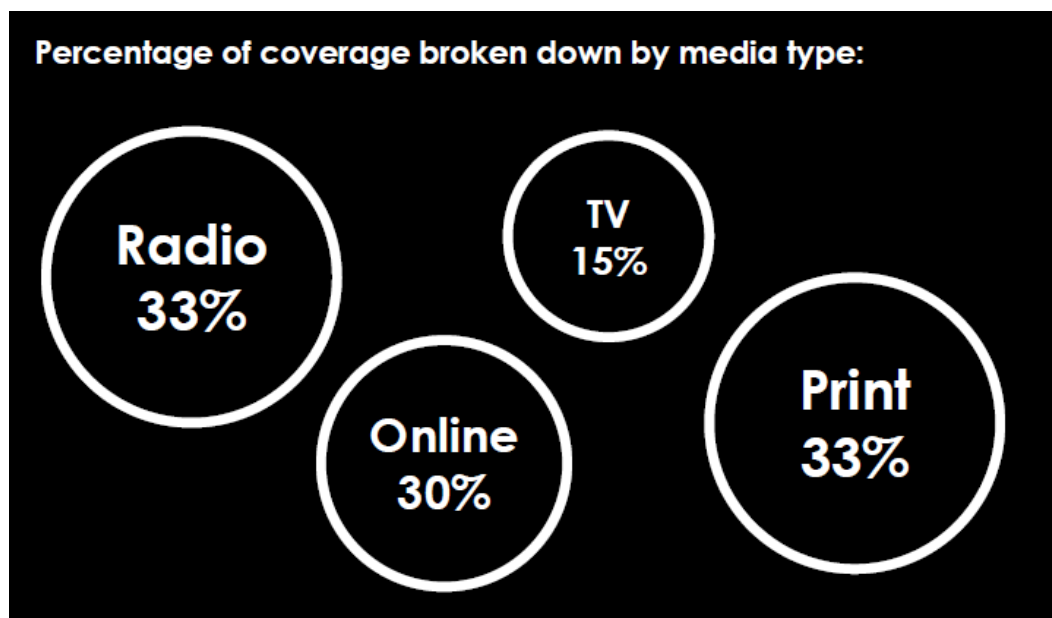


Over the year, Fresh issued 102 localised press releases, including the following topics:

- The Don't be the 1 campaign
- Stoptober – a roving photocall in every local authority involving Directors of Public Health, elected members, Stop Smoking Services and follow up stories with local quitters case studies
- The national Public Health England “toxic cycle” New Year campaign highlighting the risks of smoking, heart disease and stroke
- Urging smokers not to smoke around children for the national Smokefree homes and cars campaign
- A localised PR campaign and film involving foundation trusts on smoking in pregnancy
- Supporting work to protect children from the harm of tobacco and tobacco regulation – including the ongoing campaign for plain, standardised packaging and the European Tobacco Products Directive
- Warning people about illegal tobacco sales to children
- Responding to key issues such as electronic cigarettes, NICE guidance on smoking in secondary care
- Supporting partners efforts via social media – such as Gateshead Council's campaign on smoking and eyesight and the local

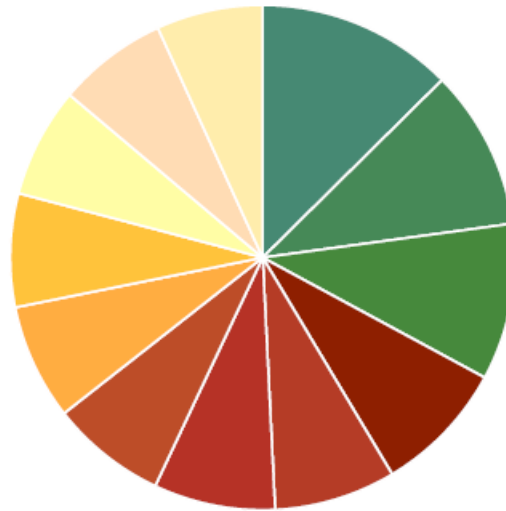
Overall Fresh achieved:

- **410 news articles** published across broadcast, print and online media
- **An equal advertising value of £510,000** if the coverage had been bought, and a **PR value of £1,532, 708**.
- **A 25:1 return on investment on PR spend (Fresh KPI – 15:1) with 99.5% of articles positive.**



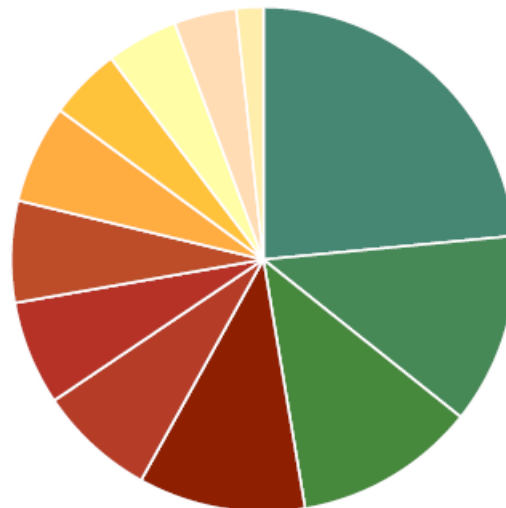
Number of news items broken down by local authority area:

- **Durham: 168**
- **Sunderland: 137**
- **South Tyneside: 134**
- **Hartlepool: 114**
- **Darlington: 104**
- **Northumberland: 104**
- **Middlesbrough: 99**
- **Redcar & Cleveland: 99**
- **North Tyneside: 97**
- **Gateshead: 94**
- **Newcastle: 94**
- **Stockton: 91**



Print Media - Opportunities to see broken down by local authority area:

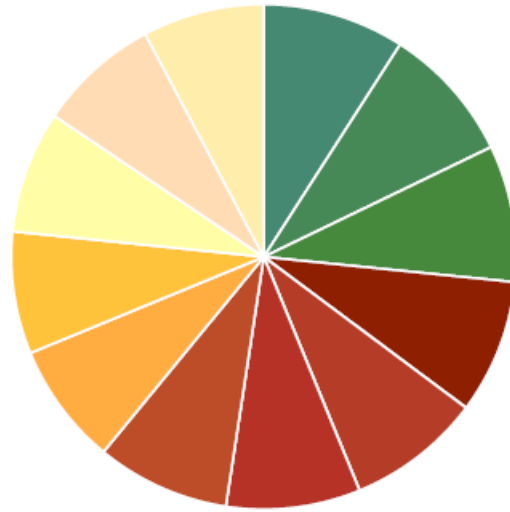
- **Durham: 2,556,201**
- **Sunderland: 1,328,621**
- **Darlington: 1,265,876**
- **Northumberland: 1,164,511**
- **Newcastle: 816,703**
- **Hartlepool: 726,548**
- **North Tyneside: 708,535**
- **South Tyneside: 686,239**
- **Stockton: 502,290**
- **Middlesbrough: 499,796**
- **Gateshead: 434,104**
- **Redcar & Cleveland: 187,712**



National opportunities to see: 4,834,206

Broadcast reach broken down by local authority area:

- **Durham: 12,215,650**
- **South Tyneside: 11,768,610**
- **Sunderland: 11,768,610**
- **Gateshead: 11,565,550**
- **Newcastle: 11,565,550**
- **North Tyneside: 11,565,550**
- **Northumberland: 11,495,650**
- **Darlington: 10,520,432**
- **Middlesbrough: 10,520,432**
- **Redcar & Cleveland: 10,520,432**
- **Hartlepool: 10,463,102**
- **Stockton: 10,463,102**



National broadcast reach: 20,640,000

Publications covered by Fresh stories and featuring partners as spokespeople included:



Social media

We have strengthened our social media presence via Facebook, Twitter and You Tube – engaging in conversations with national partners, local authorities, MPs, smokers and non-smokers. Social media has increasingly also helped us raise awareness of how tobacco affects families but also celebrating success in campaigns like Stoptober.

Facebook

- Number of new page likes - 259
- Page impressions created: 647,474

Twitter

- Total number of re-tweets: 637
- Total @FreshSmokeFree mentions: 374
- Number of link clicks: 477
- Number of new Twitter followers generated: 356

Overall

- Total pieces of Facebook posts and tweets by Fresh: 566
- Number of incoming messages mentioning Fresh: 2,347
- Unique users to Fresh social media channels: 1,750
- Social media impressions generated by Fresh: 1.7million

You can see our [latest news](#) and [Fresh press releases and statements](#) on our website – www.freshne.com

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@FreshSmokeFree