



FRESH STAKEHOLDER RESEARCH SUMMARY

JULY 6TH

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Background:

- Fresh North East has existed for six years and last audited its impact on stakeholders in 2008. Fresh exists to reduce the impact of smoking on the health and well being of the North East of England. Balance has been in existence for two years and exists to reduce the impact of alcohol on the health and well being of the North East of England. This stakeholder research was conducted jointly by the two organisations to canvass a range of stakeholder opinions in the most cost effective way possible

Research objective:

- To evaluate the extent to which a range of stakeholders engage with and are satisfied by Fresh and Balance programmes delivered across the North East. To highlight areas where communications, mutual support and understanding are valued by stakeholders or where they could be further improved.

Methodology:

- An link to an online survey was distributed to stakeholders and a sample of senior stakeholders were interviewed by telephone. The closing date for both surveys was June 17th 2011. The sample size for Fresh stakeholders was 171 and for Balance was 110.

Fresh summary:

Stakeholder context

- As an issue smoking/tobacco is described as a serious/very serious problem in their area by nine in ten stakeholders (90%).
- Over the last 12 months tobacco has increased in its importance for three in ten (30%) and has the same level of importance for over two in three (67%). Only one in fifty respondents (2%) say tobacco has decreased in importance for their organisation in the last 12 months.

Working together

- The majority of stakeholders (97%), and all senior stakeholders (100%) agree with the principle of joined up working in the North East to address tobacco issues. Only one in one hundred (1%) respondents disagree.
- Over three in four stakeholders (77%) believe Fresh adds a good or great deal to their work, rising to over eight in ten (81%) amongst senior stakeholders

Fresh summary:

Fresh impact

- The majority (95%) of respondents believe Fresh has made an excellent or good contribution to addressing tobacco issues in the North East. Over six in ten (65%) of online stakeholders and over eight in ten (84%) of senior stakeholders think Fresh has made an excellent contribution to addressing tobacco issues in the North East.
- Half of online stakeholders (51%) and eight in ten senior stakeholders (80%) would cite Fresh as an example of a well run campaigning organisation. This is an excellent result and outperforms what would be expected of a top performing FTSE 250 organisation. Less than one in twenty (3%) respondents would be critical of Fresh, again much lower than would be expected. Fresh's performance in the brand excellence model is significantly better than its 2008 results and is indicative of an organisation continually in search of improvement.
- Just under three quarters of stakeholders (74%) believe Fresh has made a major contribution to the to the positive results of communication and co-ordination of tobacco control in the North East. This is a significant improvement on the previous year (57%).

Fresh summary:

Fresh communications

- Fresh communications are highly regarded by respondents. Almost nine in ten (89%) rate regular communication with Fresh as excellent, just over in eight in ten (81%) rate meetings with Fresh as excellent. Three in four respondents (75%) rate the website as excellent and almost two in three (65%) rate telephone contact as excellent.
- Fresh is highly rated for its core activities:
 - Raising awareness of the cost and impact of tobacco in the North East (93% rating as excellent/good), Lobbying campaigns (90%), Marketing campaigns (88%), raising the issue of responsible retailing around tobacco (87%), visibility in the region (87%), changing attitudes and behaviour in the North East towards tobacco (86%) and creating debate around smokers and young smokers (86%). Less highly rated was visibility in your local area where just under two in three (65%) rated Fresh as excellent/good.
- All areas of Fresh's communications programme were highly rated. The most highly rated were:
 - Sharing the evidence base around tobacco control (97% value/value most)
 - Developing and delivering media and social marketing campaigns (99%)
 - The North of England Tackling Illicit Tobacco for Better Health Programme (90%)

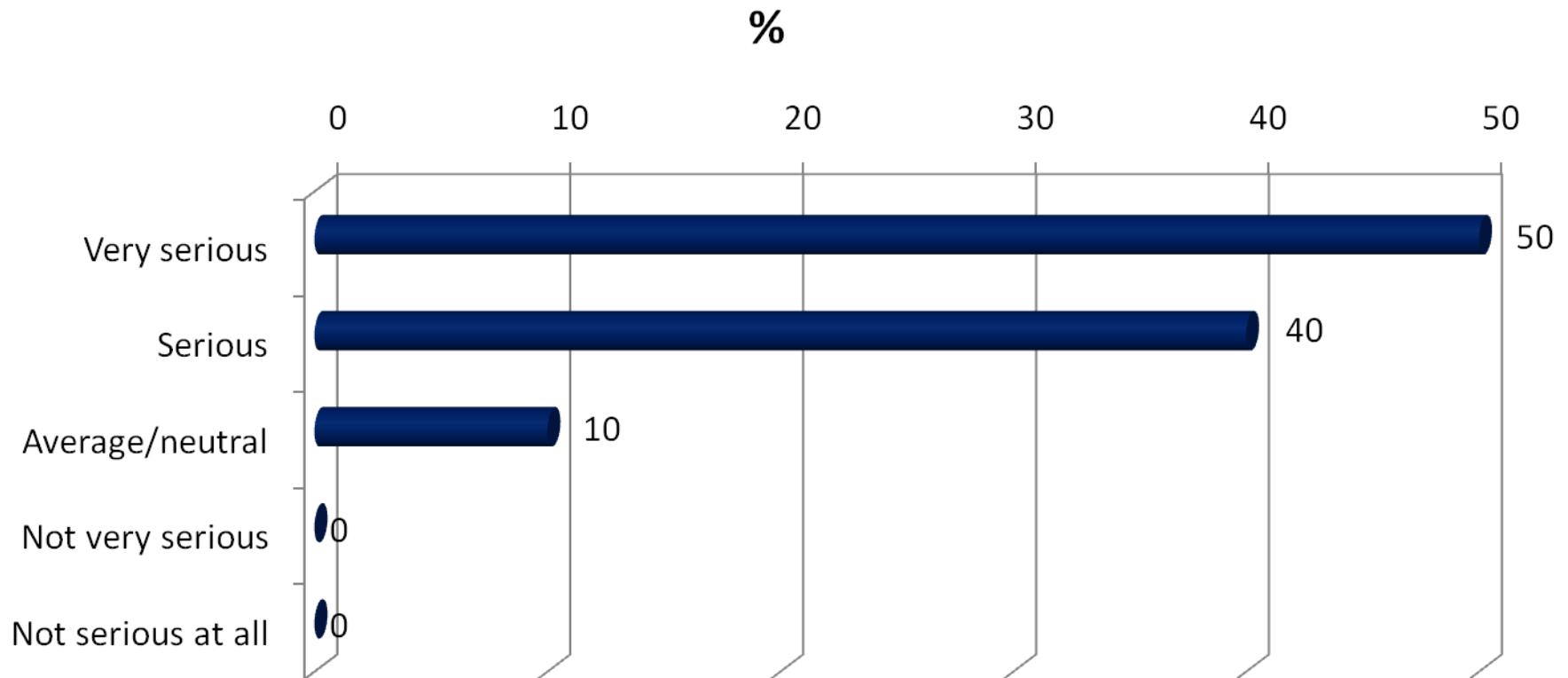
Fresh summary:

The Future

- The vast majority of respondents (90%) believe that tobacco will have a high/very high priority in the future, falling to 85% amongst senior stakeholders.
- The majority (94%) believe there will be a North East role for tobacco communications in the future and this rises to 100% amongst senior stakeholders.
- Top five predicted roles for Fresh in the future involve: Mass media campaigns, Advocacy/lobbying, Running regional programmes (eg. NoE Tackling Illicit Tobacco for Better Health Programme), Events and Toolkits/resources.

Stakeholder context: Smoking is a serious problem for nine in ten

Q. How big a problem is smoking/tobacco in your area?

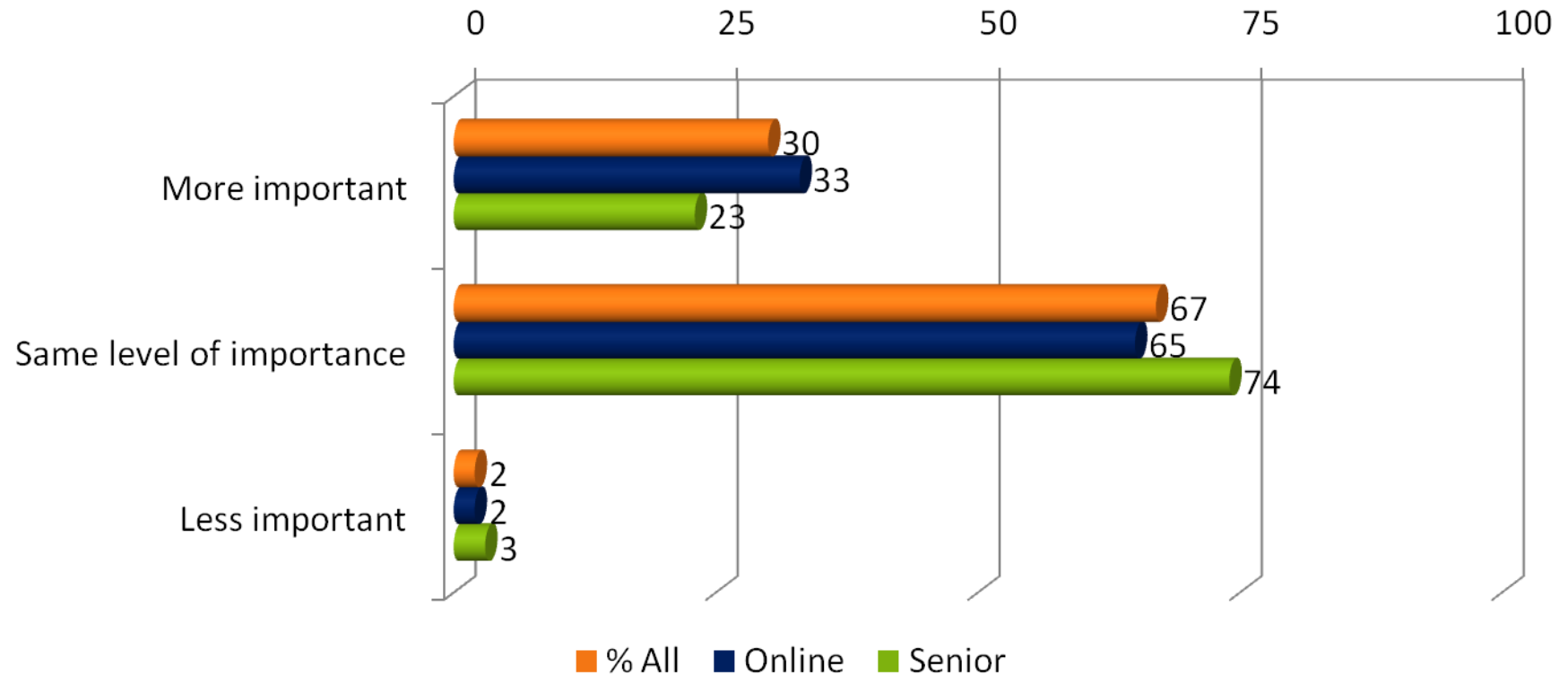


Base: All online respondents n = (95)

Stakeholder context:

Tobacco control is now more important for three in ten

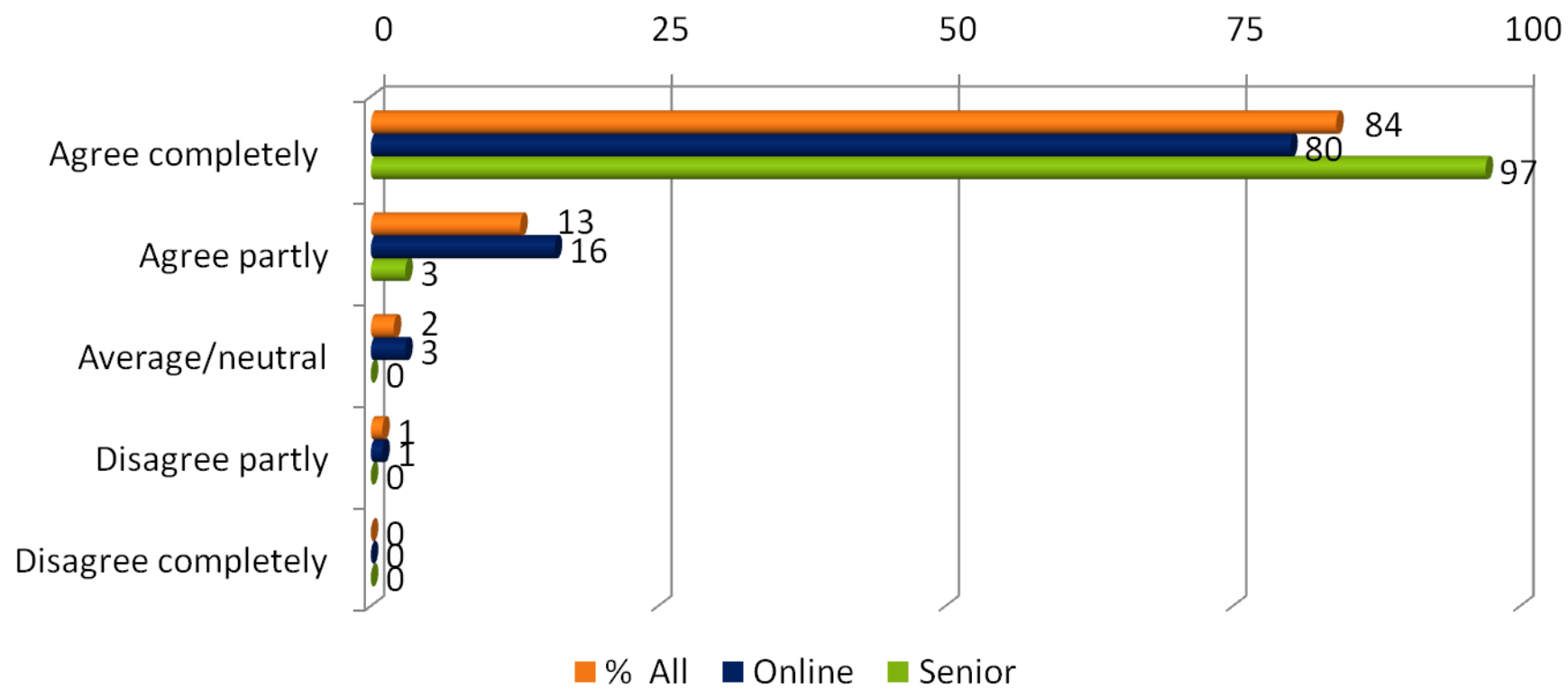
Q. Over the last 12 months has tobacco control become more/less important as an issue in your organisation?



Base: All stakeholders n = (126)

Working together: The majority agree with the North East tobacco model

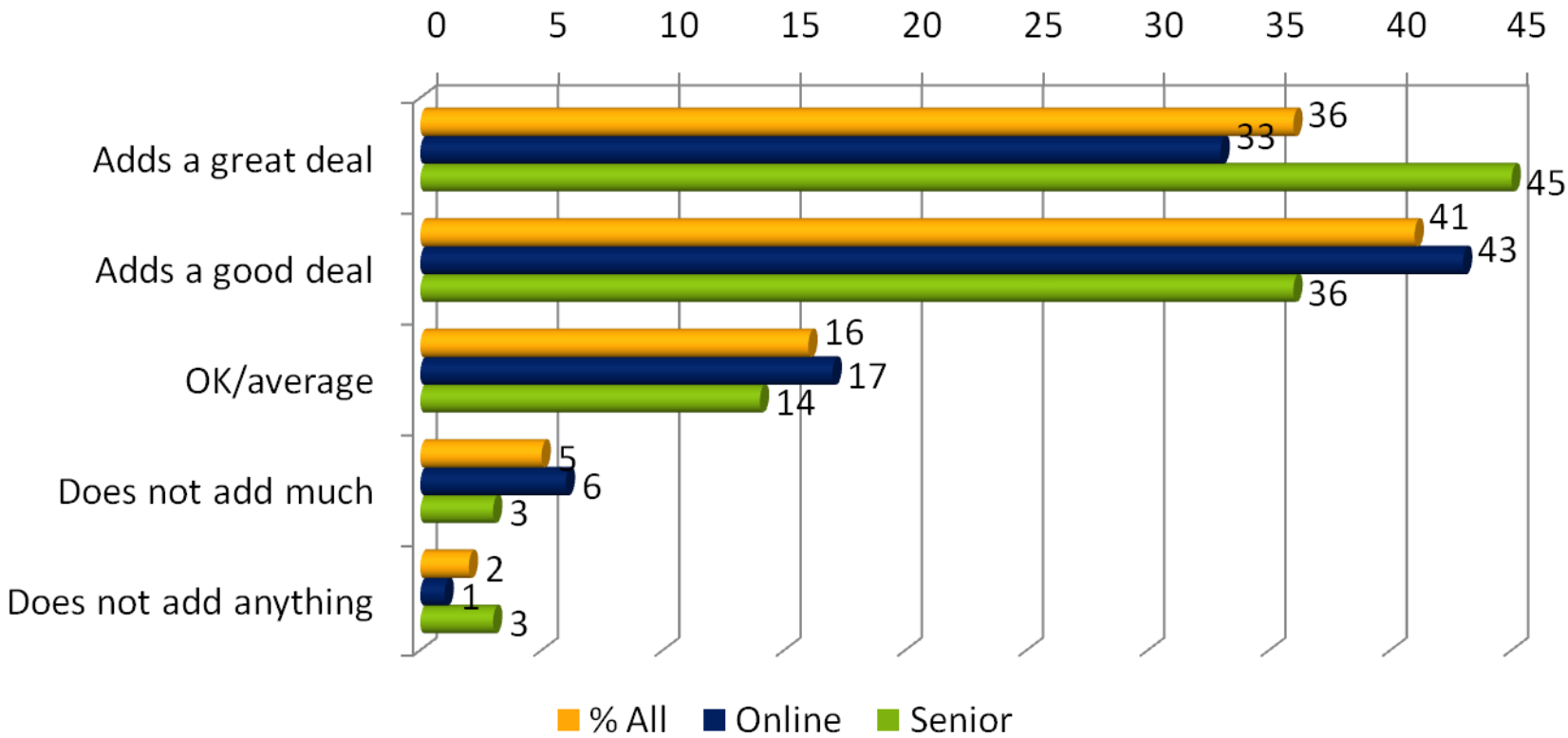
Q. Do you agree with the principle of joined up working at a North East level to share expertise and pool resources as appropriate?



Base: All stakeholders n = (126)

Working together: Two in three think Fresh adds a good/great deal of value

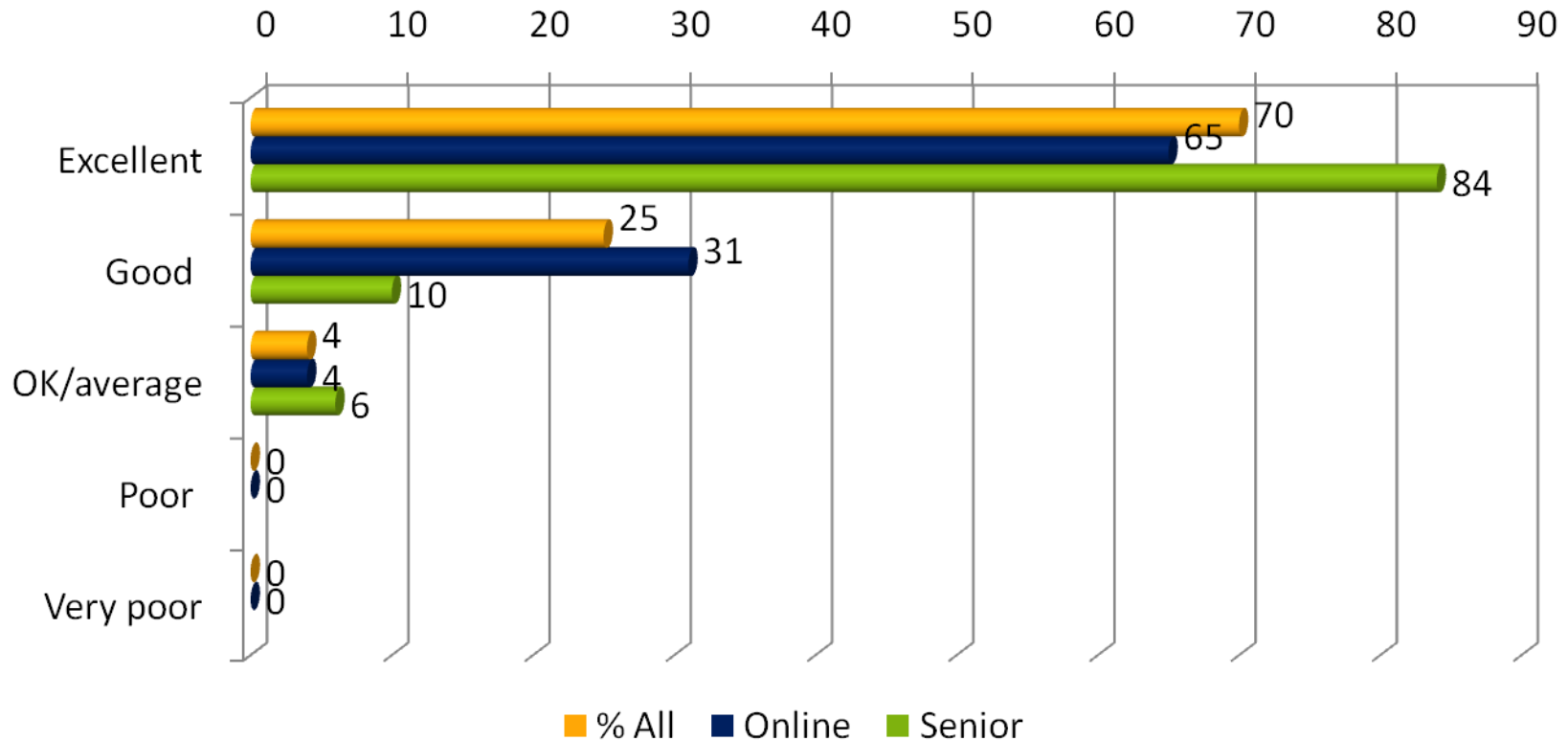
Q. How much value do you think Fresh adds to your work?



Base: All stakeholders n = (126)

Fresh impact: Seven in ten rate Fresh's contribution as excellent

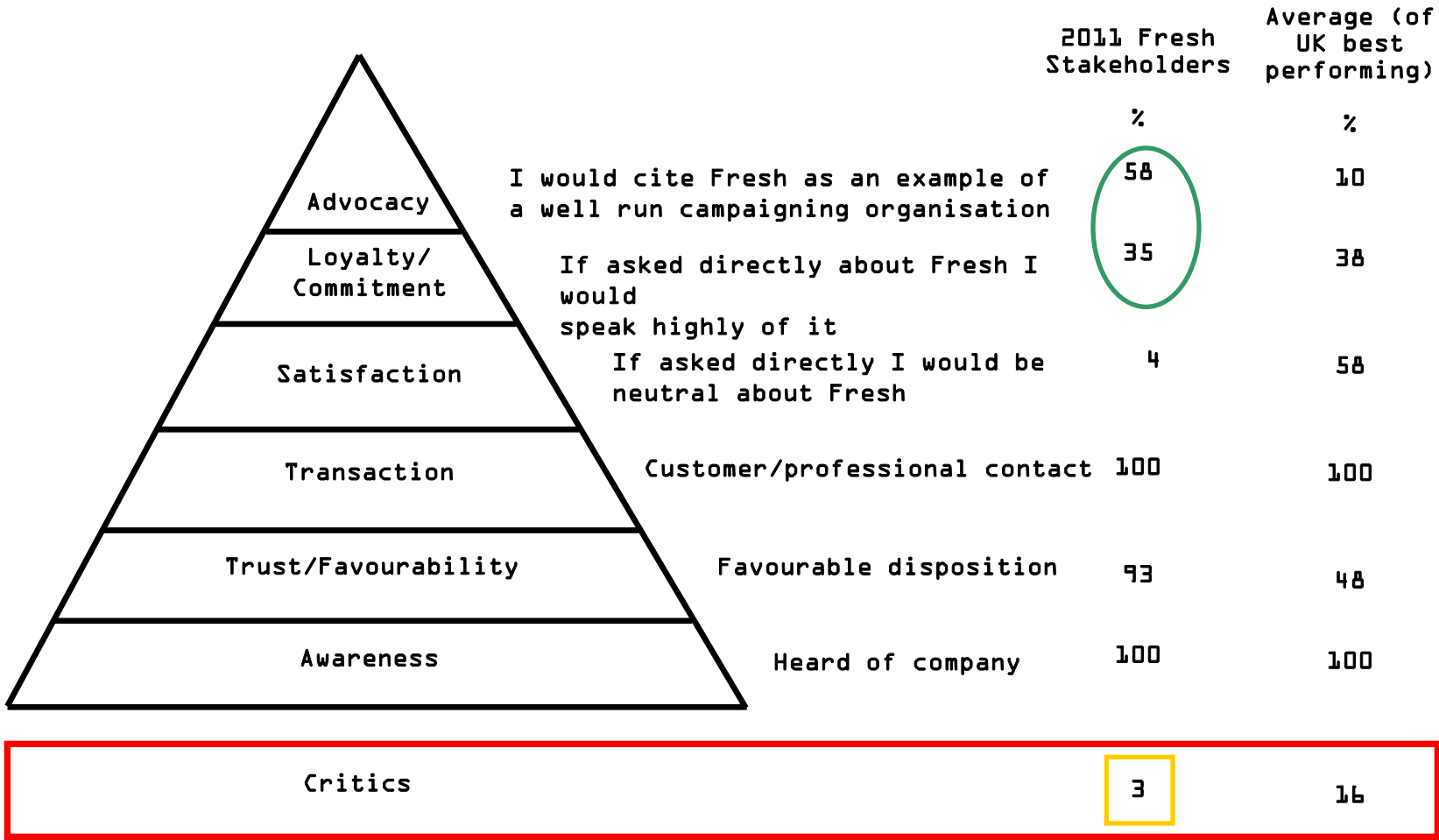
Q. How would you rate Fresh's contribution to addressing tobacco issues in the North East?



Base: All stakeholders n = (126)

Fresh impact:

Brand excellence model: Fresh outperforming the best



Base: All respondents n = (126)

Fresh impact:

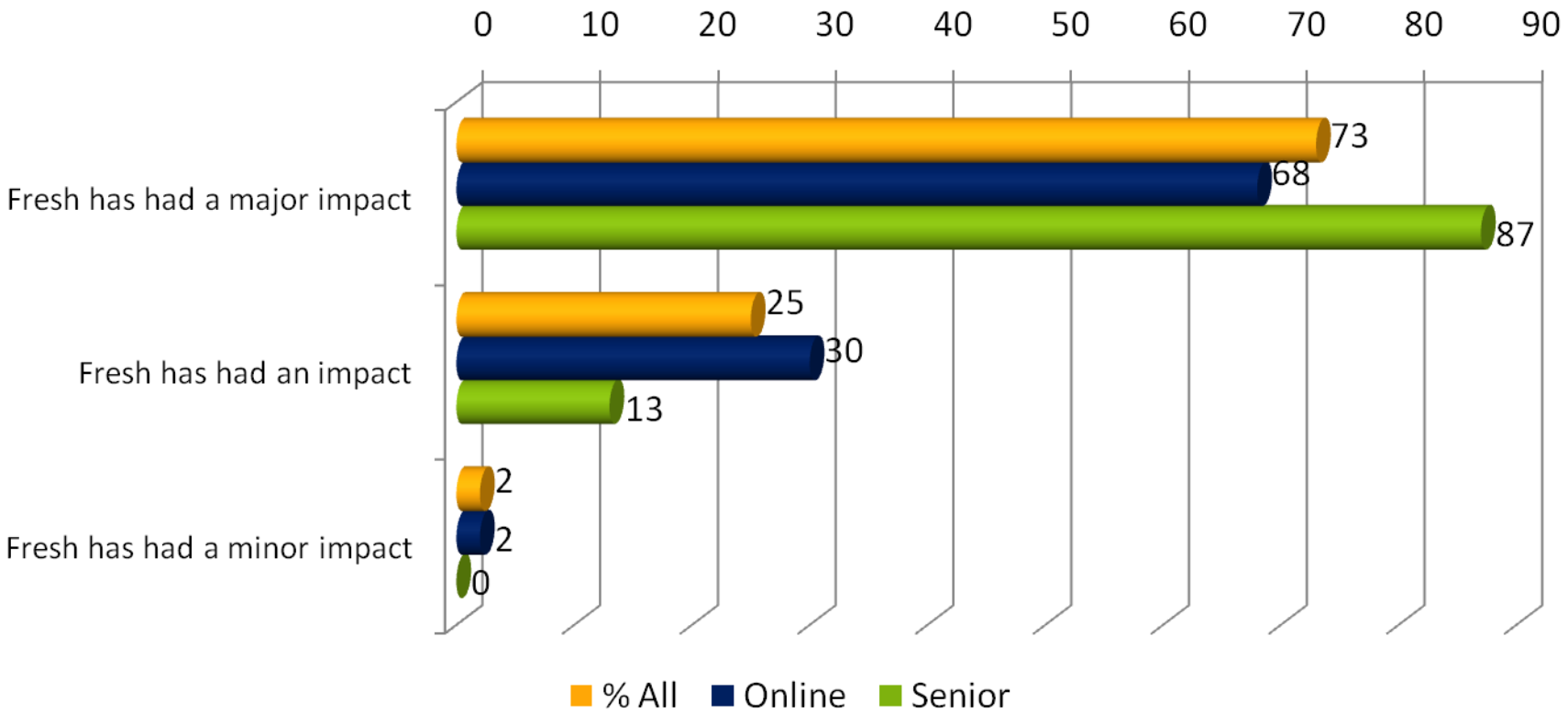
Brand excellence model: Fresh improving vs 2008 results

		2011 Fresh Stakeholders	2008 Fresh Stakeholders	Variance 2011 vs 2008 Fresh Stakeholders
		%	%	%
	Advocacy	58	35	+23
	Loyalty/Commitment	35	44	+9
	Satisfaction	4	9	-5
	Transaction	100	100	100
	Trust/Favourability	97	91	+6
	Awareness	100	100	100
	Critics	3	0	+3

Base: All respondents n = (126)

Fresh impact:
Fresh recognised as a huge contributor to NE tobacco
activities communication and co-ordination

Q. In your view how much has the creation of Fresh contributed to the positive results of communication and co-ordination of tobacco control activities in the North East?



Base: All stakeholders n = (126)

Communications:
Fresh communications are highly regarded

Q. How do you rate the access to, and information you get from, Fresh?

Communication tool	Excellent/good %	OK/average %	Poor/very poor %	Don't know %
Via regular meetings	81	11	1	6
Via regular communications	89	7	1	2
By phone	65	14	0	21
Via the Fresh website	75	16	3	6

Base: All online respondents n = (95)

Communications:

Fresh activities and profile are highly regarded

Q. How would you rate Fresh for: Please rate each statement.

Programme element	Excellent/good %	Poor/very poor %
Raising awareness of the cost and impact of tobacco to the North East	93	1
Lobbying campaigns eg. Point of sale	90	2
Marketing campaigns eg. Get some answers, Take 7 steps	88	2
Raising the issue of responsible retailing around tobacco	87	1
Visibility in the region	87	2
Changing attitudes and behaviour in the North East towards tobacco	86	1
Creating debate around 'turning off the tap' of smokers and suggesting strategies to prevent the uptake of children smoking	86	3
Visibility in your local area	65	3

Base: All stakeholders n = (126)

**Fresh programme:
All areas of activity highly regarded**

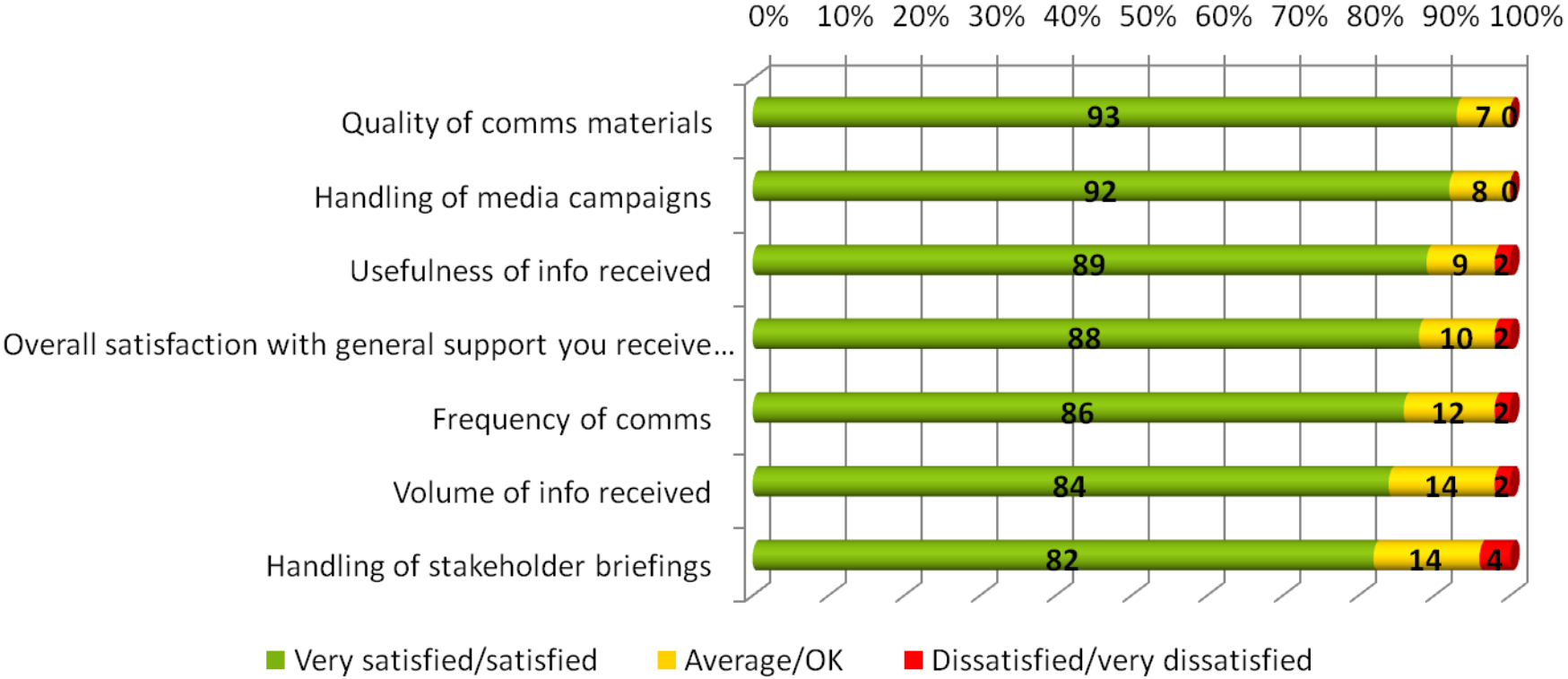
Q. Which parts of the Fresh programme do you value most? Please rate each statement

Base: All stakeholders n = (1

Programme element	Value most %	Value %	Value least %	Of no interest %
Sharing the evidence base around tobacco control through briefings, training sessions, surveys and research, hosting practice sharing events and conferences	54	43	2	1
Developing and delivering media and social marketing campaigns, communications support and resources	49	50	2	0
The North of England Tackling Illicit Tobacco for Better Health Programme	43	47	6	4
Strategic support and practical guidance to local tobacco alliances on tobacco control delivery and facilitating the Smoke Free North East network	31	60	8	1
The Smokefree Families Programme	24	62	6	7
Strategic support and practical guidance to commissioners around smoking cessation issues	23	51	18	9
Strategic support and practical guidance to smoking cessation service providers	22	59	13	6

Communications: Fresh communications are very highly regarded

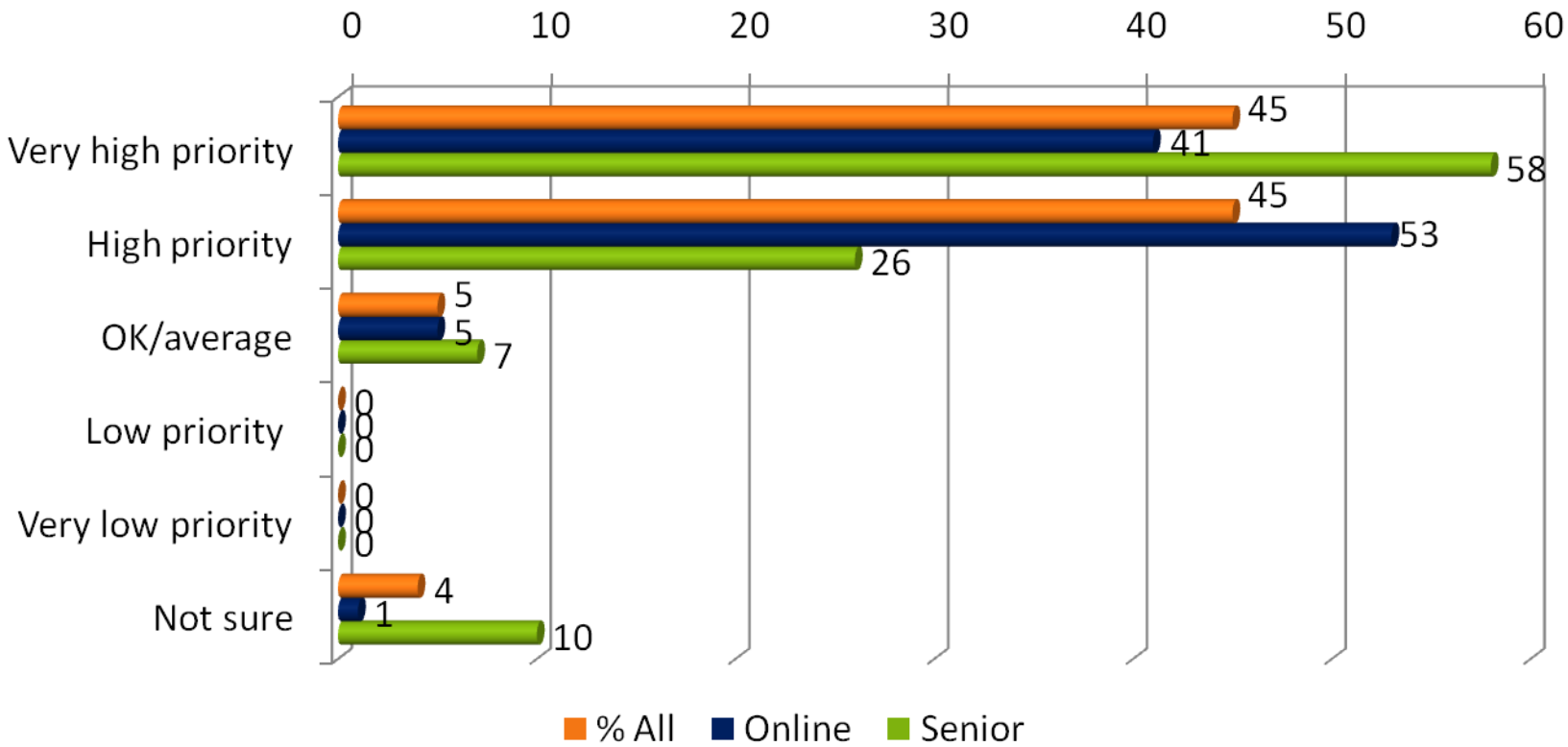
Q. Can you rate your satisfaction with the following from Fresh?



Base: All stakeholders n = (126)

The Future: Majority believe tobacco will have a high priority in future

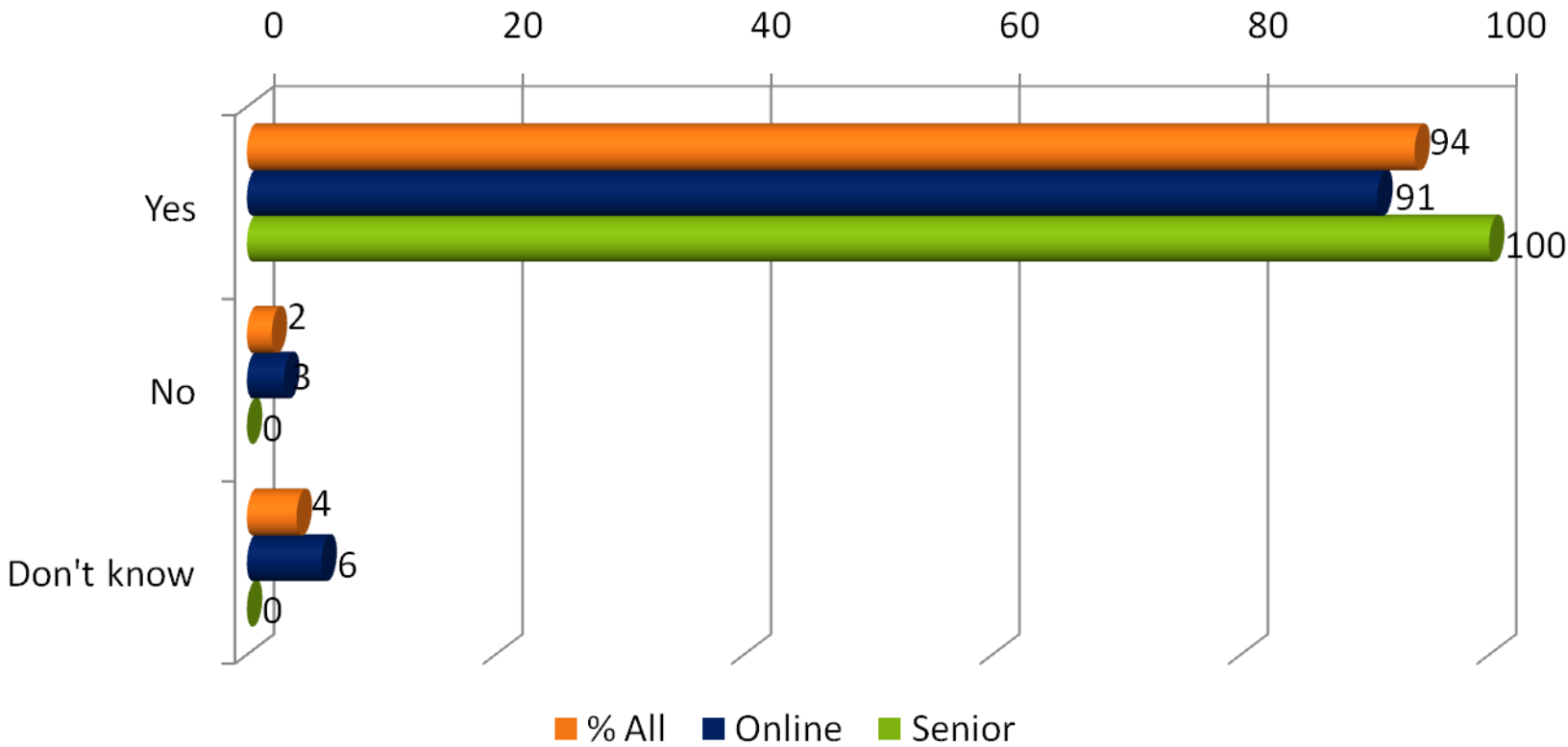
Q. How high a priority do you feel that tobacco will have in future in the North East?



Base: All stakeholders n = (126)

The Future: Over nine in ten think there is a North East role in future

Q. Do you think there is a role for tobacco related activity at a North East level in future?



Base: All stakeholders n = (126)

The Future: Fresh's role more mass media, advocacy, running regional programmes, events and resources

Q. What do you think the role would involve? Tick all that apply

Programme element	All stakeholders%	Senior stakeholders %
Mass media campaigns	95	100
Advocacy/lobbying	93	100
Running regional programmes (eg. NoE Tackling Illicit Tobacco for Better Health Programme)	82	97
Events	81	94
Toolkits/resources	80	100
Providing support to GPs/commissioning consortia	78	90
Training	76	90
Providing support to Health and Wellbeing boards	75	87
Data reports/evaluations	68	97

Base: All stakeholders n = (126)



THANK YOU!