

Getting household smokers (those living with another smoker) to quit or support someone in their household to quit

Behaviours we wanted to understand and seek to target

1- household smoker quitting and 2- household smoker supporting someone in their household to quit

Behaviours defined in detail

Behaviour 1: Quit using smoking cessation services

Who – Household member who smokes and lives with another smoker...

What – ... to access smoking cessation services (and set a quit date)...

Where - ...

When - ...as soon as possible

How often - ...once...

With whom - ...regardless of the smoking habits and attitudes of any other smokers in the household...

Behaviour 2: Support someone to quit

Who – Household member of a potential quitter....

What – ...do not block (but actively support) decision to quit in a quitter in their household

Where - ...in the household and wherever they interact with the quitter

When - ...for the duration of their quit attempt...

How often - ...once

With whom - ...with their household member...

Key insight findings summaries – We spoke to 11 household smokers and this is what they said

Behaviour 1 – quitting themselves

Key finding 1: There are a small number of near universal barriers to household smokers quitting

Addiction and a lack of willpower are the key barriers and were mentioned by almost every smoker we spoke to. Overcoming these barriers is key to any intervention and these issues may also provide the right 'hook' to attract household smokers to the intervention.

Key finding 2: Despite potentially benefiting from a cessation service, household smokers seem unlikely to use one

Household smokers do seem open to trying to quit and most have tried a number of other options rather than a cessation service but found them not to work. There was low awareness and little evidence they would try smoking cessation services but rather would go 'cold turkey'.

Behaviour 2 – supporting someone in their household to quit

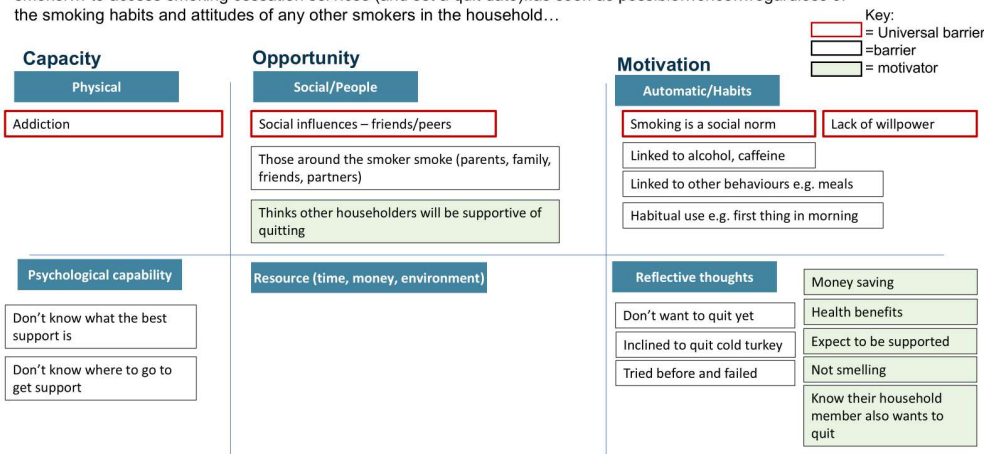
Key finding 3: Lack of knowledge in how to support someone to quit is the key barrier

Almost every household smoker we spoke to was motivated to support the person they live with quit, but knowledge of what to do, beyond providing moral support, was limited.

Key finding 4: Type of relationship matters when considering supporting someone to quit

Parent/Child relationships have the highest motivation to support quitting, partners think they have more influence when supporting their partner to quit.

COM-B barriers to target behaviour 1 – Household member who smokes and lives with another smoker... to access smoking cessation services (and set a quit date)...as soon as possible...once...regardless of the smoking habits and attitudes of any other smokers in the household...



Reflections:

- Picking the target audience was harder than we thought it would be
- We learned how to use insights in behaviour change
- The influence between householders on smoking was stronger with more passion involved than thought
- Our mix of participants and our different backgrounds worked well

How might we use it:

- Multiple marketing angles
- Changing services i.e. trying different interventions with this audiences
- Seeing smokers not just as individuals but part of wider families / smoking

Behaviour 1 – quitting themselves

Social marketing angle – **Social proof** – real stories of smokers who have overcome addiction or willpower issues with a cessation service

Social marketing angle – **Demistify** – Show what happens when you enter a cessation service and how they help you with addiction and willpower challenges

Intervention – **CBT based approach** – offer a cognitive behavioural therapy option for smoking cessation

Behaviour 2 – supporting someone in their household to quit

Social marketing angle – **Educate** – How best to support someone you love to quit smoking

Social marketing angle - **Social proof** - Successful supporters of quit tell their story/show how

Intervention - **Enablement**- Support the supporter (cessation services allowed to help those supporting family member quitters)

Team members:

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Next steps:



The team will meet up to take these interventions forward.