



mediareach  
advertising

# DOH Case Study

Include in presentations to  
clients/new business to MRA is a  
result oriented agency

# Background

- High ratio of tobacco consumption amongst Pakistani and Bangladeshi communities in the UK
- Higher instance of heart disease, strokes, high blood pressure and related diseases amongst the South Asian communities
- These communities exposed to higher risk of smoking related diseases

(source: COI research)

# The Product/Service

- NHS Asian Tobacco Helpline in South Asian languages - Hindi, Bengali, Gujarati, Punjabi, Urdu - to provide information, advice and support on giving up tobacco

# The Problem

- High instance of smoking and tobacco related heart diseases and cancer amongst the South Asian community
- Lack of awareness, knowledge and ignorance about tobacco related health risks
- Low levels of English literacy among the 1st and 2nd generation South Asians
- Low comprehension & assimilation of mainstream communication
- High consumption of own media and high dependency on own language, therefore hard to reach through mainstream channels
- Chewing tobacco is considered part of tradition amongst Bangladeshi women, therefore strong barriers against giving up.

# Target Audience

- South Asians - 1st and 2nd generations - 40+
  - Bangladeshi males (smokers)
  - Bangladeshi females (tobacco paan chewers)
  - Pakistani
  - Indians (Gujarati /Punjabi)

# The Task

- Reduce tobacco consumption amongst the TA
- Increase and spread awareness about the health risks associated with tobacco use
- Raise awareness about support available, tips on giving up and smoking cessation aids
- Drive call to action
- Generate more calls to helplines
- Encourage TA to give up tobacco consumption

# The Strategy

- Use of emotional triggers like guilt, fear, shock to deliver the message with impact
- Use language to effectively communicate the message
- Adapt the campaign during festive and religious periods to further strengthen the message and make it work harder
- Interact with target audience at grass root level through community events and organisations, and places of worship
- Garner support and endorse messages through key influencers within the community like religious / community leaders and celebrities
- Maximise PR opportunities through local media

# Creative

**NHS**

MUMMY SAID  
CIGARETTES  
TOOK **DADDY** AWAY...

...WHO IS  
**CIGARETTES?**

Smoking causes lung cancer, heart disease and **STROKE**

**TIP: Do some exercise when you feel like smoking**

Urdu 0800 169 0 881 Hindi 0800 169 0 883  
Punjabi 0800 169 0 882 Gujarati 0800 169 0 884  
Bengali 0800 169 0 885

Don't wait until it's too late...give up now

All lines open Tuesdays 1pm - 9pm

For more tips, advice and information on free nicotine replacement therapy (NRT) and local support groups, call the NHS Asian Tobacco Helpline or speak to your GP/pharmacist.

**NHS**

I ENJOYED CHEWING  
TOBACCO PANAN...

...BUT NOT THE **CANCER** IT GAVE ME

Tobacco panan causes throat cancer and **mouth ulcers**

**TIP: Try chewing free gum or dried fruits when you feel like chewing tobacco panan**

Urdu 0800 169 0 881 Hindi 0800 169 0 883  
Punjabi 0800 169 0 882 Gujarati 0800 169 0 884  
Bengali 0800 169 0 885

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## Maximising the impact of advertising

- During the period of Ramadan, the Islamic community abstain from food and luxuries. This is a time for sacrifice and was the ideal opportunity to target the Pakistani and Bangladeshi Muslims to give up tobacco.
- Sponsorship of Ramadan programmes on TV to deliver messages
- Outreach activity at community events where one to one communication was used to give advice and disseminate information.

# Creative

**NHS**

ALL MY PRAYERS THIS RAMADAN WON'T BRING DADDY BACK

Smoking causes heart disease, stroke and **LUNG CANCER**

**TIP: Count on prayer beads to help overcome nicotine cravings**

Urdu: **0800 169 0 881**  
Bengali: **0800 169 0 885**

All lines open Tuesdays 1pm - 9pm

Don't wait until it's too late... smoking kills. Give up this Ramadan

For more tips, advice and information on free nicotine replacement therapy (NRT) and local support groups, call the NHS Action Tobacco Helpline or speak to your GP/pharmacist.

**NHS**

LIGHT A DIYA THIS DIWALI NOT A CIGARETTE

Smoking causes heart disease, **LUNG CANCER** and stroke

**TIP: Eat dried fruits when you feel like smoking**

Urdu: **0800 169 0 883**  
Bengali: **0800 169 0 884**

All lines open Tuesdays 1pm - 9pm

Don't wait until it's too late... Smoking kills. Give up this Diwali

For more tips, advice and information on free nicotine replacement therapy (NRT) and local support groups, call the NHS Action Tobacco Helpline or speak to your GP/pharmacist.

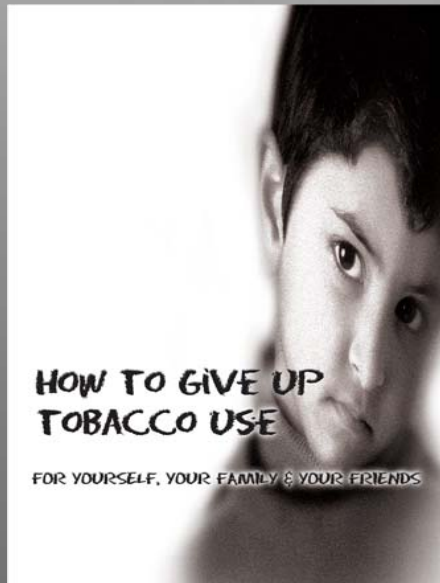
# New or creative media innovations & options

- Radio and television phone-in programmes created to give advice on giving up smoking and encouraging debate.
- The programmes featured a doctor, a community spokesperson and presenter, and listeners / viewers were encouraged to call in with queries

# Outreach

- Free henna painting was used to attract the hard to reach and inhibited Bangladeshi women to the stall at the mela. Once there, they were a captive audience and the advisors gave them the advice about chewing tobacco and its harmful side effects.
- Field staff who spoke the language helped to break down barriers and communicate the message effectively.
- Local stars performing at the mela endorsed the message to further influence the audience. This was used effectively for PR
- Sponsorship of Iftar at East London Mosque where the Imam included our message in his sermon.

# Outreach



**NHS**

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Bengali 0800 169 0 885

All lines are open Tuesdays 1pm-9pm

The NHS Asian Tobacco Helpline



# PR

- Local stars endorsing the message generated a lot of goodwill and publicity, with TV stations and press giving the campaign free coverage.
- The interactive outreach activities were also publicised by all media.
- Our relationship with the ethnic media also ensured that all press releases were published, and the campaign was given every support.
- The Iftar party at East London Mosque was supported by a media conference where DOH spokesperson and the Imam both endorsed the campaign

# RESULTS

- Total Demand (Open & Closed) between Aug '01 and Apr '02 was 7,767 calls to the service
- Total Demand during Ramadan was 2,809 calls showing receptiveness of community to messages at this time
- Free publicity and media coverage generated equivalent to approx £165,000
- **The campaign was lent credibility and support by ethnic media, celebrities and religious / community leaders that helped influence behavioural change in the target audience.**