

Evaluation protocol of the first *Moi(s) sans tabac* in France, a national and regional campaign against smoking

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Context

Smoking prevalence remains high in France (28,8% of French adults were daily smokers in 2015 [1]). In November 2016, Santé publique France, the French National Public Health Agency, launches a national campaign aiming at triggering quit attempts among smokers: "*Moi(s) sans tabac*". This campaign is inspired by the English '*Stoptober*', which generated 350,000 additional quit attempts in 2012 [2]. *Moi(s) sans tabac* sets smokers the objective of being smoke-free for one month. After this period, smokers are five times more likely to become permanent ex-smokers [3]. The campaign is based on the social contagion theory and the PRIME theory of motivation [4].

Description of the intervention

Moi(s) sans tabac is preceded by a mass media campaign in October (from 10th to 31st) encouraging people to participate collectively in the challenge and to register to a website. Once they are registered, smokers are directed to health professionals, a quitline and an interactive mobile phone-based coaching (app), and can order a self-help kit that contains a guide to prepare for cessation, a 30-day diary, a leaflet with breathing exercises, a sticker with nutritional advice to avoid weight gain, a wealth wheel and a badge. These kits are also available in pharmacies.

The theme of the campaign and some of its tools appear in a very famous French television series to enhance modeling strategy. The relatives and close relations of smokers are also prompted to support them in their quit attempt, which is emphasized in specific webseries.

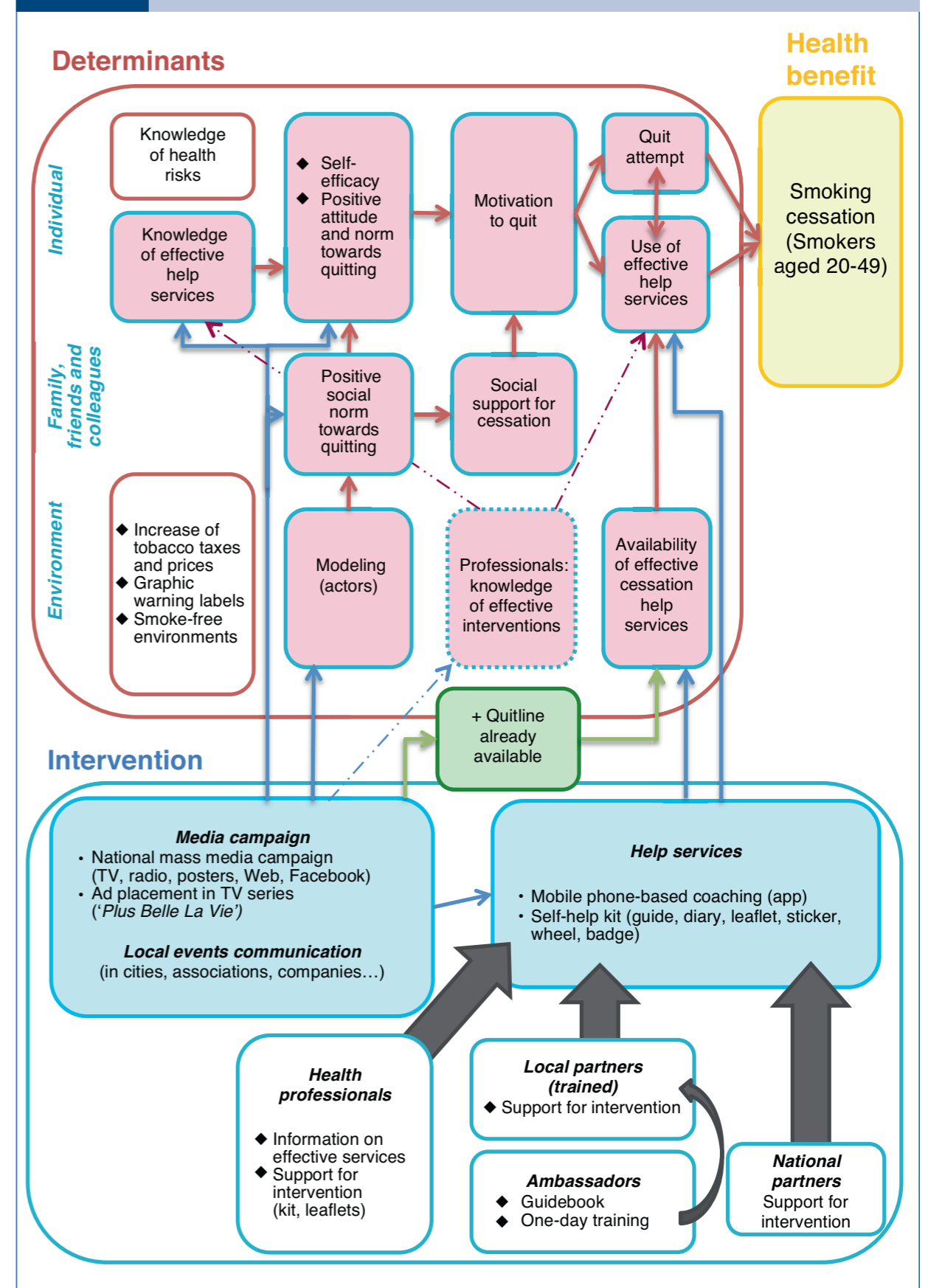
Health professionals were informed beforehand thanks to specific advertisements in professional press and websites and by mailing. Local actions to heighten public awareness, recruit smokers and help them quit smoking are encouraged. These actions can be implemented by health or social associations, public organizations, cities, as well as private firms towards their employees. The regional health agencies conduct public health policy in their regions. Project leaders, called "Ambassadors" were recruited in the 13 metropolitan French regions and in the overseas department of La Réunion to help regional health agencies disseminate *Moi(s) sans tabac*, coordinate local interventions, train and support stakeholders and complete a detailed reporting of all local interventions.

Evaluation

The evaluation of the project consists in a process evaluation and an effectiveness evaluation (figure 2). The main outcome for effectiveness is quit attempt in the last quarter of 2016. This time period enables to take into account potential postponement of smokers' quit attempts initially scheduled in October and anticipation of other ones scheduled in December. Quit attempts will be principally assessed thanks to the Health Barometer, a large random survey on about 25,000 people carried out between January and July 2017. The process indicators, that will be available soon after the intervention, will enable to improve the next edition of *Moi(s) sans tabac*. In particular, registration data and the use of help services (quitline, app, self-help kit) will be provided at a regional level.

Mass media campaign conducted in the context of comprehensive tobacco control programs can promote quitting [5]. This intervention, combined with other measures such as plain cigarette packaging that will be compulsory in France from January 2017, should help reduce tobacco smoking in France, following the general decreasing trend observed in other Western countries like England [6].

FIGURE 1 LOGIC MODEL OF THE INTERVENTION



References

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FIGURE 2 TIMELINE OF THE EVALUATION

