



EFFECTIVENESS OF *MOIS SANS TABAC*, A FRENCH NATIONAL AND REGIONAL CAMPAIGN AGAINST SMOKING

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INTRODUCTION

BRIEF DESCRIPTION OF *MOIS SANS TABAC*



- Intervention inspired by the British social marketing program *Stoptober*, which enabled to generate 350,000 additional smoking quit attempts for its first edition in October 2012 (Brown et al., 2014). It was set up in France **for the first time in 2016**.
- **Objective:** to encourage smokers to quit for 30 days in November (West & Stapleton, 2008)
- **Target:** smokers aged 20-49, with a focus on disadvantaged populations
- The intervention combines a national communication with provision of cessation help services (*Tabac info service* quitline, website and mobile application + a self-help kit) and local actions, in connection with the health regional agencies.
- The three stages of *Mois Sans Tabac* :
 - September: promotion to health professionals
 - October: mass-media campaign (TV, radio, posters in the street, internet...) to encourage smokers to attempt to quit and to register on a specific website (<https://mois-sans-tabac.tabac-info-service.fr/>)
 - November: support for smokers involved in quitting smoking

- **Effectiveness evaluation:** measure of the association between exposure to the campaign and quit attempts
- **Process evaluation**
 - At a national level*
 - Measure of the performance of the media campaign (notoriety, recall, intention to behavior change...)
 - Perceptions, barriers and motivations to participation among smokers
 - Perceptions towards the intervention, perceived impact on practices among general practitioners
 - At a regional level*
 - Activity data: Number of registrations on the website, use of Tabac info service cessation help services, orders of tools, number of partners
 - Description of actions implemented at a local level thanks to a database completed by regional ambassadors (<http://www.oscarsante.org/>)

PROCESS EVALUATION: MAIN RESULTS

- **180,113 French smokers registered online** for *Mois Sans Tabac* in 2016 (1.3% of all smokers)
- In October and November 2016, **the number of calls to the quitline doubled** compared to the same months in 2015 without any campaign (15,618 calls in 2016 compared to 6,956 in 2015)
- The new phone app numbered **66,613 accounts creations** at the end of November
- Notoriety: **74% of the population reported they had heard** about *Mois sans tabac* or seen its logo
- Smokers found this campaign particularly **incentive** to think about their tobacco consumption (55%) or to quit (38%), these levels being among the highest since 2004
- A **collective** initiative highly appreciated, but the feeling that the intervention does not go far enough in helping smokers **maintain abstinence**
- GPs considered that this intervention was interesting and should be repeated in the future, but they requested to have a **defined role** and to be better involved before the intervention.

EFFECTIVENESS EVALUATION METHODS

THE USE OF A LARGE REPRESENTATIVE SAMPLE



- The analysis is based on the 2017 Health Barometer (*Baromètre santé*), a KABP random survey representative of the population aged 18-75 living in metropolitan France
- 25,319 people interviewed by IPSOS institute between January, 5th - July, 18th, 2017
- Participation rate: 48.5%
- Population of interest: daily smokers at the launch of *Mois sans tabac* 2016, i.e. daily smokers in 2017 + former smokers who quit after October, 1st, 2016 (N=6,341)

OUTCOMES, EXPOSURE VARIABLES AND STATISTICAL ANALYSES

- Outcomes:
 - **Quit attempt (QA)** for at least 24 hours, 7 days, 30 days during the last quarter of 2016
 - **Cessation** at the time of the interview in 2017
 - Self-reported link with *Mois sans tabac*: “*Was the quit attempt you made during the last quarter of 2016 related to Mois sans tabac?*” / “*When you quit smoking in the last quarter of 2016, was it related to Mois sans tabac?*”
 - Use of cessation help services during the QA
- Variables of exposure to *Mois sans tabac*:
 - **Recall (Yes/No)**: “*In the last quarter of 2016, there was Mois sans tabac campaign. Did you hear about it, whether on TV, the radio, the internet, in the press or by another mean?*”
 - **Recall frequency**: “*How often did you see or hear Mois sans tabac campaign? 1- Several times a day; 2- Once a day; 3- Several times a week; 4-Once a week; 5-Less than once a week*”
- Measure of the association between exposure to the campaign and QA: logistic regressions, adjusted for gender, age, level of education, occupation and size of urban unit.

RESULTS

DESCRIPTIVE RESULTS

- 15.9% of smokers [14.9%-17.1%] made a QA in the last quarter of 2016, i.e. about **2 million people**,
- 18.4% of them [15.5%-21.3%], i.e. **380,000 people**, reported their QA was related to *Mois sans tabac*

- Among smokers who made a QA in the last quarter of 2016 :
 - 31% have been abstinent for at least 30 days [27%-34%]
 - 18% [15%-21%] reported they did not smoke anymore when they were interviewed in 2017
 - *No significant difference between the ones who reported their QA was related to Mois sans tabac and others*

- Smokers who made a QA in relation with *Mois sans tabac* **more often used an external assistance** (67 % vs 43 %).

- Cessation services most frequently used: e-cigarette (27%, no difference between both groups), NRTs (18%, 27% vs 16%), assistance from a health professional (10%, 19% vs 8%), *Tabac info service* website (9%, 22% vs 6%), self-help kit (5%, 18% vs 2%), mobile application (5%, 14% vs 3%).

FACTORS ASSOCIATED WITH RECALL OF *MOIS SANS TABAC*



- **Among daily smokers at the launch of *Mois sans tabac* 2016 :**
 - **Women** (87.7%) more frequently reported to be exposed than **men** (79.5%)
 - People aged **50 and more** (89.7%) more frequently reported to be exposed than **18-24** (78.4%) and **25-49** (81.0%)
 - **Workers** (83.7%) more often reported to be exposed than **unemployed people** (76.3%)
 - **Office workers/clericals** (85.9%) and **intermediate occupations** (87.3%) more frequently reported to be exposed than **farmers** (78.3%), **manual workers** (80.3%) or **professionals/managers** (82.8%)
 - The level of exposure decreases as the size of urban unit increases (from **rural areas** (88.6%) to **Paris urban area** (77.3%))
 - No difference according to the level of education
- **The associations remain in a logistic regression with all variables included**

ASSOCIATIONS BETWEEN RECALL OF *MOIS SANS TABAC*, QUIT ATTEMPTS AND CESSATION

Odds-ratios [95% IC] from logistic regressions adjusted for gender, age, education, occupation and size of urban unit (N=6081)

	QA 24 hours	QA 7 days	QA 30 days	Cessation in 2017
Recall (Yes vs No)	1.3 [1.1-1.6] **	1.6 [1.2-2.1] ***	2.0 [1.3-2.9] ***	2.4 [1.4-4.2] **
Recall frequency (ref=never)				
Less than weekly	1.0 [0.8-1.4]	1.3 [0.9-1.9]	1.7 [1.0-2.9] *	2.1 [1.1-4.2] *
Weekly	1.3 [1.1-1.7] *	1.6 [1.2-2.1] **	1.9 [1.2-2.9] **	2.3 [1.3-4.2] **
Daily	1.4 [1.1-1.8] **	1.8 [1.3-2.4] ***	2.1 [1.4-3.2] ***	2.5 [1.4-4.5] **

***: p<0.001; **: p<0.01; *: p<0.05

- Recall of *Mois sans tabac* was associated with QA in the last quarter of 2016 and with cessation in 2017, and odds-ratios increase with the frequency of exposure.

ASSOCIATIONS BETWEEN RECALL AND QA ACCORDING TO SOCIODEMOGRAPHIC VARIABLES



- Even if none of the interactions is statistically significant, the association between recall of the campaign and quit attempts in the last quarter of 2016 seems to be higher in:
 - Women (OR=1.6 [1.1-2.4]) than in men (OR=1.2 [0.9-1.5])
 - People aged 18-24 (OR=1.6 [1.0-2.7]) and 25-49 (OR=1.3 [1.0-1.7]) than in 50 years-old and more (OR=1.1 [0.7-1.8])
 - Less than high school education (OR=1.6 [1.2-2.3]) than high school completed (OR=1.1 [0.7-1.6]) or college graduate (OR=1.2 [0.9-1.7])
 - Unemployed people (OR=1.8 [1.1-3.2]) than employed ones (OR=1.2 [1.0-1.6])
 - Office workers / clericals (OR=1.6 [1.0-2.6])

STRENGTHS

- The analysis is based on a large random sample representative of the French population
- In the analysis of exposed vs non-exposed smokers, considering the whole last quarter of 2016 enabled to take into account potential postponement of smokers' quit attempts initially scheduled in October and anticipation of other ones scheduled in December, due to the timing of the campaign.

LIMITATIONS

- Exposure variables based on declarative data
- Retrospective study / memory bias
- Residual confounding factors in the relation between exposure and QA
- Statistical power quite limited to test interactions with demographic and socio-economic characteristics

CONCLUSIONS AND FUTURE RESEARCH

- The first edition of *Mois sans tabac* was successful in **triggering quit attempts** among smokers, and may be effective in longer-term cessation
- The dose-response association between recall frequency and quit attempts *suggests* a causal relationship
- Use of external assistance was more frequent among smokers who attributed their quit attempt to *Mois sans tabac*: an encouraging result as these services increase the chances of success
- No sign of an increase in social inequalities due to the campaign

- Future research: follow-up of respondents to the 2017 Health Barometer who attempted to quit smoking during *Mois sans tabac* 2016
 - Fieldwork: February, 7th to July, 19th, 2018
 - Number of respondents: N=1372
 - Response rate: 70%

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THANKS FOR YOUR ATTENTION