

# Effectiveness of *Mois sans tabac* 2016, a French social marketing campaign against smoking

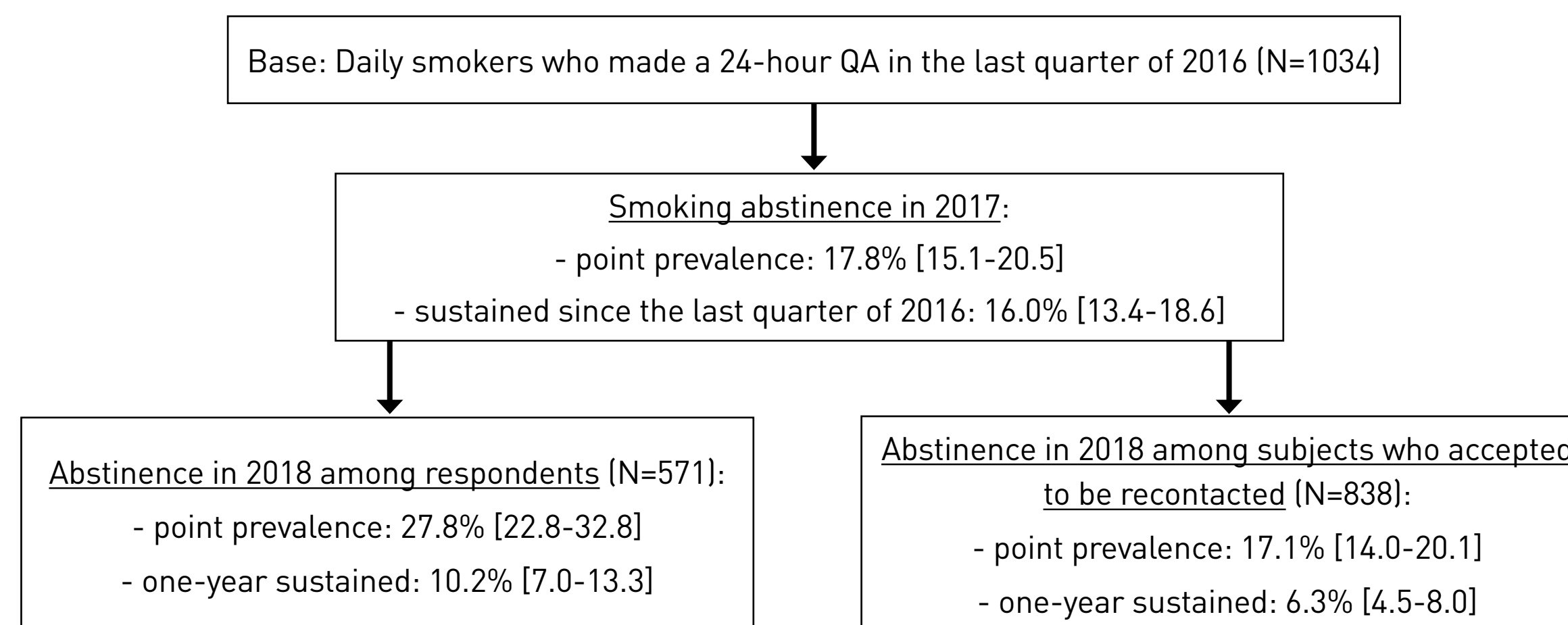
## MAIN MESSAGES

- The first version of *Mois Sans Tabac* (a *Month Without Smoking*) was successful in **triggering quit attempts** among smokers.
- Smokers who made a quit attempt in relation with *Mois sans tabac* more frequently reported using an **external assistance**.
- **One-year sustained smoking abstinence rate (6% to 10%) was two-fold higher** than the ones usually observed for quit attempts without any assistance (3% to 5%).

## BACKGROUND

- In October 2016, Santé publique France launched a **social marketing campaign** aiming at triggering quit attempts among smokers: "*Mois sans tabac*", inspired by the English 'Stoptober'.
- This campaign sets smokers the objective of **being smokefree for one month** in November.
- National **mass-media communication** (TV, radio, press, posters in the street, internet, social networks) with provision of **cessation help services** (quitline, website, mobile application, self-help kit) and **local actions**, in connection with the health regional agencies.

Figure | Follow-up of daily smokers who made a QA in the last quarter of 2016



## METHODS

- The **2017 Health Barometer**, a random survey representative of the 18-75 years-old population living in metropolitan France conducted between January and July 2017.
- Participation rate: 48.5%
- Subsample of analysis: 6,341 daily smokers at the launching of *Mois sans tabac*.

## RESULTS

- 15.9% [14.9-17.1] of smokers reported making a 24-hour QA in the last quarter of 2016
- 18.4% [15.5-21.3] of them reported that it was **related to *Mois sans tabac***, which represents approximately **380,000 QA** [310,000-440,000]
- 31% [27%-34%] have been abstinent for at least 30 days.
- The **use of an external assistance**, mainly e-cigarette and NRTs, was higher in smokers who made a QA related with *Mois sans tabac* than in others (67% vs 43%).
- Recall of *Mois sans tabac* was associated with QA in the last quarter of 2016 [aOR=1.3 [1.1-1.6]] and with cessation in 2017 [aOR=2.4 [1.4-4.2]]
- A **dose-response** relationship: ORs for QA increased with frequency of exposure (less than weekly: aOR=1.0 [0.8-1.4]; weekly: aOR=1.3 [1.1-1.7]; daily: aOR=1.4 [1.1-1.8]) and number of information channels [aOR=1.10 [1.04-1.16] for each unit].

- Multivariate logistic regressions to test the **association between recall of the campaign and quit attempts** (QA) in the last quarter of 2016, adjusted for sociodemographic confounders.
- **One-year follow-up** of smokers who made a QA (N=1,034): 571 respondents among 838 who accepted to be recontacted (January to July 2018). Two analyses: among respondents and among subjects who accepted to be recontacted by considering non-respondents as smokers.