

Case Study: NHS Borders

**With our help,
NHS Borders are helping
people to quit smoking
for good.**



The Brief

NHS Borders' Smoking Cessation Service approached us to help create a new identity to promote their service, and a suite of communication materials aimed at informing and inspiring smokers who would like to quit about the supported stop smoking groups, nicotine replacement therapy, and advice that is relaxed, informal, and free. It was important that the message was relevant to smokers who are contemplating or trying to stop smoking, focusing on five groups – smokers in general, pregnant women, young people aged 13 to 16 years old, people with stress in their lives that might hinder cessation, and promoting smoke-free homes.

The Solution

Using detailed market research about smoking cessation services across the UK and the rest of the world, and the effectiveness of advertising and media messages about stopping smoking, we worked up an identity around the types of message that work. One aspect was that many people try to stop smoking on several occasions before succeeding, and this was the inspiration for the identity Quit4Good. The identity and the associated campaign were then applied across a range of materials in order to signpost the existence of the NHS Borders' Smoking Cessation Service and drive referrals.

The Outcome

By splitting the core message into more specific information for the target groups, we have produced four leaflets, each offering tips and advice as well as promoting the service offerings and points of contact. In addition, targeted posters and flyers for specific outlets such as doctors' surgeries support the promotion of the services available and give a call to action for further information. Business card sized prompts with service contact points were also developed for health specialist and community outlets. More collateral comes in the form of outdoor posters, bus backs, press ads, radio ads, lapel stickers, tent cards, fridge magnets, coasters, window stickers, tips sheets and certificates to support the ongoing process for the service user, and to indicate their success with the programme.

The Result

The communications plan for the next 12 months is nearing completion and the campaign is due to roll out very soon. Catriona Davies, Smoking Awareness Service Co-ordinator with NHS Borders, reports that her colleagues are very pleased with the new information materials they have to work with, and have relayed several positive comments from service users regarding the campaign as a whole.



**"I've been a smoker for years.
But things are different now
I'm going to be a mum."**
Jane Oliver, Peebles.



**You're 4 times more likely to stop smoking
with our FREE advice and support.**

Call 0844 811 8180 **Quit4Good** 

**"I always hid behind
promises to stop smoking.
But once I took control
I didn't need excuses
anymore."**
Robert Campbell, Denholm.



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**"When I try to stop smoking
my willpower doesn't last
long. What I need is
ongoing support."**
Elaine Williamson, Eldon.



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**"I didn't want them to
smoke too, so I've banned
cigarettes from my home."**
Mary Fitzpatrick, Hawick.



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We can help you.

With vast experience working with local authority and public sector bodies on health, social and educational awareness campaigns, at BRANDSavvy we are well placed to help you build a smoking cessation brand that will increase awareness and participation in your smoking cessation support services.

We know how important a memorable and consistent brand is when you are promoting lifestyle messages, and how a good brand can make a campaign resonate with your target audience, rather than pass them by. With our help, you'll stay visible in the minds of your service users and make an impact that leads to real change.

Contact us today to arrange your FREE branding workshop and prepare for branding success.

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