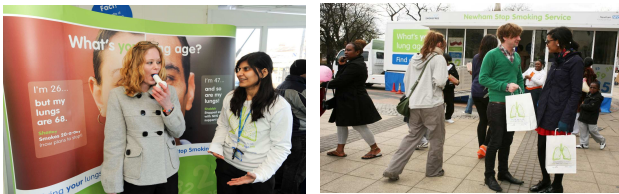


## Case Study

# PCT asks its residents ... what's your lung age?



### Testimonial

"We are delighted with the results of our mobile campaign. This direct approach helped us to engage with hard-to-reach groups and to encourage more people to take advantage of our comprehensive Stop Smoking service."

**Liz Hughes, Stop Smoking Programme Manager for NHS Newham**

### Public reaction

"Only popped in to check my lung age, ended up completing the 12 week programme, the support was first class"

### Campaign Objectives

- Raise awareness of the dangers of smoking to an ethnically diverse community
- Engage face-to-face non-confrontationally with smokers
- Sign up 400 quitters during the 12-week campaign
- Provide a weekly support service to those committed to quit

### Our Response

EMS provided a colourful exhibition unit that enabled the PCT to deliver support and information directly into the heart of their community. The 12-week campaign launched in January and visited 7 locations throughout the borough - including supermarket car parks and a local market. Each location was somewhere people visited on a regular basis.

### Delivering the Campaign

- Attention grabbing lung age testing was carried out on board the unit
- A multi-lingual smoking support team organised by EMS accompanied the tour to engage with the 62% ethnic minority residents
- An interactive touch-screen display was used, offering a short, informative quiz for casual visitors and weekly motivational support for registered 'quitters' (accessed via personalised swipe cards)
- Two DVD stations provided information about the different ways to stop smoking and were translated into 4 languages (English, Bengali, Polish and Urdu)

Roadshow Visitors	Lung Age Tests	Set Quit Date
6,339	5,136	840

### At a glance...

#### Campaign

Newham Lung Age

#### Dates

12 week campaign (70 show days)  
7 locations

#### Client

NHS Newham

#### Vehicle

Enterprise

### Results

- The 'Newham Lung Age' Roadshow delivered a multi-cultural campaign, offering one-to-one support and advice across one of the most ethnically diverse and deprived areas of London.
- 1 in 6 people lung age tested committed to quit
- Successfully used a roadshow campaign to engage face-to-face with smokers in a non-confrontational way; encouraging on average 12 people per show day to sign up to quit

**Targeted experiences, impeccably delivered**