

1 in every 2 smokers will die of a tobacco related disease

Can you live with that? QUIT

Cawley Nea \ TBWA (Creative agency) with MediaVest (Media agency)

Introduction & Background

Tobacco, as far as we know, is the only product on sale today in Ireland that will go on to kill half of all its users.

Every year, approximately 6,500 mothers, fathers, brothers, sisters and friends will die in this country, directly because of smoking¹.

While it is impossible to put a price on this loss, we can put a price on what smoking costs the Irish health system. Data from the World Health Organisation (WHO) says that in developed countries, between 5-15% of the total health budget is spent on treating tobacco related diseases – in Ireland, this amounts to between 1 and 2 billion euro every year. Minister of State for Health Róisín Shortall recently warned it will cost the health service more than *€23 billion over the next decade if there is no progress in cutting the numbers who smoke. In lost productivity terms alone it is estimated to cost €1 million euro a day.

Therefore, increasing the numbers of people who quit smoking is a financial imperative not just for the strained Health Service in Ireland but also the increasingly stressed and stretched taxpayer.

This is a story about smoking and the well-trodden path of attempting to stop people killing themselves from a habit that is so firmly entrenched amongst most societies. One can confidently say when you are dealing with death there is rarely a good outcome. However, we will show, that while Advertising is only ever one aspect of communications, in this case a new campaign from the HSE managed to show not just immediate effects but sustained.

We will show that irrespective of the wealth of already existing communications available, a completely fresh take on quit smoking was developed in this market, resulting in record numbers of smokers quitting this deadly habit.

Success was vital for the HSE Social Marketing Working Group on Tobacco for obvious reasons. However, it had an added pressure and need to succeed in 2011, with the tightening of the health budget and the constant endeavor to reduce costs, any future funding for the following years would be dependent on the results of this campaign. The Working Group on Tobacco would have to prove with hard figures that our campaign was effective.

Our campaign aimed to get into the mindset of the smoker and not use fear or disgust in the internationally recommended way.

¹ Source: *Irish Times and Irish Heart Foundation 2012.

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Awards

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O₂ media

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Business Objectives

The HSE Social Marketing Working Group on Tobacco set a target of a 10% increase in quit attempts by benchmarking against results and uplifts achieved from previous Smoking Cessation campaigns. In particular we were tasked with bringing about a 10% uplift year on year with the 2010 campaign (adapted from the UK).

N.B. We focus on 'quit attempts' rather than quits, simply because this is a purer metric of which we have actual data to compare. We can measure quit attempts accurately by evaluating the number of HSE quit plans signed up to by quitters.

Marketing Objectives

We had three very clear marketing objectives:

- ▶ Encourage smokers to make a quit attempt
- ▶ Encourage smokers to try again if the first attempt fails
- ▶ Provide and promote supports for smokers to help them in their attempts to quit

Communications Objectives

Our communications objectives were very simple:

- ▶ Tell smokers WHY to Quit
- ▶ Show them HOW to Quit
- ▶ Encourage them to Quit NOW not later

Measuring Success

Using the numbers of people who seek out HSE support services as a marker of the total number of quit attempts in the population, a 10% increase was targeted for the first 12 months of the campaign.

Further Measures included in the target were:

- ▶ Visits to quit.ie
- ▶ Sign-ups to online Quit plan
- ▶ Calls to National Smokers Quit-line
- ▶ HSE Smoking Cessation Referrals

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The Task

Getting smokers to quit is notoriously difficult. Smoking supersedes logic. It is not unknown for certain smokers after been diagnosed with lung cancer, to immediately leave his/her family in the waiting room to go out and have a cigarette.

We now know nicotine is as addictive as heroin². Its many hooks go deep, involving complex physical, physiological and psychological mechanisms that drive and maintain smoking behaviour.

Smokers will reject negative messages in order to protect themselves from having to face up, do something about it and quit, which is classic Protection Motivation Theory.

The hardened smokers

In accordance with the best practice WHO International Quit Smoking Toolkit, the HSE became more targeted as to which type of smokers we were to aim our communications at. In order to make the maximum health impact it was decided to focus specifically on the largest cohort of smokers, yet also the group who make the least number of quit attempts.

In short, we were now tasked with achieving a 10% increase year on year while communicating to the toughest audience of smokers, not the lowest hanging fruit. Yet apart from that, focusing on this audience also threw up some strategic, demographic and cultural barriers. The 2010 HSE campaign (adapted from the UK) centered on the emotional harm that smokers cause their children in the here and now. It is an effective strategy (as the UK IPA paper has shown), but is predominantly aimed at parents. Smokers who do not have children tend to claim that they will quit in the future, when they have kids etc.

Reversing a declining trend

The target of a 10% increase in quit attempts was all the more difficult when we realized that the number of quit attempts was actually in decline over the past two years.

- ▶ From 1st June 2009- 31st May 2010= 5,072 quit plans
- ▶ From 1st June 2010 to 31st May 2011= 4,463 quit plans.
- ▶ There had been a decline of -13% year on year, and we were tasked with turning around this declining trend and delivering a 10% increase on the 2010/2011 figures.

²Source: As addictive as heroin – C. Everett Koop

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The Strategy

We carried out two waves of qualitative research into our specific target audience. Firstly to test the deep-rooted levels of addiction that were expressed to us by the HSE relating to this audience, and secondly, assess which potential propositions might resonate.

It became clear that smoking amongst this audience was one of generational expectancy i.e. generally there was no real active discouragement of smoking from elders or any systematic tradition of warnings against its imminent dangers. It was an expected social norm, conditioned into neighbourhoods and families and passed on from mother to daughter, father to son etc.

We were amazed at the inordinate number of 90 yr old smoking grannies mentioned amongst our focus group respondents;

'My granny smoked all her life and she lived til she was 90'.

'My friend's granny lived til she was 90, and she smoked like a chimney'.

Even the prevalent economic factors seemed to have little effect amongst this group 'Even if a pack of fags went to twenty quid, there are many things I'd sacrifice before them.'

When looking at their media consumption they were more escapist in choice of programming and more likely to gamble than different socio-demographic groups.

We spent 6 weeks going through all the international case studies, papers and campaigns in order to isolate 6 propositional platforms that we felt might trigger a reaction with this audience.

- ▶ Procrastination - It's always a problem for tomorrow not today. There's always a 'valid reason' for not quitting- there's always a way out.
- ▶ Gamble: You have a 1 in 2 risk of getting killed. 1 in 2 smokers will die from a tobacco related disease.
- ▶ Immediacy - Smokers want the benefits from quitting (or the harmful effects from not quitting) to be immediately evident. Otherwise, why bother?
- ▶ Personality Traits - The physiological effects of smoking can lead to behavioural patterns and mood changes (e.g. from tense, fidgety to calm...).
- ▶ I'm not a lifer - Most smokers don't see themselves as life smokers. They are all going to quit 'in the future'.
- ▶ Invincibility - Smokers have an almost superhuman ability to distance themselves from quit smoking messages- its never going to happen to them.

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The Strategy

The HSE ruled out proposition 4) 'Personality traits' feeling that it could prove alienating and that under no circumstances should any campaign disparage an audience. We therefore tested 5 platforms in 3 qualitative groups amongst 25-39 yr old C2DEs. There was one clear winner:

'1 in 2 smokers will die from a tobacco related disease'.

The reactions from our groups were palpable. The silence it created on first mention was probably the most telling sign that a chord had been struck. For this reason, it became our central message overnight and the one that would be the focus for both creative and media agency alike.

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POTENTIAL AREAS TO EXPLORE

- 1. PROCRASTINATION
- 2. GAMBLE
- 3. IMMEDIACY
- 4. PERSONALITY TRAITS
- 5. I'M NOT A LIFER
- 6. INVINCIBILITY

INSIGHT DEVELOPMENT

- 1. ACADEMIC AND INTERNATIONAL BEST PRACTISE
 - ✓ ATTITUDES & BEHAVIOUR AROUND SMOKING AND QUITTING
 - ✓ INTERNATIONAL REVIEW OF CREATIVE WORK
 - ✓ DISTILLATION OF KEY LEARNINGS
- 2. HISTORIC QUAL & QUANT RESEARCH
 - ✓ ANALYSE PREVIOUS RESEARCH STUDIES
 - ✓ INSIGHT ON QUIT SMOKING & COMPS STRATEGIES
 - ✓ DISTILLATION OF KEY LEARNINGS
- 3. CO-CREATIVE WORKSHOPS
 - ✗ INVOLVED CONSUMER IN CREATIVE PROCESS
 - ✗ AD TESTING - 8 BENEFITS VS SCARE DISGUST
- 4. PROFILES X LIFESTAGE AND EVER QUIT
 - ✗ DEMOGRAPHIC, SOCIOGRAPHIC & LIFESTYLE PROFILES BY LIFESTAGE AND EVER QUIT
 - ✗ MEDIA HABITS AND INTERESTS INCL SUCCESSFUL ADVERTISING

PLANNING & CREATIVE SWAT

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The Idea & Communication Activity

"It's all been done before".

This is what the HSE told us when we first met with them to be briefed on a new Smoking Cessation Campaign.

And it seemed it had. Because smoking has been a problem endemic to most societies and countries for years, quit smoking campaigns have been developed by hundreds, maybe thousands of different governments and organisations. It seemed like every creative tack of challenging this age-old problem must surely have been taken. Smokers have been inundated with quit smoking messages and various strategies and so not surprisingly, our audience told us somewhat disdainfully in focus groups, "We've seen it all before".

Having determined that the existing international creative would not bring about a quit attempt amongst our now more targeted audience, we were under pressure to ensure that our homegrown, locally produced creative would.

Change of focus:

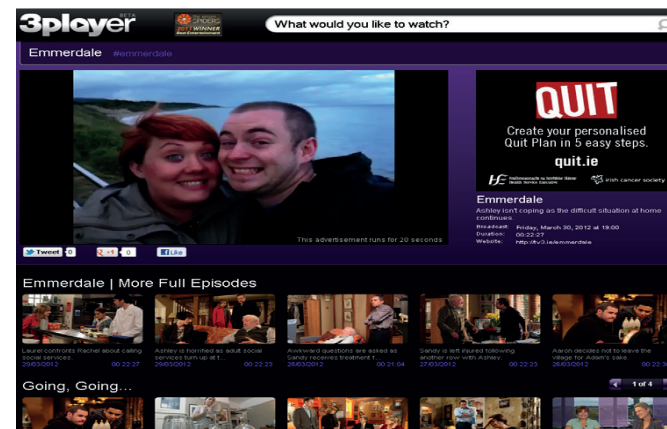
Smokers have traditionally been made to feel like the villain in the plot, with communications generally leading them to feel harangued by a whole host of commentators: the Health Service, their children, their parents etc. It's a case of Smokers versus the world, or the world versus smokers.

We felt that this inescapable fact '1 in 2 smokers will die of a tobacco related disease' did not need a great deal of explanation, it had the effect of seeping into the viewers or listeners minds as it did during the research. We did not want this to be shock tactic advertising akin to road safety. We did not want people to switch off once they realised what they were watching, we wanted people to really consider the message.

To this end we decided that this platform would become even more potent if we used real people, real relationships. As we saw amongst our core audience the culture was for brothers and sisters, mother and daughter, friends etc to be more likely to smoke together.

Therefore, we recruited our entire cast for our communications through simple posters in various clinics and public offices and on Facebook. The one criterion being that they had to be smokers

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The Idea & Communication Activity

or ex-smokers with a sibling, mate or loved one that also smoked, who would also like to take part in the campaign. Needless to say, the reality of pairing friends and siblings would bring our 1 in 2 platform into a much more heightened level of emotion.

The response was staggering and within a very short space of time we had our cast. The key element throughout the entire campaign was that under no circumstances were we to use actors, the campaign had to be fully created by the people who ultimately were taking our 'Gamble' platform and risking it in real life.

The style of our entire campaign also had to feel co-created, to this end the outdoor photography used in our 48 sheets and 6 sheets, even our first phase TV were all shot by the cast themselves with simple cameras, no embellishment.

Each time we met and captured a pair of friends for our campaign we would automatically upload their images to our recruitment Facebook page, thus encouraging more people to take part and also keep an eye on how the campaign was progressing in real time.

3 Key Elements to our messaging:

- ▶ Statement of our unavoidable fact
- ▶ Can you live with that?
- ▶ Finally, create a new QUIT logo.

These 3 elements were designed to disrupt people, as when combined with the natural photographic style, they appeared unlike any other 48 sheet/6 sheet.

We knew that we had potential within our creative concept as evidenced in our research, now we needed to get the message out there and create mass awareness very quickly.

We were under real time pressure. We knew that the summer months were a key time for smokers to make a quit attempt. Longer evenings meant they are more inclined to exercise and spend more time doing physical activities with their children when they are off school. Budgets were approved and we were ready to kick off the campaign in June. Unfortunately our TV copy would not be ready to air until the last week in August.

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CALLING ALL FRIENDLY FACES!


Fidhmeannacht na Seirbhíse Sláinte
Health Service Executive

Are you a smoker, or a former smoker?
Do you have a loved one or a best friend who smokes?

Do you want to be involved in a public information campaign that will help people to quit?

A group of young film-makers is working on a project for the HSE to drive home the risks of smoking and encourage people to try to quit.

WE NEED YOUR HELP.

We're looking for pairs of people who share a special bond - mothers and daughters, close friends, fathers and sons, partners - to appear in pictures and video clips as part of this nationwide campaign.

We want to capture a snapshot of you together in a place you're comfortable - at home, out shopping, at a party, on the beach, at a match; wherever you're happy in each other's company.

You won't have to speak in the video clips, you won't be shown smoking and you can be current or ex-smokers. We just want a short snapshot that shows the bond between you.

All you have to do is come along to one of our casting sessions or email a photo or short video clip of you together to pairofus2011@gmail.com

SHOW YOU CARE ABOUT THE RISKS OF SMOKING. BE PART OF AN IRISH CAMPAIGN TO CHANGE LIVES.

NEXT CASTING SESSION:

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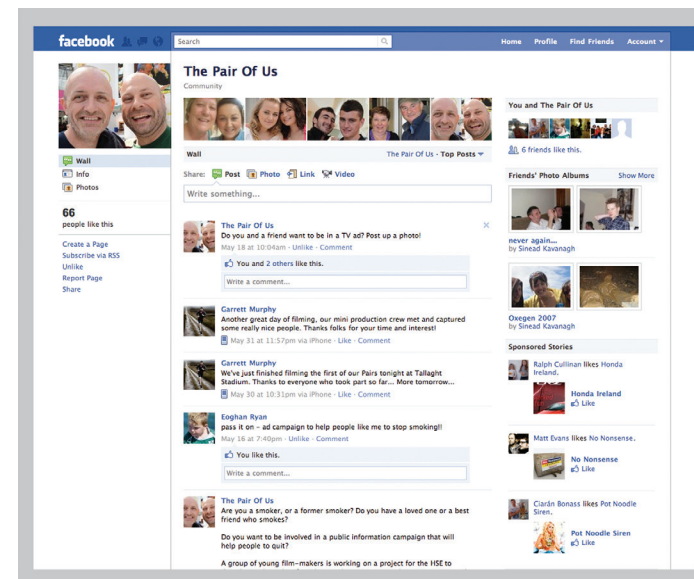
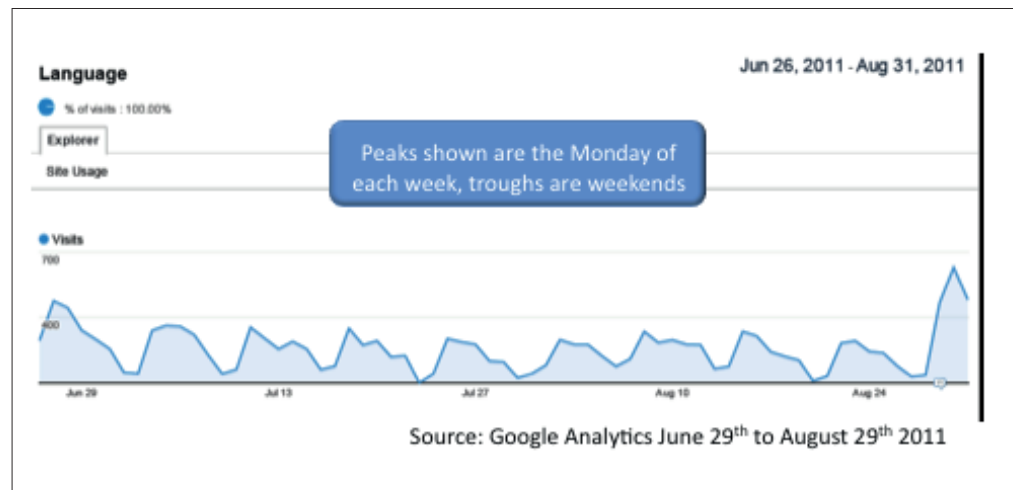
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The Idea & Communication Activity

We planned a heavy weight, multi format outdoor campaign. Working with our outdoor specialist we created heat maps of where high concentrations of our audience lived and overlaid them to pinpoint the best locations for our outdoor. 48 and 96 sheets created awareness in the absence of TV and were supported by tactical outdoor placements. Our smokers had told us about key trigger points throughout the day, prompted by either stress or boredom, when they were likely to smoke or think about smoking. We targeted these with our outdoor planning. 6 Sheets at garage forecourts and convenience stores targeted smokers purchasing cigarettes. Bus stop and DART station advertising targeted boring down time and panels on the rear of buses targeted smokers in their cars, stuck in traffic. As mentioned earlier, research into our target audience had shown that they were interested in gambling and many mentioned visiting bookie shops, with smoking being a big part of the social element of that trip. To target this occasion we created a network of outdoor sites in betting shops nationwide.

The campaign was staggered over three cycles, to give it longevity and to act as a reminder and a support to smokers during their quit attempt. We made a decision to deliberately avoid targeting smokers in pubs and night clubs. Smokers had told us that the weekends were the time when they were least likely to quit and this was borne out by an analysis of visits to the Quit.ie website.



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The Idea & Communication Activity

This same analysis showed us that Monday's were the day when smokers were most likely to quit and our focus groups with smokers also showed that morning times were often when they felt worst about their smoking. We supported our outdoor activity with a heavy weight national radio campaign, with Monday, Sunday evening and weeklong morning up weights. We avoided buying spots on Friday evenings and Saturdays when smokers were more likely to have an excuse to avoid the message – going out for a few drinks that evening.

Research showed that only 5% of smokers stay smoke free for a full year and that most fail after the first few weeks. We needed to support them as soon as their willpower could possibly be lagging, so we bought two-week bursts of radio at regular intervals for the remainder of the campaign.

Our TV launched on August 29th with a heavy weight TV burst. Our core audience was quite a specific one and we needed to ensure we reached them with minimum wastage of our media budget. We ran in-depth analysis in TGI and AGB Nielsen's Arianna tool to identify the highest indexing programmes for our target audience. In addition to this we identified a strand of programming that would be most likely to be watched by a family, a couple or groups of friends in order to provoke thought and discussion around the "1 in 2" message.

From the time the campaign commenced we ran targeted search activity and Facebook ASUs, driving people to the Facebook page and the website. Google Adwords and Facebook copy was continuously revised based on what was performing best, as well as being modified for the day of the week.

Within the first few weeks of the campaign commencing, we realised that 80% of Likes to the Facebook page were coming from sponsored stories (an ad format that appears in a Facebook users newsfeed when one of their friends has liked a page or posted to a page).

This proved that the 1 in 2 message was working and that groups of friends were spreading the message amongst themselves and joining together to lend support. To capitalise on this we shifted the majority of our Facebook budget into sponsored stories.

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The Idea & Communication Activity

The first phase of the campaign (June to November 2011) went well. Now the second phase would take us deeper into the emotional realities behind the stories of loss through smoking. You could say it was a view from the ones left behind from the aftermath of death through a tobacco-related disease.

This time we would focus on three individuals: Pauline, whose husband died at just 48 years of age from a smoking related disease; Margaret, a schoolgirl, who lost her Mother Jackie to lung cancer; and Gerry, an ex- smoker, who has battled with throat cancer. They each movingly shared their experiences in-depth in a series of short, intimate documentary films for use online.

These were then adapted and aired as 30" cut downs on TV. The feedback from the online films was immensely positive and we made a recommendation to the HSE to air the three films, once each, on New Year's Day, the number one day across the year when smokers were most likely to make a quit attempt. It was an extremely risky decision and the HSE could have faced a backlash of public criticism for wasting public money.

In the event the reaction to the films was universally positive with our audience recognising the bravery of the individuals and appreciating the integrity of how their stories were told.

The TV activity was supported by a video ad on the homepage of Facebook, showing the three films.

Anticipating a large numbers of quit attempts on New Year's Day and knowing that most attempts fail within a few weeks, we worked with Independent Radio Sales to develop a series of quit tips, aired across the first weeks in January, to encourage people to stay with their quit attempt.

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Results & Impact on behavioural activity and payback

As our campaign started mid year (June 2011), to evaluate our results we looked at the period June 2011 to May 31st 2012 and compared it to the previous rolling year period – June 2010 to May 31st 2011.

We were tasked with not only halting a 13% decline in quit attempts year on year but also with achieving a 10% increase in quit attempts year on year. The results of the campaign far exceeded all expectations and smashed the targets that were set for us.

During the quit campaign there were over 126,000 visits to Quit.ie (an increase of 110% YOY), 4,000 calls to the National Smoker's Quitline and over 25,000 Likes to our Facebook page. 13,889 smokers signed up to our Quit Plan online service, an increase of 68% versus the same period last year. In the first two weeks of the campaign alone, sign ups to Quit Plans were up 500% versus the same period last year.

Visits to quit.ie

Jun 1 2009- May 31 2010	74,044
Jun 1 2010- May 31 2011	59,768
June 1 2011- May 31 2012	126,576

Our New Year's Day activity alone delivered incredible results. On January 1st 2011 there were 67 visits to Quit.ie, on January 1st 2012 that increased to 1,700. We had our highest ever conversion rate from visiting the site to signing up for a Quit Plan, at 15%. In the first week of January alone we had 1,114 smokers sign up to a Quit Plan compared to 5,000 Quit Plans during the entire year of 2010.

A recent EU Barometer Study¹ on smoking showed that a maximum of 5% of smokers who quit actually access an online support system for help. Therefore, we estimated that 277,780 smokers made a quit attempt during the campaign period, when we factored in those who quit without online help. This gave us a potential Cost Per Quit attempt figure of €2.94, a 45% decrease on the same period during the previous year.

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Results & Impact on behavioural activity and payback

Smoking costs the Irish Health Service up to €747 million per annum³ or €784 per smoker per annum. (N.B. Our figure of €747million is a conservative estimate considering that a recent study indicated it is more likely in the region of €2billion a year or €23 billion over the next decade).

To evaluate if the campaign has truly been a success we needed to look at what impact the campaign had on this significant burden on public spending.

It is estimated that 5% of smokers who make a quit attempt will be smoke free a year later, meaning that 13,889 of the 277,780 smokers who quit during our campaign might no longer be a burden to public budgets. This amounts to a €10,889,567 potential saving for the HSE, an increase in savings of €7,390,385 or 211% versus the previous campaign period.

It is also important to realise that Health Service costs are only one element of the total societal costs of smoking. A recent UK paper³ suggests that the true costs of smoking to our society are at least three times that of the cost to the Health Service. Tripling the savings outlined above as a result of the campaign, we can estimate that there was a potential saving of €32,668,701, an increase of €22,171,155 or 211% on the previous campaign.

Looking at the advertising spend versus the potential money saved there is a potential Return on Marketing Investment of €1: €39.94, an 83% improvement on the ROMI of the previous year's campaign.

Estimated total health care costs from smoking in Ireland per annum	In campaign	Previous year	Change
Adult smokers in Ireland	940,000	940,000	940,000
Average cost to the health services per smoker	€784	€784	€784
Number of smokers who signed up for supportive QUIT plan	13,889	4,463	9,426
Percentage of those who sign up relative to total population who made quit attempt	5.00%	5.00%	5.00%
Number of smokers who made a quit attempt in full year of campaign	277,780	89,260	188,520

³ Callum C, Boyle S, Sandford A. Estimating the cost of smoking to the NHS in England and the impact of declining prevalence. Health Econ Policy Law. 2011 Oct; 6(4): 489-508.

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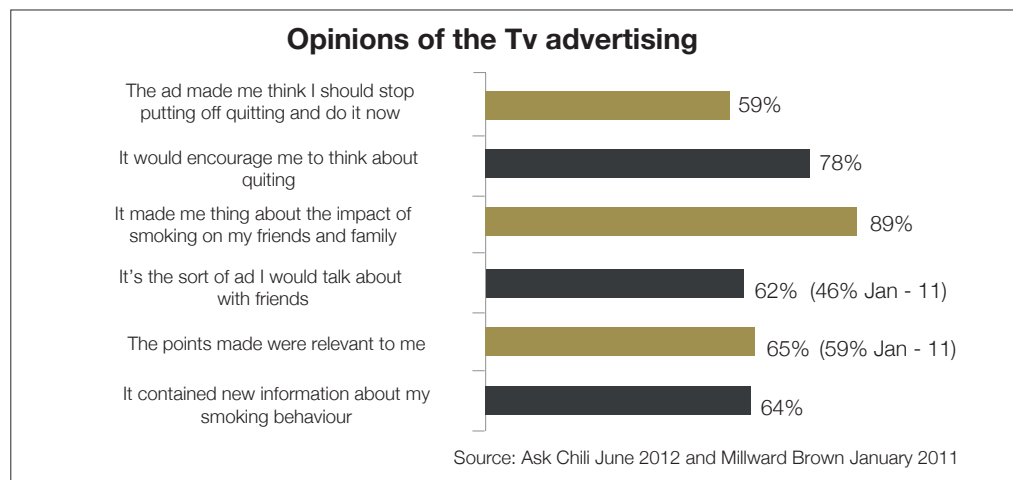
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Results & Impact on behavioural activity and payback

Percentage of smokers who stay smoke free for one year after their quit attempt	5.00%	5.00%	5.00%
Number of smokers who stay smoke free for one year after their quit attempt	13,889	4,463	9,426
Health service savings per annum of smokers staying smoke free for a year	€10,889,567	€3,499,182	€7,390,385
Total societal costs of smoking (multiplier of at least 3 per UK survey)	€32,668,701	€10,497,546	€22,171,155
Marketing investment	€818,000	€481,000	€337,000
Return on Marketing Investment	€39.94	€21.82	€18.11
Return on Marketing Investment			83%

HSE have also commissioned an Omnibus into the current campaign for July of this year. As these results are not available yet, MediaVest conducted an interim study amongst a nationally representative sample of C2DE smokers through our research partner Ask Chili. The research proved that the campaign has been extremely successful to date, particularly amongst our core audience.



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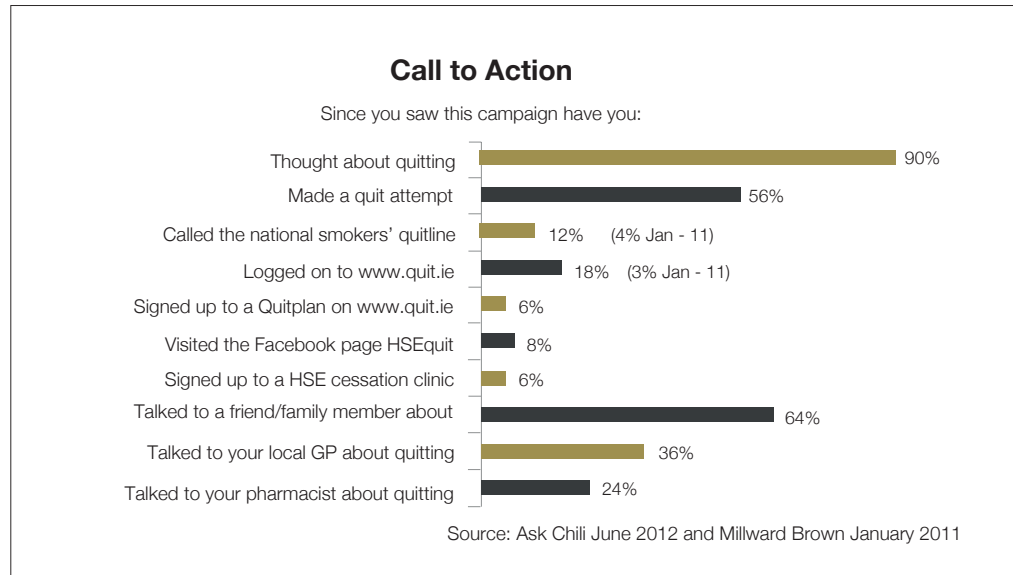
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Results & Impact on behavioural activity and payback

A clear call to action emerged from the campaign with a staggering 90% of our target claiming that the ad had made them think about quitting with 56% actually making an attempt.



The research proved conclusively that we had achieved our Communication Objectives. We told smokers Why To Quit by making them aware of the 1 in 2 message, which they felt was relevant and made them think about the impact their smoking had on their friends and family.

We showed them How To Quit by driving them in large numbers to the HSE support services.

Lastly we encouraged the Quit Now Not Later, through strong creative, targeted media placements and constant reminders across the campaign period.

The immediate and ongoing success of this campaign has ensured that it will be carried into 2013.

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