

**MOIS SANS TABAC : HOW TO RE-
CREATE A KEY INTEREST FOR
TOBACCO CESSATION AFTER 6 YEARS
OF THE PROGRAM ?**

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MOIS SANS TABAC : A SOCIAL MARKETING OPERATION



OBJECTIVES To encourage smokers to stop smoking for 30 days in November (West & Stapleton, 2008) and to use our quitting tools.

TARGET Smokers from 18 to 49 years old (18-64 since 2020), focus on low socio-economic groups.

CALENDAR October to December.

COMMUNICATION CAMPAIGN

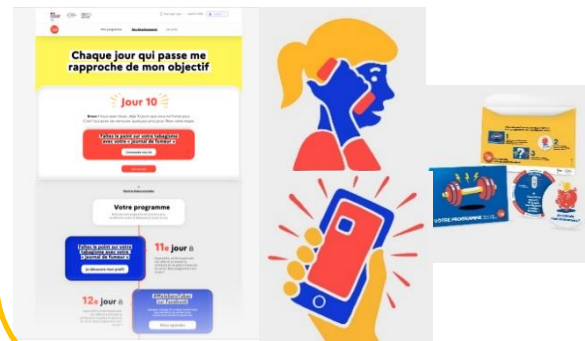
- Kind and caring tone
- Focus on benefits
- Collective impulse



QUITTING TOOLS

tabac
info
service

bienvenue dans une vie
sans tabac



PARTNERSHIPS



MOIS SANS TABAC : 2016 - 2021



Mois
sans
tabac

Ici,
**on soutient tous
ceux qui ont décidé
d'arrêter de fumer.**

2016 Pour participer, rendez-vous sur :
tabac info service
le site + l'appli + le 39 89
Du lundi au samedi de 9h à 18h.

Parce qu'un mois sans fumer,
c'est 5 fois plus de chances d'arrêter.
En novembre, on arrête ensemble!

3989 Assurance Maladie Santé publique France



RÉPUBLIQUE
FRANÇAISE



Santé
publique
France



MOIS
SANS
TABAC

Ici
**on soutient
tous ceux qui
ont décidé
d'arrêter
de fumer.**

Parlons-en aujourd'hui.

L'appli,
le site,
et le 3989

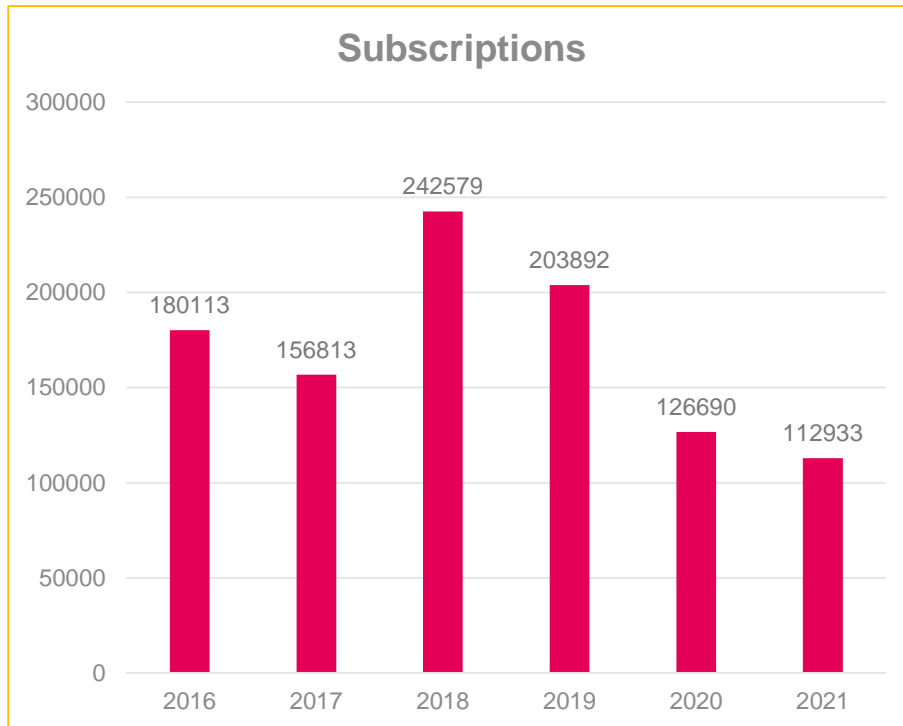
3989 Service gratuit
7j/7j

**tabac
info
service**
RECONNAÎTRE VOTRE VIE
SANS TABAC

Assurance Maladie Santé publique France



LOSS OF MOMENUM SINCE 2019

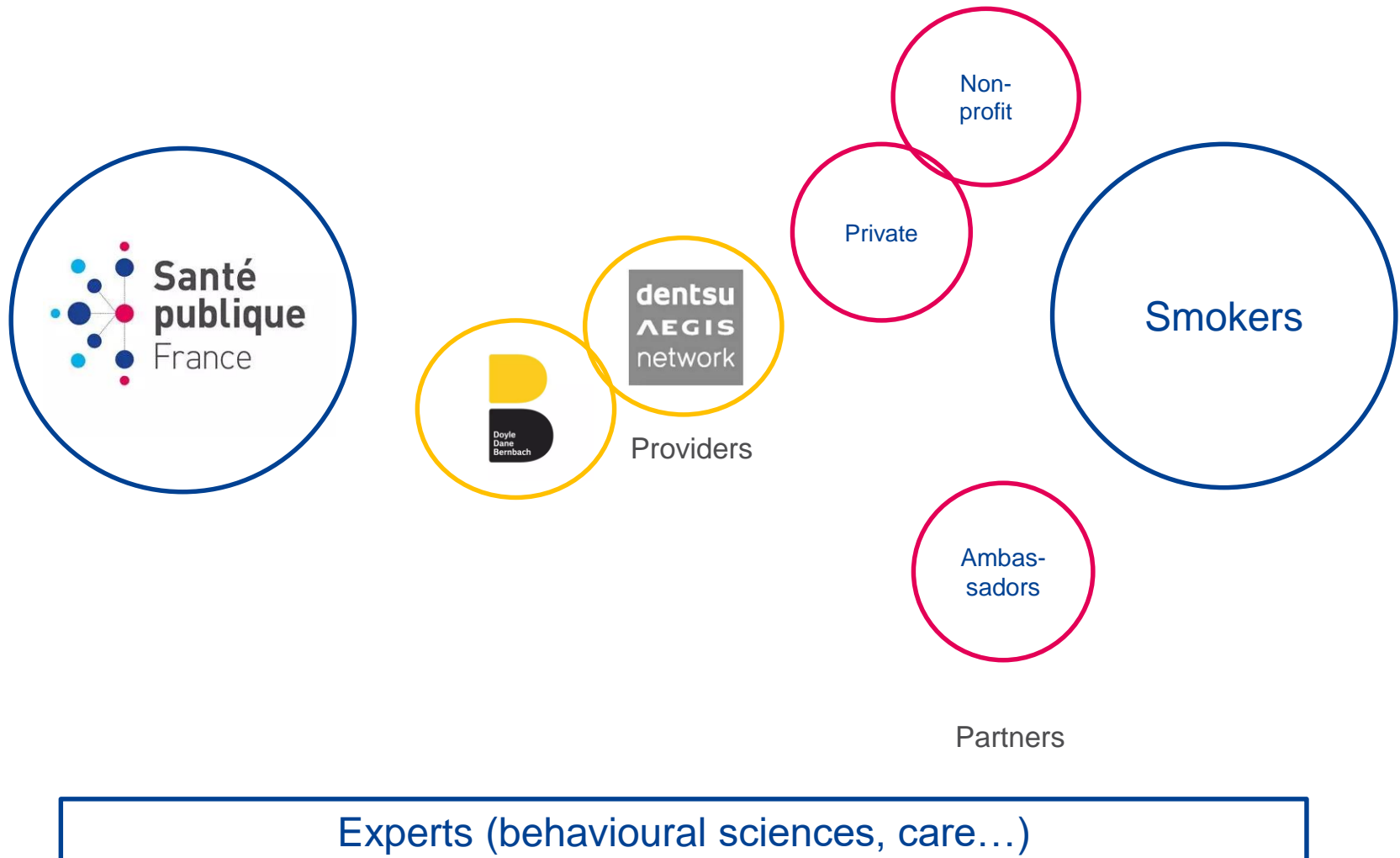


Deceleration of indicators since 2019 :

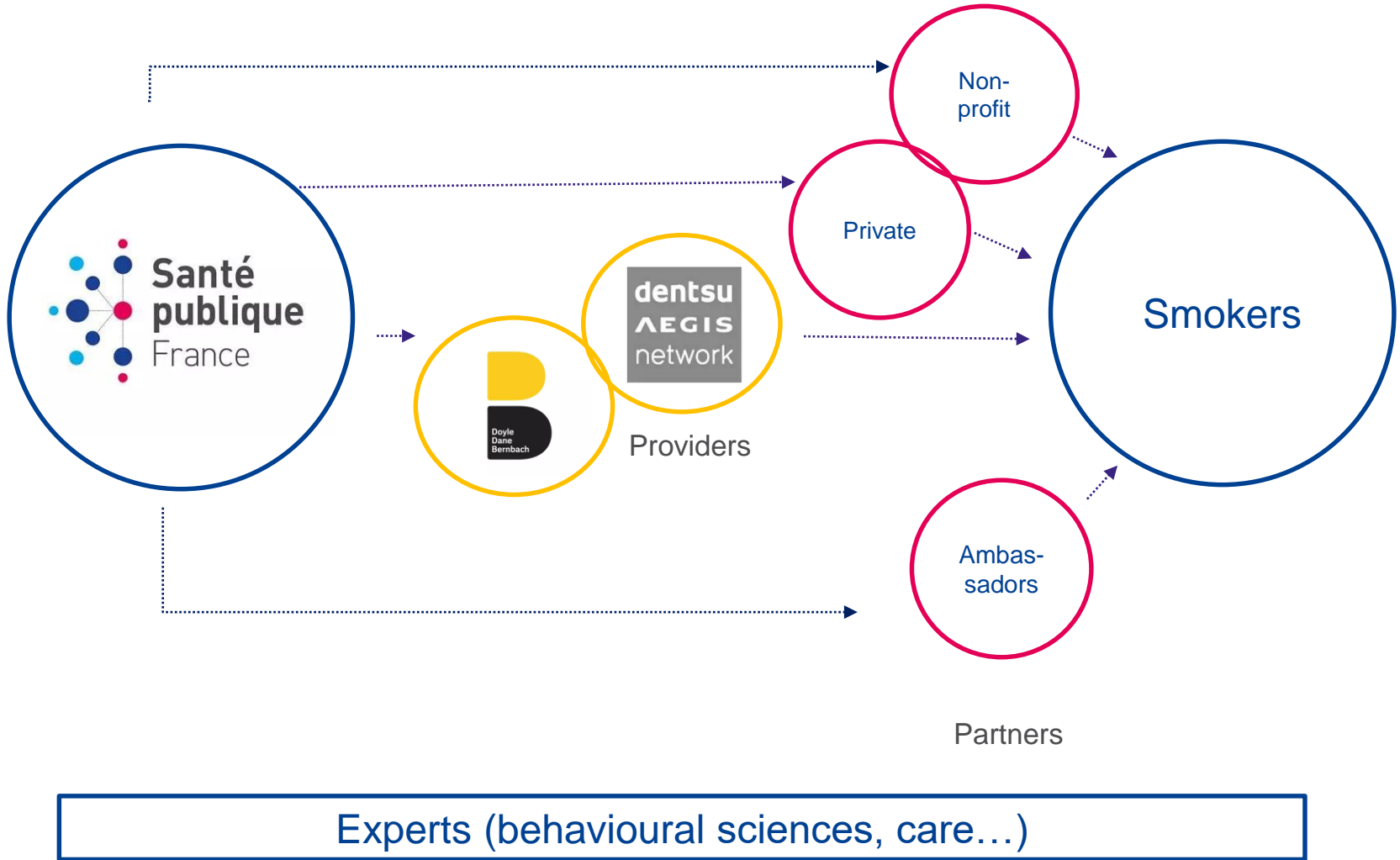
A need to recreate a positive dynamic and to rethink the whole program

OBJECTIVE : RETHINK THE WHOLE PROGRAM IN ORDER TO RECREATE INTEREST AND ENGAGEMENT AROUND MOIS SANS TABAC

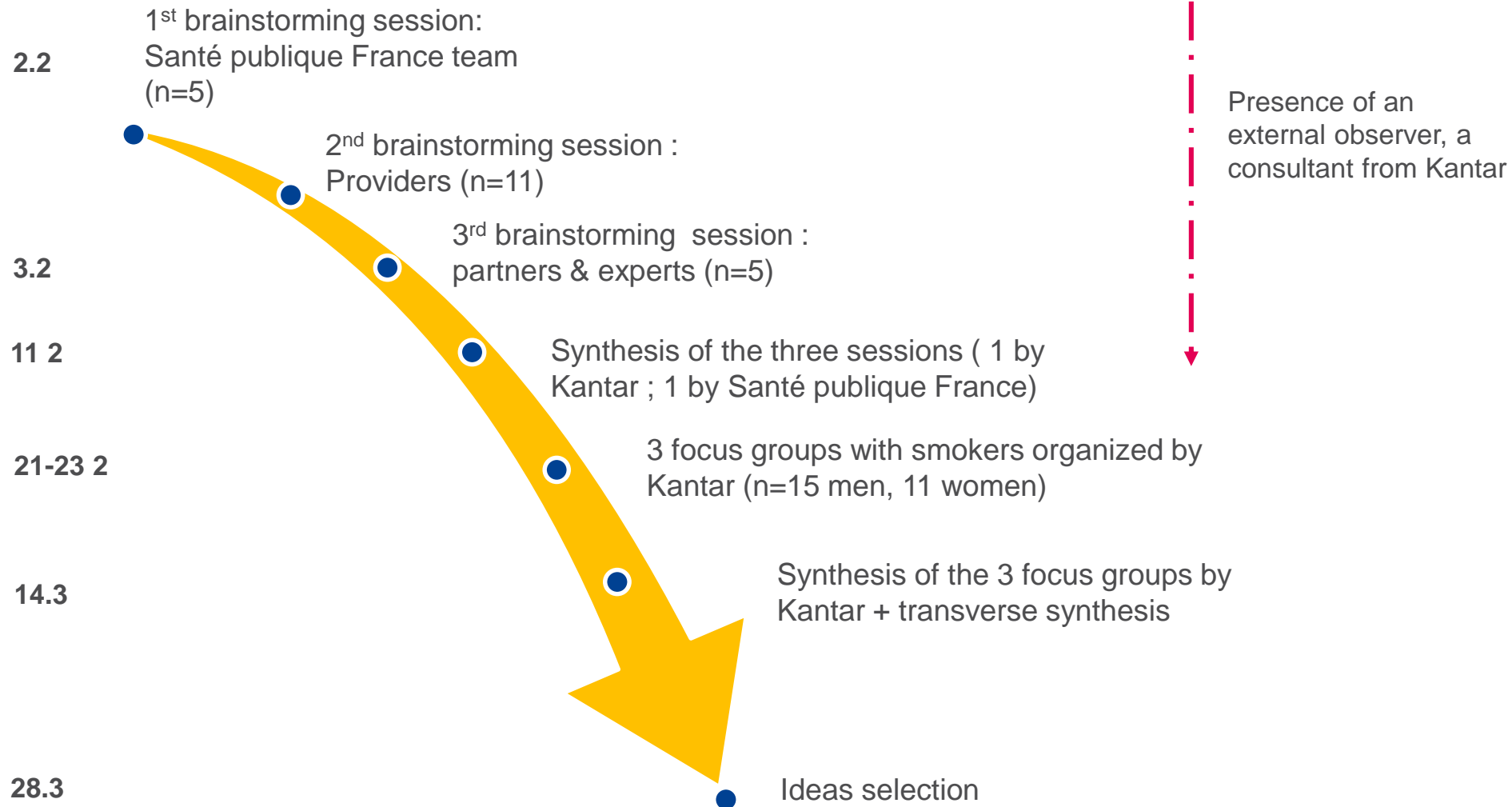
RETHINK THE PROGRAM INVOLVING THE STAKEHOLDERS



RETHINK THE PROGRAM INVOLVING THE STAKEHOLDERS



METHODOLOGY & PLANNING



OBJECTIVES : TO IDENTIFY WAYS TO ENCOURAGE SMOKERS TO MAKE QUIT ATTEMPTS

Team and providers sessions in 3 modules:

1. Creation with 2 questions:
 - A new concept to encourage smokers to make quit attempts
 - A new lever within MST to motivate smokers to attempt to quit
2. Deepening of 2 or 3 concepts/levers proposed in the first phase
3. Synthesis and deliverables

Partner / expert sessions in 3 modules:

1. Barriers and levers to smoking cessation
2. Reflection on innovative devices to encourage smoking cessation
3. MST: what improvements can be made?

2 strong logics emerged in all the groups:

The **strength of the group** in the cessation process to facilitate commitment "**Reaching out**": multiplying contacts with smokers, in their daily life and according to their specificities (segmentation)

Identification of psychological resources to activate:

- Personalization of support
- Humanize the support and treatment process
- Making quitting fun
- Identification with ex-smokers
- Dedramatization of quitting (and relapses)

LEVERS RESULTING FROM THE SESSIONS

Main families of levers:

- Increasing the number of opportunities to quit smoking
- Rewarding QA
- Playing on the training effect of the group and emphasize the group dynamic
- Embodying smoking cessation (influencers, celebrities...)
- Involving all of society and make smoking cessation a national cause
- Customizing cessation tools and communications

Les 4 ideas to be tested (chosen based on frequency in the groups and interest in being tested) :

Buddy system
among participants
(mobile app)

Days and Weeks
without tobacco

A uniting event:
« Tobacco
Solidays »

Offer a financial
incentive to quit
smoking

LEARNING FROM THE FOCUS GROUPS

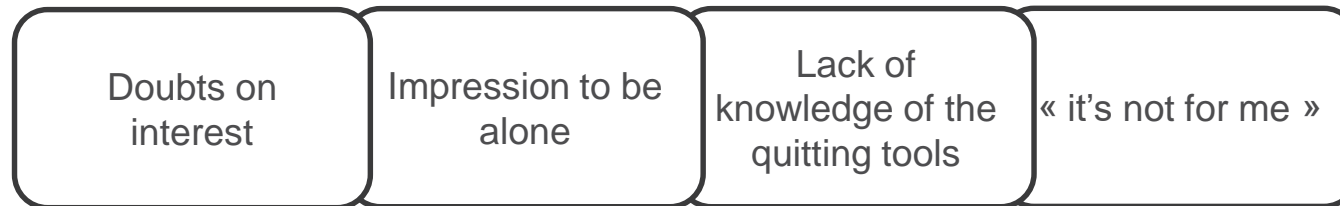
3 focus groups: 1 mixed, 1 male and 1 female

Smokers from disadvantaged socio-professional categories, with the intention of quitting smoking in the next few months

4 parts :

- 1/ General perceptions on smoking
- 2/ Consumption and smoking cessation
- 3/ Creation of a cessation device
- 4/ Testing of selected ideas




Partial knowledge of Mois sans tabac






Smokers expectations






Buddy system among participants (mobile app)

-  Modern, supportive
-  Digital, to close from a meeting app
-  Choice of the type of partners, qualify profiles, propose meetings




A uniting event: « Tobacco Solidays »

-  Collective approach, *In Real Life*
-  Event associated with tobacco consumption, no support offered
-  Use sponsors, celebrities, offer support

Days and Weeks without tobacco

-  Reachable objective, test approach
-  Misunderstood interest, fear of being alone
-  Pedagogy of interest, create events and multiply opportunities

Offer a financial incentive to quit smoking

-  Engaging
-  Risk of excluding rural areas, risk of perverse effect, doubt of effectiveness
-  Promote accessibility, complement with support systems

CONFIRMATION OF THE INTEREST IN MOIS SANS TABAC AND THE NEED TO MAINTAIN THE OPERATION

The strength of the collective

Pedagogy of MST and the quitting tools

- TV spots and digital on the tools and interest of MST
- To show the collective aspect of the program

To promote tool personalization of the quitting tools

- Present the different tools and their diversity
- Amplify the service offer

Recreate a sense of event around a strong happening

- The organization of a national concert
- Event-based communication



THANK YOU
ANY QUESTIONS ?

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