

Applying Behavioural Science to a Smoke-free Hospital Policy Intervention

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Background

- National ambition: Smoke-free Wales by 2030
- March 2021 - Smoke-free law extended to hospital grounds in Wales.
- Protects everyone from harmful second-hand smoke, supports those trying to quit by reducing triggers to smoke.
- Despite best efforts, successful implementation is a challenge!
- Health Board often receives concerns from staff and patients about smoking on sites
- Led to a request to trial a smoke-free loudspeaker



Smoke-free Loudspeaker

- Play a message outside to remind people not to smoke on site
- Activated by pressing a button inside the building
- Remind others without needing to confront them
- Not the whole answer to this problem – **But how can we make it the best it can be?**



Applying behavioural science

- Involve stakeholders with a range of perspectives to develop the intervention for CTM context
- Develop behaviourally informed communications, including loud speaker messages and push button instructions
 - INSPIRE framework
 - Behavioural Science Unit digital tools
- Key principles: Balance enforcing policy with compassion & support for smokers. Minimising negative impact on site users. Informing and engaging staff.

Wording of audio messages

Evidence / psychological techniques applied:

- Taxonomy of Behaviour Change Techniques
- Gain framed messages
- Short term outcomes / immediate benefits
- Health & social consequences of doing the behaviour
- Primacy and recency effects (people more likely to remember messages they hear first and last)

Other considerations:

- Welsh language / length of bilingual messages
- Tone – polite, non-judgmental, support for quitting
- Tailored to specific populations and settings - e.g. mothers and babies in the maternity unit



This is a smoke free hospital

Please put out your cigarette and avoid a £100 fine.

Please put out your cigarette

Our Help Me Quit service offers free and expert help to quit

Please put out your cigarette

Help protect others by keeping our hospital smoke free

Please put out your cigarette

Thank you for helping to keep our site safe and healthy



Wording of instructions

INSPIRE Framework

Implementation intentions – a simple instruction regarding target behaviour phrased as an implementation intention or if... then plan.

Norms – Consider beliefs about what is socially approved or disapproved (injunctive norm) and beliefs about how most people behave in similar circumstances (descriptive norms).

Salience – Consider design elements (e.g., font, font size, layout colours, background and placement of images) to emphasise key messages.

Procedural justice – Clearly and respectfully explain the process, options and *reasoning behind what you are asking people to do*.

Incentives – Consider whether a nonmonetary incentive (e.g., donation, prize draw etc) could be offered to encourage behaviour.

Reputation and credibility – Consider *who* the message comes from, specifically how credible, trustworthy and persuasive sources are.

Ease – Consider if the instructions are clear and easy to read, and the request is simple to perform.

Other considerations:

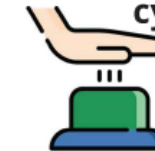
Include a slogan ("push the button, push smoking out")

Play your part
in keeping our
Hospitals
smoke free

Chwaraewch
eich rhan i
gadw ein
Hysbytai **yn ddi-
fwg**

If you see someone
smoking or vaping near
the entrance, **please
press this button to
play a friendly
reminder to stop**

Os ydych chi'n gweld
rhywun yn ysmegu neu
fepio ger y fynedfa,
**pwyswch y botwm yma i
chwarae nodyn atgoffa
cyfeillgar i stopio**



For support on quitting
smoking or vaping, **visit the
Help Me Quit website or
call 0800 085 2219**

Am gymorth ar roi'r gorau i
ysmygu neu fepio, **ewch i'r
wefan Helpa Fi Stopio neu
ffonio 0800 085 2219**





Hospitals in Wales are smoke-free by law, and the Health Board has a policy of no vaping indoors or outdoors. Second-hand tobacco smoke is very harmful, and we're committed to protecting the health of everyone on our hospital sites. If you see someone smoking or vaping near the entrance, you can help by pressing the smoke-free button. It plays a short message reminding people that smoking or vaping isn't allowed.

Why it matters:

- Protects everyone from the harms of second-hand tobacco smoke
- Supports people trying to quit smoking by reducing triggers to smoke
- Reduces litter and fire risk from cigarette waste
- Prevents fire alarm activations from vaping indoors

Every press makes a difference. Thank you for helping us stay smoke-free.

Our free and friendly Help Me Quit services can help anyone looking to quit smoking or vaping. If you would like to give it a go, visit www.helpmequit.wales or call 0800 085 2219.

Final Thoughts

- Preventing smoking on hospital sites is complex
- Several target populations & behaviours
- We don't fully understand why some visitors / patients don't adhere to the policy
- Behavioural systems mapping?

Fear of violence & aggression

Safety at night

'Lecturing' patients about lifestyle behaviours

Knowledge

Work stress / smoking as respite

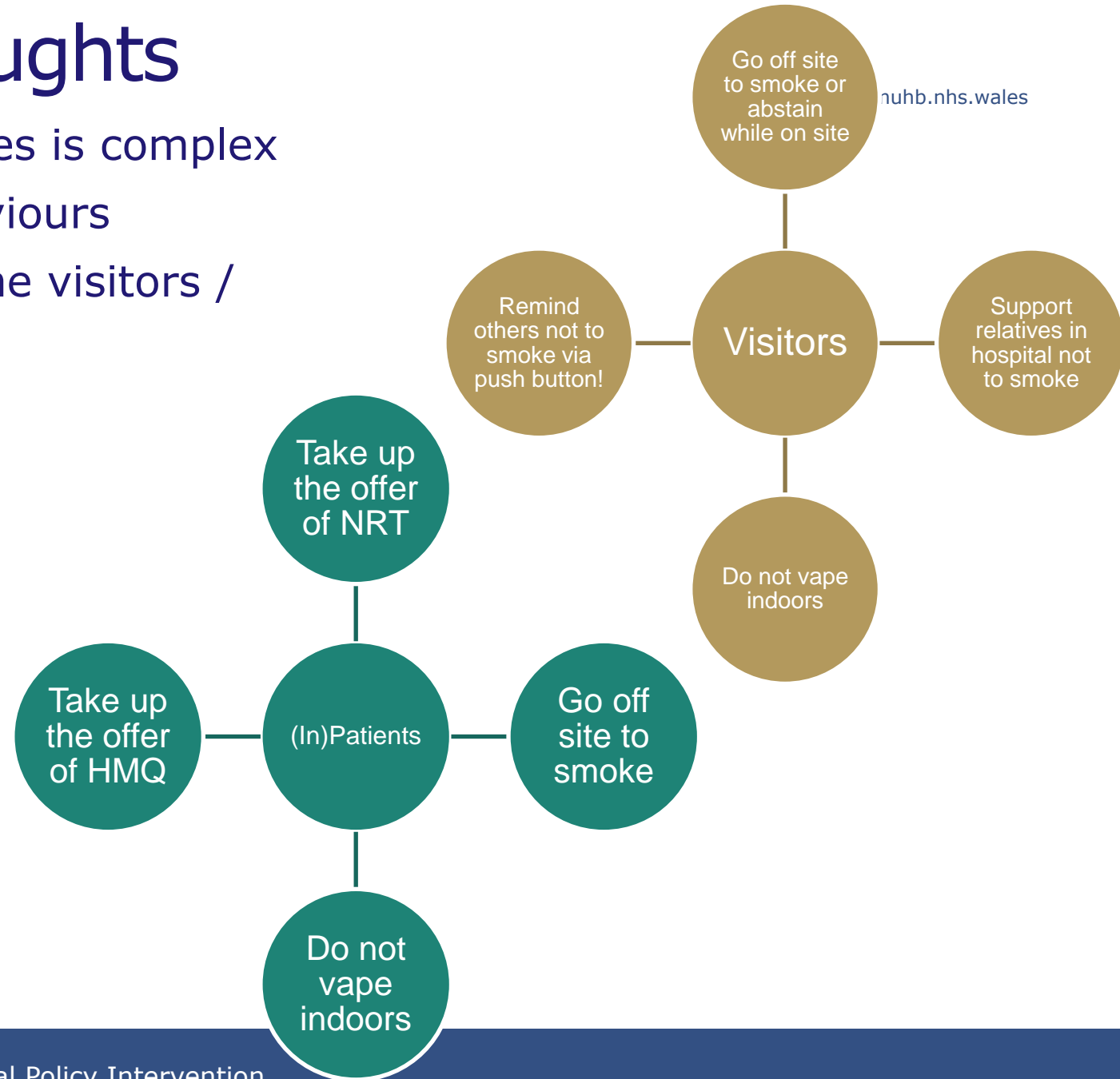
Prevailing culture

Maintaining relationships with patients / colleagues

Time

Operational pressures

Lack of formal enforcement



Thank you for listening!

Questions?

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