



[Redacted] PH3/DOH/GB
13/09/2012 18:53

To [Redacted] OIS/DOH@DOH
cc
bcc
Subject Fw: Submissions Process doc

[Redacted]

[Redacted]
Tobacco Programme Manager
Department of Health

Tel: 020 7 [Redacted]
Email: [Redacted]@dh.gsi.gov.uk

Get off cigarettes with NHS support - call 0800 169 0 169 or visit
www.nhs.uk/gosmokefree

----- Forwarded by [Redacted] PH3/DOH/GB on 13/09/2012 18:53 -----



"Andrews Fiona"
<Fiona.Andrews@smokefree
southwest.org.uk>
Sent by: [Redacted]
[Redacted]@smoke
freesouthwest.org.uk>

To [Redacted] PH3/DOH/GB@DOH, Tabitha
Brufal/POLICY/DOH/GB@DOH
cc
Subject Submissions Process doc

20/08/2012 16:15

Dear Tabitha and [Redacted]


Please see attached document.

Best regards,

Fiona Andrews
Director of Smokefree South West

Smokefree South West (SFSW), 149 Whiteladies Road, Bristol, BS8 2RA
Tel: 0117 970 7022 - Mob: 07825 318406 - Fax: 0117 970 6481
www.smokefreesouthwest.org.uk – fiona.andrews@smokefreesouthwest.org.uk


About half of all regular cigarette smokers will eventually be killed by their addiction.
Please be aware that all e-mails received and sent by this organisation are subject to the Freedom of Information Act (2000) and may be disclosed to a third party. If you believe you have been sent this message in error, please inform the sender and delete the message and any attachments as soon as possible. All messages sent by this organisation are checked for viruses but this does not, and cannot, guarantee that a virus has not been transmitted.

 Please consider the environment before printing this e-mail

 Please consider the environment before printing this e-mail

This email was received from the INTERNET and scanned by the Government Secure Intranet anti-virus service supplied by Cable&Wireless in partnership with MessageLabs. (CCTM Certificate Number 2006/04/0007.)

DH users see Computer virus guidance on Delphi under Security in DH, for further details. In

case of problems, please call the IT support helpdesk.  Submissions to DH Process Doc final.docx

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Smokefree South West

- Plain Packs Protect campaign submissions to DH

Background

The Plain Packs Protect Campaign garnered support to submit to the Government consultation into 'Standardised packaging of tobacco products'. Support was collected through an online form, an iPad 'app' or postcards used in roadshow activity.

Support was then collected and submitted to the DH before the close date of midnight of the 10th August 2012. The responses were submitted, either electronically, as individual emails, or physically as postcards.

The key objectives of the campaign were;

1. Raise awareness and educate the public about the branded packaging of tobacco products, the impact this has on children and the possible solution.
2. Maximise the number of people signing up to support the Plain Packs Protects campaign.

Throughout the campaign education has been a key focus, with objectives focused on increasing public awareness of the issue allowing them to make an informed decision. At no stage in the process were people coerced to sign-up for this campaign; we were honest and transparent at all times.

During the roadshow, training staff were briefed to ensure they gave clear information about the campaign, referred questions they were unable to answer to team leaders/SFSW staff rather than make broad, untrue statements and ensured people only signed up once (see appendix 3 where it clearly states to staff 'Do not allow a consumer to sign up more than once').

The training ensured that the teams were well informed and knowledgeable about the subject. They were heavily discouraged from using any misleading claims, or language that is derogatory.

The teams were made aware that entries with the same details will only be counted once, so there was no incentive to encourage multiple entries from one person.

Collecting online submissions

Supporters were encouraged to support the campaign online through the www.plainpacksprotect.co.uk website, which all campaign materials referred to.

The website contained an online form (appendix 1) for supporters to complete the following details:

- First name*
- Last name*

-
- Email address*
 - Address Line 1*
 - Address Line 2
 - City*
 - County*
 - Postcode*

*These fields were mandatory

To ensure duplicate data could not be submitted, the email address field was coded with a validation system which crossed checked the email address against the database to see if it had already been submitted. If so, the data would not be submitted into the database and an error warning would be flagged on the form.

The email address field was chosen to validate duplicate entries as this would be the one field that would be unique to the individual. Therefore, if there were multiple supporters in the same household, they would all be able to sign up using the same postal address.

The online form was built as an iFrame, which enabled the form to be added to the websites of members of the coalition. These members included:

- ASH
- ASH Scotland
- ASH Wales
- Fresh
- NHS Luton
- Smokefree Lincolnshire
- Roy Castle Lung Cancer Foundation
- Tobacco Free Futures
- Smokefree South West

The form was built as an iFrame so that submissions taken from each website using this form would enter the same campaign database. This meant that supporters could not sign up to the Plain Packs Protect campaign on multiple websites, as their email address would already be in the database and therefore rejected. Therefore, this avoided duplicate data being submitted. Each entry was checked to ensure it had a valid postcode and was linked to a registered UK address.

We also invested considerable resources in to checking entries that did not have a complete postcode. These postcodes were looked up and entered manually in to the system.

Supporters of the Plain Packs Protect campaign, Cancer Research UK and British Heart Foundation, decided not to use the same method that the other Plain Packs Protect partners used. Instead both organisations developed their own sign-up form on their websites. ██████████ at Department of Health was made aware of this in December 2011 by Smokefree South West and was advised by SFSW to make sure that there was a process set up internally by DH to address this and check for any duplication.

At every stage of the campaign, Smokefree South West was careful to make sure that we did not 'cross promote' any of these different sign-up methods; we only promoted the www.plainpacksprotect.co.uk form.

Data protection was of paramount importance to us during this process. The database was set up to hold data securely and postcards were always kept in a locked box when out on location. Couriers were asked to sign an agreement to ensure the safekeeping of postcards when transferring them from one location to another.

Roadshow – iPad sign up

An 'app' was developed to collect sign ups via iPad at roadshow events to allow us to securely collate data without needing internet access when out and about in different locations. This was developed as an education tool and provided information on the campaign and various facts about the topic, to allow people to make up their own mind. If they were unsure we were able to give them a card with information about the website so they could find out detailed information about the issue.

Email address was not a mandatory field with this method, so instead the data validation was built in on all of the remaining fields. When data was 'synced' to the database, it was cross checked with the existing data and if the data matched on all fields, the submission would be rejected. Any failed submissions would be entered into a separate database to ensure that the data could not be mixed.

Collecting postcard submissions

An example of the postcard can be found in appendix 2.

Event staff were fully briefed on the postcard procedure and the process of how to use them correctly. This included ensuring that only 'true' sign ups were collected. This meant that sign ups were not completed on 'behalf of' friends or family, and postcards were not taken away to be completed at a later date.

The event staff were educated on the issue and completed an online training module to ensure they could explain the issue to the public and answer key questions. All staff had to sign a confidentiality agreement.

Submitting data to Department of Health

Online:

Data was stored in a database, managed by the third party supplier, Engaging Networks (hereafter referred to as EN). EN had the facility to instantly submit data to DH via a live feed, which sent an automatic email. This is used for many campaigns, however, Smokefree South West made an active decision not to do this and instead opted for a manual data send so that full control could be maintained over this process.

This allowed us to ensure the data was validated and checked for duplicates before entering the database, as detailed in 'Collecting online submissions' section. Therefore, all precautions within reason were taken to ensure duplicate data was not submitted to DH.

The data was sent manually, in the form of emails to tobaccopacks@dh.gsi.gov.uk. The emails were staggered and sent in batches to avoid overloading the system.

Postcards:

Hard copies of the postcards were submitted to DH, accompanied by a covering letter stating the contents and number of postcards in each box. Only legible, complete postcards were submitted to DH to ensure only 'true' submissions were counted.

Duplicates

Through daily conversations with DH, it became apparent that not all email submissions were being received. This was mainly caused due to DH's server capacity, as it could not cope with volume of electronic submissions.

The manual data send had been set so that if the data fails on the first attempt, it will attempt to resend the data over the following three days. If the data has not been received after this time, EN's system will receive a bounce back. The email addresses from these bounce backs were cross checked against the database, and any email data that had not been received was resent to DH.

Once all bounce back data had been resent, DH supplied an export of email addresses they had received, to ensure that all submissions had been counted. When cross checking this data against the database, it was discovered that some data had been received multiple times by DH. This was due to bounce back errors being sent when the data had already been received by DH. This was flagged to DH immediately and we requested that a total of 1,124 be removed from the final total count.

Appendix

1.) IFRAME:

SIGN UP NOW

By signing up and showing support for our plain packaging campaign, you can help protect our children from the dangers of smoking.

The Government is due to launch a public consultation in Spring 2012 on whether the UK should adopt the plain packaging of tobacco products.

Help protect our children by signing up today. It's quick and easy, and your support will be fed through to the national consultation.

YOUR DETAILS

[*] denotes required fields

I support the plain, standardised packaging of tobacco products to protect our children.

First Name *

Last Name *

Email Address *

Address Line 1 *

Address Line 2

City *

County *

Postcode *

- Smokefree South West would like to keep you up-to-date with our work and what you're helping us to achieve. If you would like to be contacted please tick this box. For more information please see our [privacy policy](#).
- Members of the Plain Packs Protect Partnership (ASH, Fresh and Tobacco Free Futures) would like to keep you up-to-date with our work. If you would like to be contacted please tick this box.
- Please tick this box to confirm you do not have any links with or receive funding from the tobacco industry.



SUBMIT



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2.)

POSTCARD REVERSE:

SHOW YOUR SUPPORT

Every year, another 340,000 children in the UK are tempted to try smoking. And evidence suggests that they are more likely to be attracted by designed tobacco packs, than by plain packs. The Government has launched a public consultation on whether the UK should adopt the plain packaging of tobacco products. So help protect our children by showing your support today.

To the Department of Health: I support the plain, standardised packaging of tobacco products to protect our children.

Name _____

Address _____

Postcode _____

Email _____

- Please tick this box to confirm you do not have any links with or receive funding from the tobacco industry.
- Please send an email on my behalf to let my MP know how I feel about plain packaging.

Please see us online at your favourite local health centre up at www.plainpacksprotect.co.uk. The more people the better!

Use of your personal information: The Plain Packs Partnership will treat your details and any information submitted as confidential and will not pass this to any other party without your consent. We would like to keep you informed about the issues you have expressed an interest in and how you can continue to make your voice heard. If you do not wish to receive any further information please tick this box.

Tobacco Packs Consultation,
Department of Health,
7th Floor, Wellington House,
133-135 Waterloo Road,
London
SE1 8UG



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3.)
TRAINING:

ROADSHOW

Do's and Don't

Do's

- Be friendly, enthusiastic and confident and speak with conviction about Plain Packs
- Re-locate to a new location if the current location doesn't have many of the target consumers present
- Check that you have enough battery left on your iPad at each break, if not use the charger provided
- Always ensure there is no litter left behind when leaving a hit squad
- Give out a Thank You card to any consumers who sign up, encouraging them to pass on the message
- Direct consumers to the campaign microsite if they do not have time to stop but seem interested
- Encourage consumers to send an e-mail to their MP at the end of the sign up process (it's simple and very effective)
- Pass any difficult consumers to the EM or AEM
- Remind consumers that the data inputted is being stored securely & will not be shared
- Show real pack examples (as placed within your jacket) to bring to life the techniques used by the tobacco industry. Ask consumers to decide whether they think the current packaging or plain packaging would be more attractive to children?
- Make sure consumers are aware that their sign-up will go towards the national consultation

Don'ts

- Allow a consumer to sign up more than once
- Actively target anyone smoking or stood with a smoker
- Actively target children
- Give away any of the cigarettes placed within your coat
- Hand the iPad to the consumer to fill out their details, always maintain control of the iPad
- Spend too long talking to consumers who you do not believe will sign up to the campaign, in this case be polite, excuse yourself and send them to the campaign microsite for additional details
- Make up/guess any consumer responses, if in doubt send the consumer to the EM or AEM and/or send them to the campaign microsite for more information
- Smoke whilst in uniform

brayleino

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Identifying and approaching target consumers

PRIMARY target consumer – Parents, especially Mums

WHY - Research has shown that protecting children and future generations is the one message with emotional resonance to our primary target audience; it's our strongest chance of motivating action (sign-up)

SECONDARY target consumer – Any adult

APPROACHING TARGET CONSUMERS:

1. Use the cigarettes placed into your coat to disrupt and engage with your target consumer. Asking them, 'which packs do you think would be more attractive to children?'
2. Identify yourself as a member of the Smokefree South West/ Tobacco free futures team
3. Explain that you are collating responses as part of a government consultation, & explain that the process will only take a few moments
4. Go through the digital experience & then encourage them to 'sign up'
5. Once sign up is complete ask them to send an e-mail to their MP
6. Provide them with a 'Thank You' card & encourage them to pass on the message

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Issues management

Due to the nature of the campaign we may receive opposition from the following parties:

- Tobacco industry representatives
- Smokers
- Other interested parties

Although we understand that the aforementioned may have strong views against Plain Packs, the aim of the roadshow activity is to achieve sign up for the campaign. We therefore would like to see the following process followed. If you believe that you are not going to be able to engage with and encourage sign-up from this consumer then the following process should be followed:

1. Treat them and their views with respect, but do not get involved in the debate
2. If you are a BA then please pass this consumer onto the EM or AEM
3. EM/AEM - Inform them that you would like to put them in touch with a member of the Smokefree SW/tobacco free futures who will be able to discuss the matter with them in more detail
4. Pass on a contact number

If this consumer persists then politely excuse yourself from the conversation & move locations if required.

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ROADSHOW ROLE PLAY SCRIPT:

1. Easy consumer

Consumer: You are a mother/father with a 10 year old child. You do not smoke.

Staff: You are the event manager, running this event

Staff: Which packs do you think are most attractive to children?

Consumer: Um, definitely the sparkly ones. Are those packs actually called Vogues, like the magazine?

Staff: Yes. The government will be launching a consultation this Spring on the plain packaging of cigarette products. I am working on behalf of the Smokefree South West/tobacco free futures team, we want to make sure that the public understand the issues and how plain packaging can help to reduce the number of children taking up smoking. I would love to show you a few more statistics if you have two minutes?

Consumer: OK

Staff: (Runs through the iPad experience)

Consumer: God, I didn't realise so many children started smoking at such a young age (starts to fill in their personal information).

Staff: Your sign up will go towards the national consultation. We currently have over 3,200 people signed up to the campaign.

Staff: Would you also like to e-mail your MP to tell them that you have signed up to the campaign? It is really simple, you just click this box.

Consumer: Yes.

Staff: Perfect. Thank you very much (staff member hands out a Thank You card), please pass the message on. The more people who sign-up to the campaign the better. Thank you for your time.

2. Consumer with lots of questions

Consumer: You don't know much about Plain Packaging. You have seen a couple of posters, but you want to understand more before you commit to signing up.

Staff: You are the event manager, running this event

Staff: Which packs do you think are most attractive to children?

Consumer: Are they real packs?

Staff: The examples shown on my right are real cigarette packs which are being sold at the moment. The pack on my left is a mock-up of what the Standardised pack could look like if the Plain Packaging of cigarette products was introduced. The government will be launching a consultation this Spring on the plain packaging of cigarette products & I am working on behalf of the Smokefree South West/tobacco free futures, we want to make sure that the public understand the issues and how plain packaging can help to reduce the number of children taking up smoking. I would love to show you a few more statistics if you have two minutes?

Consumer: The packs don't look very plain??

Staff: The plain packaging of tobacco means that all tobacco products will be required to look the same. All brand names would have to be written in a standard typeface, colour and size. And all other trademarks, logos, colour schemes and graphics would be banned.

Consumer: And how would this help to stop children from smoking?

Staff: The plain packaging of tobacco products could reduce the amount of children smoking by making tobacco packaging look less attractive, increasing the effectiveness of health warnings, preventing the use of misleading and deceptive colours to create false beliefs of different strength and quality and removing the positive association with cigarette brands and image

Consumer: But will it work?

Staff: Evidence suggests that children are more likely to be attracted by designed tobacco packs, than by plain packs.

Consumer: But aren't cigarette packs going to be put out of sight in shops, so what difference will this make?

Staff: Tobacco products will only be hidden in shops. Once outside, it will continue to promote smoking to children.

Staff: I have a few more statistics that I would like to show you? Do you have two minutes for me to talk you through this process?

Consumer: Ok

Staff: (talks through the on-line app, consumer chooses the right answers and agrees with the points made).

Staff: By signing up to the campaign you will sign up to the national consultation. We have received over 3,200 responses to date.

Consumer: What will you do with the information I give you?

Staff: Your data will be stored safely and only used to contact you about the consultation. If you would like to review the privacy policy then I am happy to share this with you.

Consumer: I'm happy to give you my details, I do think it is a good idea to standardize packs, do I have to give my full address though?

Staff: Unfortunately the government will only count support from people who provide them with this level of detail.

Consumer: Ok.

Staff: Would you like to e-mail your MP to tell them you have signed up? It is simple, I just need to click this button.

Consumer: Why?

Staff: We want to show MP's that the campaign is being supported in their region.

Consumer: No thanks.

Staff: Many thanks for signing up (hands them a thank you card), please pass on the message.

3. Difficult consumer

Consumer: You know a lot about the Plain Packs campaign and have very strong views against it.

Staff: You are the event manager, running this event

Staff: Which packs do you think are most attractive to children?

Consumer: I don't know.

Staff: Evidence suggests that children find these (points to the real pack examples) packs more attractive than Plain Packs. The government will be launching a consultation this Spring on the plain packaging of cigarette products. I am working on behalf of the Smokefree South West/tobacco free futures team, we want to make sure that the public understand the issues and how plain packaging can help to reduce the number of children taking up smoking. I would love to show you a few more statistics if you have two minutes?

Consumer: And you want us to believe that those packs will stop children from smoking?

Staff: Evidence suggests that the plain packaging of tobacco products could reduce the amount of children smoking by making tobacco packaging look less attractive, increasing the effectiveness of health warnings, preventing the use of misleading and deceptive colours to create false beliefs of different strength and quality and removing the positive association with cigarette brands and image

Consumer: What a joke. What is next? Are you going to take off the branding from other 'unhealthy' products? We are living in a nanny state.

Staff: Tobacco is not like any other product. It is the only legal consumer product on the market which is lethal when used as the manufacturer intended.

Consumer: I don't believe a word of it.

Staff: Thank you for your time. I am sorry that you do not agree with the plain packaging of cigarette products. If you want to find out more information about the Plain Packs campaign, please visit the Plain Packs Protect website (www.plainpacksprotect.co.uk). Many thanks for your time.

Consumer: So now you don't want to speak to me?

Staff: I am working on behalf of the Smokefree South West/tobacco free futures team, we want to make sure that the public understand the issues and how plain packaging can help to reduce the number of children taking up smoking. Thank you for sharing your view on plain packaging, if you wish to discuss the topic in more detail then I am more than happy to ask someone from the team to contact you directly?

Consumer: I want to talk to you about it.

Staff: My colleagues at Smokefree South West/tobacco free futures will be able to discuss this with you in more detail & therefore I would suggest that I ask one of them to contact you, please let me know if you wish for me to pass on your contact details. Unfortunately I am unable to help any further.

Consumer: Right (consumer walks away).