NHS Highland health improvement team have been working in conjunction with our colleagues at Highland Council trading standards around the #notafavour campaign. We scheduled a joint press release when the campaign was launched in November 2017, and trading standards have been following this up during local store visits.

The team have also been working in partnership with Inverness College, University of the Highlands and Islands (UHI) wellbeing team, and Inverness HISA (Highland and Island Student Association). This has included a stand hosted by Access to Nursing students for No Smoking Day 2018 where they shared their work about the effects of smoking.

We face a geographical challenge in the Highlands when trying to reach all communities due to rurality, therefore when the offer of targeted social media to further raise the awareness of proxy purchase of tobacco and the #notafavour campaign came from ASH Scotland in March 2018, we realised this would be an opportunity to share the message throughout our area.

**Key Facts and figures**

- Students attend Inverness College UHI from all over the Highlands, with various course structures
- We have a population of around 320,000 people spread over 32,500 square kilometres; this is equivalent to the size of Belgium
- The most recent SALSUS figures show that 63% of young people who regularly smoke in Highland get someone else to buy cigarettes for them (higher than the overall Scotland results)
- The most common sources were older friend (36%) and parent / carer (29%)

Consequently, while proxy purchase is clearly an issue in the Highlands, the targeting of the public in general (as opposed to specific shops) was considered the best way of reinforcing the proxy purchase message.
ASH Scotland’s social media offer enabled us to cover the whole region, while bringing together the work between NHS Highland, The Highland Council and Inverness College.

**Campaign Planning**

In order to create the short video clips required for social media, Inverness College UHI recruited students to write, and star in the mini films.

The content and context of the films was informed from a personal account of a young person who is a volunteer test purchaser with the Highland Council trading standards team, and materials from the #notafavour campaign site.

Five videos were filmed by a member of the NHS Highland communications team, and once these were edited they were sent to ASH Scotland, ready for sharing.

To complement the films, we made use of #notafavour floor vinyl’s that were placed in prominent locations around Inverness during the time the videos were being promoted. Locations included areas near the bus and train stations, and main bus stops.

The work was also shared in a press release scheduled to coincide with the start of the campaign. This included a link to the trading standards online reporting mechanism where people are able to report proxy purchases.

ASH Scotland promoted the films over social media, Facebook and Instagram, during a two week period in August 2018. The video clips were short, around 30 seconds each.

Different age groups were targeted depending on the video content and two geographical areas were used.
Outcomes

The opportunity to make use of promoted social media allowed us to work collaboratively to support the #notafavour campaign and challenge proxy purchase in Highland.

The videos achieved a tremendous amount of views, exceeding our expectations. The young peoples’ enthusiasm for this project is admirable; it was a pleasure to have them on board and we are extremely grateful to everyone involved.

Outcomes from NHS Highland's #notafavour online campaign

- 49,314 people reached on Facebook and Instagram
- 10,934 views of the videos
- £258.46 total spend

Partners shared the content repeatedly over a fortnight, enhancing the reach of the content beyond the target audience.

Links to each of the videos can be found at:

https://www.youtube.com/user/ashscotlandmedia