

Smokefree Living Project: ***Final Report***

Final report by Firebrake Wales – July 2011

Contents

Section	Subject	Page
1.	Background and Objectives	3
1.1	The Partnership	3
1.2	Background to the Project	3
1.3	Project Aim	4
1.4	Project Objectives	5
1.5	Delivering the Smokefree Living Project	5
1.6	Timetable for delivery of Pilot Phase	6
1.7	Project Delivery – Lessons learned from the Pilot Phase	7
2.	Research Objectives & Methodology	7
2.1	Research Objectives	7
2.2	Research Methodology	8
3.	Findings	9
3.1	Participants Who Remembered Receiving Pack	9
3.2	Participants Who Read the Pack	9
3.3	Usefulness of the Pack	10
3.4	Levels of Raised Awareness	10
3.5	Changes to Smoking Behaviours	11
3.6	Intention to Make Homes “Smokefree”	11
4.	Conclusions from the Pilot Phase Survey	11
5.	Progress since the Pilot Phase	13
6.	Summary and Next Steps	14
Appendix Survey Questionnaire		

The project partners would like to take this opportunity to thank the team at Beaufort Research and also Dr Mike Harmer at the Welsh Government.

1. Background and Objectives

1.1 The Partnership

ASH Wales was established in 1976 and is the leading voluntary organisation in Wales tackling tobacco use. Ash Wales' main aim is to achieve a reduction in and eventual elimination of the health problems associated with tobacco use. ASH Wales is involved in a wide range of activities including coordinating the Wales Tobacco Control Forum which it manages as a means of bringing together the diverse work occurring in Wales in the tobacco control arena.

Atal Tân Cymru / Firebrake Wales is a registered charity that aims to reduce the incidence of death and injuries in fires by raising awareness of risks, providing safety information, promoting research and evidenced fire prevention practice and encouraging collaboration between public, private and voluntary sector organisations to make Wales a safer place.

Atal Tân / Firebrake works closely with the **Fire and Rescue Services of Wales (FRSs)** to support Wales-wide fire safety initiatives, to promote a consistent approach to fire safety and to encourage cross-sectoral partnership working. At the outset of this project, the lead officers for Community Fire Safety within the three FRSs contributed to the strategic direction of Atal Tân / Firebrake, through representation on the charity's "Strategic Group." The Strategic Group have endorsed and was fully involved in the development, delivery and evaluation of this project.

The project was also supported by a grant from the Welsh Government "New Ideas Fund" which contributes to the costs of evaluating the project.

This Smokefree Living partnership is guided by a **Memorandum of Understanding**, which provides the framework for co-operation and collaboration between all partners.

A **Project Steering Group**, comprising of staff from Atal Tân / Firebrake and ASH Wales is responsible for day to day oversight of the planning, delivery and evaluation of the project.

1.2 Background to the Project

The Smokefree Homes approach had been implemented in several areas of England as a means of reducing the risks of smoking to health, children and the environment. In the main, projects were led by NHS bodies and delivered through practitioners working in the community. However, there were no such initiatives in Wales and both Welsh NHS bodies and health charities had faced challenges in extending the initiative here.

The idea of a broader project, addressing the risks of smoking in the home to health, children and the environment combined with addressing the risks of death or injury in smoking-related home fires emerged following a discussion between the Chief Executives of Atal Tân Cymru / Firebrake Wales and ASH Cymru. It was hoped that a more holistic and collaborative approach would bring the following benefits:

- **Different Approach.** A “risk reduction” model that encourages informed choices in smoking behaviour through the provision of information might be more readily acceptable to all partners than a project with the primary goal of complete smoking cessation.
- **More than Just a Health Issue.** People who may feel less concerned about the “longer term” effects of smoking on health or the environment might be more concerned and more likely to change smoking behaviour if this is connected to the risk of death or injury in a home fire.
- **Targeting Known Smoking Households.** Unlike many of the Smokefree Homes projects in England, this initiative would target information to homes where it is confirmed that one or more smokers live.
- **Cost Effective.** The project would be cost-effective as it would use some materials already publicly available and would require no additional investment of money or staff on the part of the Fire & Rescue Services or Health Services.
- **Robust Evaluation.** The project would be subject to robust monitoring and evaluation to identify “what works,” and capture learning to inform the future development of the project and other community health and safety initiatives in Wales and beyond.
- **“Making the Connections”.** Bringing together organisations in the public and voluntary sector and across the fields of health and community safety to achieve common goals is endorsed by the Welsh Government’s “Making the Connections” programme.

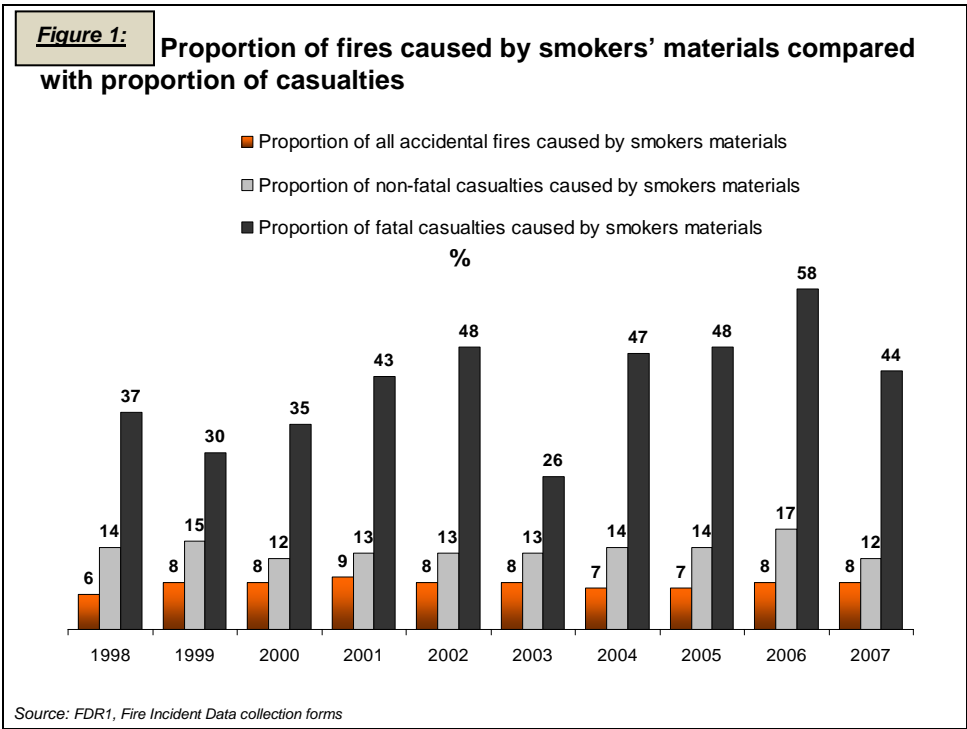
1.3 Project Aim

The over-arching aim of the Smokefree Living Project in Wales is to reduce the risks of smoking in the home to:

- Health
- The Environment
- Children and Pets
- Fire Safety

Firebrake’s involvement in this project reflects the continuing significant contribution of ‘smokers’ materials’ as a source of ignition in the more serious accidental house fires reported in Wales. Looking at the Fire & Rescue Service incident data for Wales, we can see that this source of ignition accounts for a relatively small percentage of accidental dwelling fires (8% in 2007). However, what is striking is that smokers’ materials are the single *most* frequent source of ignition in causing *fatal* casualties – of the 16 fatalities in 2007, 7 occurred when smoking materials were the source of ignition.

This pattern of ‘smokers’ materials’ accounting for a greater proportion of fatal (and non-fatal) casualties, relative to the fires caused by this source of ignition, has certainly been consistent in Wales over the last decade or so, as shown below:



1.4 Project Objectives

- To identify and target an intervention to households in Wales where people smoke
- To provide information on reducing risks, to those households where people smoke and,
- To monitor and evaluate any changes in smoking behaviour in the home, as a result of the project/intervention.

1.5 Delivering the Smokefree Living Project

It was envisioned that the project would be “phased in” across the three Welsh FRS areas, starting with a 3 – 6 month “pilot” in the Mid & West Wales Fire Authority area, commencing in January 2009. It was intended that learning from the pilot phase would be captured and used to inform development of the project when extended elsewhere in Wales later in 2009 and into 2010.

The proposed methodology for the project was as follows:

- **Identifying Potential Participants.** During the course of a Home Fire Safety Check (HFSC) delivered by the Fire and Rescue Services (FRS), the FRS will identify those households where one or more smokers live and/or where smoking takes place within the home.

- **Gaining Consent to Take Part in Project.** The FRS will ask the household representative (the person they are conducting the HFSC with) in these households whether they are happy to share their contact details “with other not-for-profit organisations that may provide further health and safety information and support and monitor the quality of services provided”. This expressed consent is captured as a positive response to this statement – a ticked-box on the HFSC form.
- **Sharing Data with Atal Tân / Firebrake.** The FRS will provide Firebrake with a database containing details of those smoking households that have given their consent. As a minimum, this database should contain a contact name, address and phone number for each ‘qualifying’ household.
- **Sending Out Information Packs.** Firebrake then posts a Smokefree Living ‘pack’ to all of the named individuals on the database. The pack should be sent within one month of the date of the HFSC.
- **Contents of the Pack.** The pack contents include leaflets offering information on the health risks (of smoking but particularly of second hand smoke) and the fire risk. The pack also to contain practical advice, tips and support for people, to help them make their home ‘Smokefree’ (e.g. by setting-up a smoking area outside the home, putting an umbrella by back door etc.)
- **Follow Up Survey.** The project to be monitored and evaluated to assess progress against desired outcomes. This to take the form of follow-up phone calls with a sample of households who were sent the pack: Did they recall receiving the pack? What do they recall of its content? Has it raised their awareness or prompted them to change their behaviour? If so - how? If not - why not?
- **Collecting, Analysing and Sharing the Findings.** Reporting and dissemination of monitoring and evaluation results.

1.6 Timetable for Delivery of Pilot Project

The timetable for delivering the ‘pilot phase’ of this project was as follows:

	Q1 2009			Q2 2009			Q3 2009		
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
HFSC data collated and sent to Firebrake									
Smokefree Living Packs sent to households									
Phase 1 evaluation survey conducted									
Phase 1 evaluation report released									

1.7 Project Delivery – lessons learned from the Pilot Phase

A number of issues arose in the planning and implementation of the pilot phase that were then considered in the development of the next phases of the project and in recommendations for the future of the initiative. These included the following:

- **Projected Scale/Size of Project.** Initially, it was expected that there would be several hundred households identified to receive the pack each month, but there were only 102 identified throughout the duration of the pilot phase. Having a more realistic projection of the number of potential participants, based on data for HFSCs carried out over a similar period, would support more effective deployment of financial, information and staffing resources.
- **Data Sharing.** Mid & West Wales FRS initiated a new database for collecting, managing and reporting information related to HFSCs at roughly the same time this project started. Unfortunately, this made it difficult at times to access full, consistent and timely data on homes where smokers were identified, in order to involve them in the project.
- **Project Clarity & new ‘Consent Section’.** Anecdotally, it was suggested that understanding of the project was varied amongst FRS staff, which may have affected consistency in the collection of smoking household contact details, gaining householder consent, recording and the reporting of information to Atal Tân / Firebrake.
- **Delay in Conducting Evaluation.** Because of the relatively small number of households identified in the project’s pilot stage, it was decided to delay the evaluation process until at least 100 homes had received information packs. This meant that there was a longer period than initially planned between the sending of Smokefree Living packs and contacting households for feedback. The delay may have affected the number of people who could be reached in the evaluation (i.e. may have moved or changed phone numbers), and the level to which they remembered the information received. However, the relatively small numbers meant that it was feasible to attempt to contact *all* those households who were sent a pack, for the purposes of evaluating the pilot study.
- **Benefits of a Pilot Study.** The fact that a number of important issues were identified both in the delivery of the project and the conduct of the evaluation demonstrates the value of carrying out a pilot phase of the project, to ensure the most effective delivery and evaluation of the work on a wider basis.

2. Research Objectives & Methodology

2.1 Research Objectives

One of the aims of conducting this ‘pilot’ evaluation survey was to test the research questionnaire and methodology. The questionnaire was designed with input from ASH

Wales, Atal Tân / Firebrake and Dr Mike Harmer (Research & Information Unit, Department for Social Justice & Local Government, Welsh Government).

It was originally planned that, when the project became fully operational (i.e. when all FRS's were involved and our database of qualifying households became significantly larger), the evaluation would be repeated at regular intervals (e.g. every 3 months, if feasible).

The main aim of this survey however was to evaluate the recall and impact of the Smokefree Living information that was sent, specifically to:

- Establish whether recipients of the pack recalled receiving it, whether they read it and reasons for not reading it (where applicable).
- Determine what recipients spontaneously recall about the message and contents of the pack.
- Gauge how useful they found the information to be and reasons for this.
- Ascertain whether smoking behaviour in the home has changed as a result of reading the information contained within the pack, and which changes have been made.
- Gauge whether awareness of the issues surrounding smoking in the home have increased as a result of reading the information.
- Establish whether recipients of the pack have made, or intend to make their home 'Smokefree', and determine the main motivating factors for this.

2.2 Research Methodology

- A database of 102 names and contact details was provided by Firebrake Wales to an external research agency (Beaufort Research), for the purposes of the research.
- Before commissioning Beaufort Research to conduct this survey, Firebrake checked and were satisfied that Beaufort complied with Firebrake's own Data Protection requirements and the standards of Firebrake's Privacy Policy.
- The 102 names in the database were all people who had received a Home Fire Safety check (from MAWWFRS, during February and March 2009), and at the time of the check it had been established that there was a smoker living in the house. All these people had given consent for their details to be shared and had subsequently all then been sent a Smokefree Living pack, in the post.
- Interviews were conducted over the telephone by Beaufort Research using CATI (Computer Assisted Telephone Interviewing) technology.
- Fieldwork took place between 16th and 22nd July 2009.

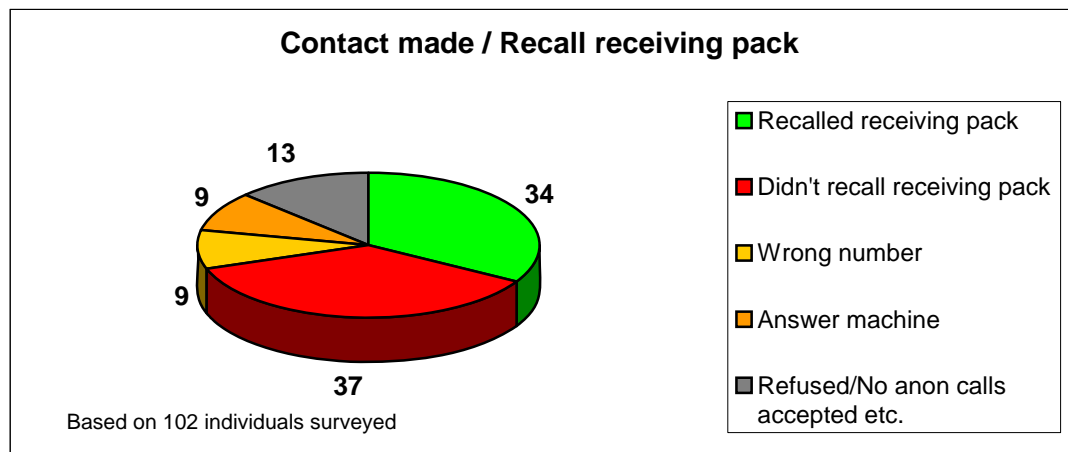
Rather than using sampling, the survey involved the contacting of **all** those people whose names were included in the database provided by MAWWFRS (and for whom a contact number was provided).

All those respondents who said that they had **not** read the Smokefree Living pack were screened-out at the outset of the interview.

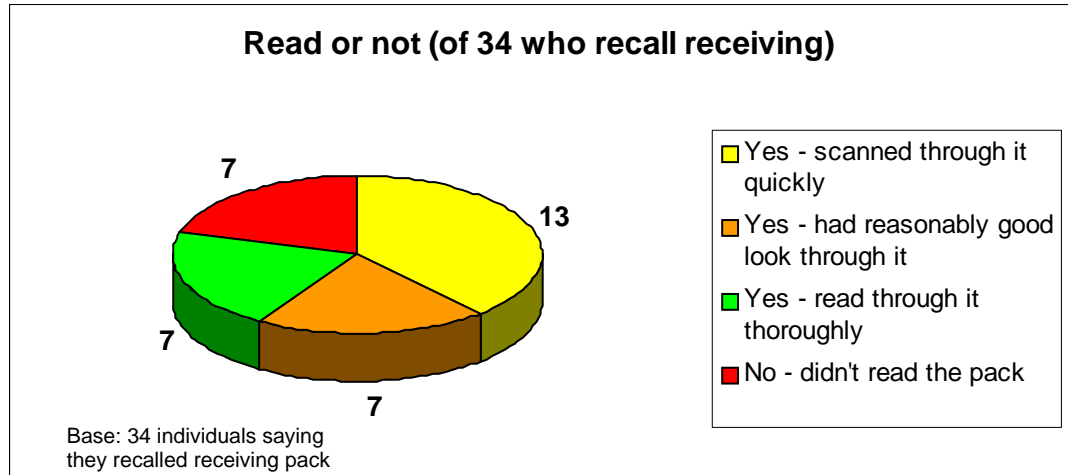
3. Findings

As stated, the project adopted a 'census' approach to this survey, which involved attempting to contact **all** 102 individuals identified by the FRS as being in smoking households and having given consent to be contacted. As the numbers of respondents are relatively few (only those people who read the Smokefree Living information were interviewed), it is important to exercise care when considering the implications for a wider population.

3.1 How many recalled receiving the pack? A third of the individuals who were sent the pack recalled receiving it. Around a third were contacted but were unable to remember receiving the pack. A further third could either not be contacted or else didn't want to participate in the survey.



3.2 How many read the pack contents? Of those that recall receiving the pack (34), **27 (79%)** said that they read it. The main reasons given for not reading were 'too busy/didn't get round to it' and people not thinking it applied to them due to them 'not smoking that much'.



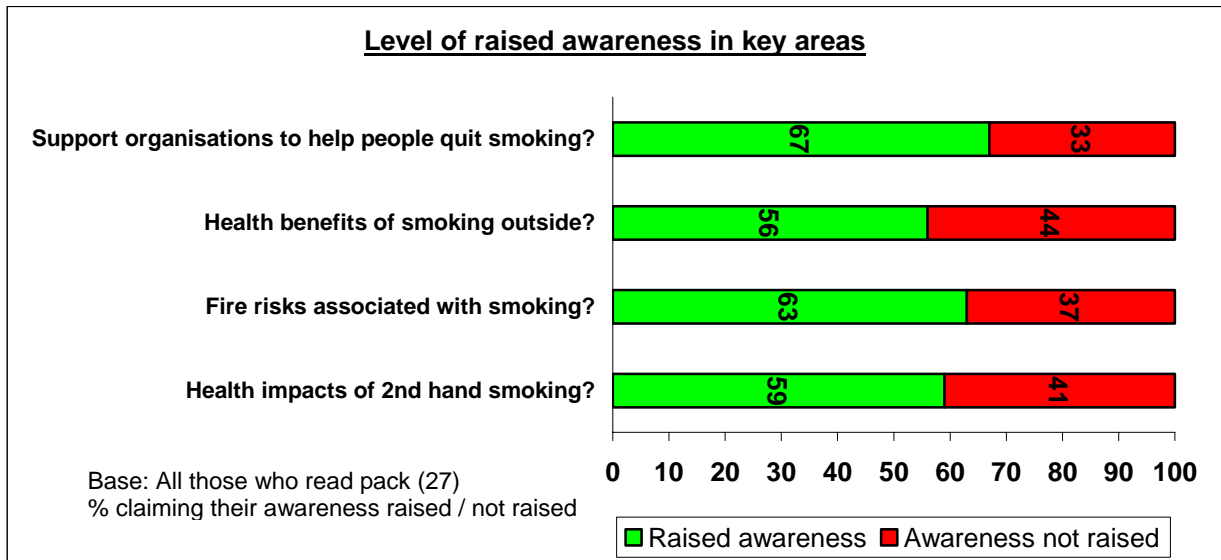
3.3 How many found the pack useful? Of those that read the pack contents, **92%** said that they found it useful (59% 'very useful', 33% 'quite useful'). Comments on why people found it useful included:

- *"Just to know that when you want to give up there are places that can help".*
- *"It gave a lot of information and makes you aware of the risks associated".*
- *"It was useful as my children told me off for smoking and made me read it".*
- *"It gave me more of an incentive".*

However, some of the feedback given here suggested that people were confusing the Smokefree Living packs with the messages received during the Home Fire Safety Check (or with leaflets left during the HFSC), for example:

- *"It brings to your attention the possible consequences of overloading plug sockets".*
- *"I wasn't aware of the hazards until he explained them to me – common sense things like putting water in the ash tray".*
- *"It opened your eyes to things that you wouldn't really notice, such as appliance safety".*

3.4 Was awareness raised? The majority of respondents claimed that their awareness **had** been raised in each of the following key areas.



So, for example, 67% of those who read the pack said that their awareness of organisations to help people quit smoking had been raised. However, at the time of the survey, only 7% had gone on to contact one of these organisations.

3.5 Changes in smoking behaviour. Around **40%** of those people who read the Smokefree Living pack (11 out of 27 people) stated that they (or someone else in their household) had changed their smoking behaviour – as a direct result of reading the information in the pack. Some of these changes spontaneously given included:

- *“Smoke a lot outside when I never used to. I never smoke upstairs. Now I put water in ashtray”.*
- *“Makes me sure that I don’t want to smoke anymore”.*
- *“She goes out the back garden to have a cigarette now”.*
- *“I don’t smoke upstairs”.*

3.6 Choosing to Live Smoke-Free. Around a third of those respondents who had read the Smokefree Living pack stated that they **currently** have a ‘Smokefree’ home. A further third expressed an **intention to make their home Smokefree in the near future**. For these people, the main motivation for wanting to make their home Smokefree was the health of their children

4. Conclusions from the Pilot Phase Survey

4.1 Limitations Posed By Size of Pilot.

The number of households receiving Smokefree Living packs in the pilot stage was much lower than expected. A total of 102 homes were sent the packs and only 71 of these could be contacted to take part in the survey. The small number of participants in the pilot stage

of this project (our 'universe' was 102 households) and the subsequent relatively small-scale survey, means that some care should be taken when looking at the pilot study evaluation. In particular, care should be taken in trying to generalise these survey findings to a wider population. However, the indications from this survey were certainly encouraging for taking the project forward throughout Wales.

4.2 Benefits of a Co-ordinated, Risk-Reduction Approach.

Evidence already shows the benefits of a Co-ordinated Approach to reducing the risks from smoking in the home for smokers, children and non smokers rather than focussing on just one aspect of the issue.^{1 2} A study of attitudes towards fire risk suggests that smokers may underestimate their levels of risk from fire and benefit from initiatives that help them manage their risks more effectively.³ Philips, et. al. conclude that while some people may be ambivalent about health messages associated with smoking, providing information on the wider risks posed by smoking in the home can be effective in attaining more smoke-free homes.⁴

4.3 Early indications that this Model is Effective.

As mentioned earlier, despite the small numbers involved, the study seems to indicate that the project does make a difference to knowledge, attitudes and behaviour related to smoking in the home. About ¼ of those who were sent Smokefree Living packs said they had read them and found the information useful. In addition, around **11%** of these 102 householders said that they had **changed their smoking behaviour**, as a result of reading the pack.

4.4 Determining the Impact of the Smoke Free Living pack vs. the HFSC.

It was evident from certain responses to the pilot survey questions, that a small number of respondents were recalling elements of the Home Fire Safety Check that they had received, as well as the messages and advice from the Smoke Free Living pack. It is therefore not possible to determine precisely what effect each of these components had and therefore their subsequent individual contribution to the pilot evaluation results. It may well be that the people who have requested a Home Fire Safety Check are, in some way, more pre-disposed to reading and responding positively to the messages in the Smoke Free Living packs.

Either way, this is not necessarily a problem, as the project 'model' inherently involves the delivery of *both* of these components (the Smoke Free Living packs are only sent to households that have had a recent HFSC). Should the model be changed however, e.g.

¹ Muller, T. 2007. *Breaking the Cycle of Children's Exposure to Tobacco Smoke*. London: British Medical Association.

² Thompson, G., Wilson, N. and Howden-Chapman, P. 2006. "Population Level Policy Options for Increasing the Prevalence of Smokefree Homes." *Journal of Epidemiology and Community Health*. Vol. 60, 298-304.

³ Communities and Local Government. 2008. *Understanding People's Attitudes Towards Fire Risk – Fire Research Series 13/2008*. London: Communities and Local Government.

⁴ Philips, R., Amos, A., Ritchie, D., Cunningham-Burley, S. and Martin, C. 2007 "Smoking In the Home After Smoke-Free Legislation in Scotland: Qualitative Study." *British Medical Journal*. Vol. 335, 553-557.

Smoke Free Living packs are sent to households that have not had a recent HFSC, there could be implications for the overall effectiveness in achieving desired outcomes.

4.5 Favourable Comparison to Other Smokefree Living Initiatives.

The approach compares favourably against those used in Smokefree Living projects in England to date, in terms of cost-effectiveness and evidence of changed attitudes, knowledge and behaviour. For example, the recent “Smoke Free Sefton Homes” project in Liverpool involved a leaflet drop to 10,000 households. Although not directly comparable to our project, due to differing methodologies, it is interesting to note the ‘response rate’ in their project - where only 74 households (0.7%) pledged that their homes would become Smoke Free.⁵

5. Progress since the Pilot Phase

Firebrake Wales and ASH Wales have been pro-active in sharing the results and challenges of the pilot stage, as well as in gaining comparative insight from other initiatives in the UK. There was much interest in the way that this initiative was being delivered, that is, *targeted* to known smoking households and *following a HFSC*. While it was not possible to separate out the effect of the HFSC itself on any reported impact on smoking behaviours, for as long as this project is delivered in this way, this is not seen by any of the partners to be an area for concern.

The findings from the pilot stage were also presented to the Fire and Rescue Services in Wales at a senior level, and were received positively by the Heads of Community Fire Safety, with all saying that they wanted their respective region to be actively involved with the project on an ongoing basis. Whilst this was encouraging in terms of bringing about an all-Wales coverage to the project, the actual numbers of households involved was always going to be dependent upon factors such as the number of HFSCs delivered, the number of smoking households identified during those Checks, and the number of these that give their consent to receive the project materials. That said, some 16 months on from the conclusion of the pilot phase, Firebrake has received far fewer householder details for this project from the FRSs than everyone had originally anticipated. There appear to have been two main factors impacting on progress here, and these are noted below:

5.1 Informed consent and Data Sharing

The need to address issues of ‘informed consent’, data sharing and the data transfer process itself were first identified during the pilot phase, and these continued to represent a considerable challenge as work progressed. Initially, this required making changes to the wording of the FRS HFSC ‘forms’ themselves – to ensure that householders were provided with the necessary detail to give their informed consent to participate in this initiative.

⁵ Taylor, J. 2008 *Smoke Free Homes Project Evaluation*. Liverpool: NHS Sefton.

As time went on, it became evident that, in addition, a much more comprehensive 'Data Sharing Protocol' between Firebrake and the three Welsh FRSs was required. This overarching protocol needed to cover all aspects of the sharing of personal data between the parties.

The agreement and completion of this Protocol, along with the necessary changes made to FRS HFSC forms (to capture the granting of householder 'consent') took several months and the Protocol was finally signed off in June 2010. However, by August of that year data for the project was still not forthcoming.

5.2 Shifting of focus

More recently, it may also be the case that the FRSs feel less inclined to be involved in a health-based approach to safer smoking with the advancement of guidance and legislation around 'Reduced Ignition Propensity' cigarettes (or 'Lower Ignition Propensity' cigarettes as they are referred to in the tobacco industry). The anticipated introduction of this EU safety standard for cigarettes that self-extinguish when not actively smoked, could see compliant (i.e. 'fire safer') cigarettes on sale in the UK by the end of 2011.

In addition to the factors outlined above, it should also be noted here that this project faced some of the generic issues often associated with multi-organisational, multi-layered partnership working. This sort of project 'model' only works effectively and efficiently when clearly agreed objectives, actions and responsibilities are communicated between, and then within, all of the organisations involved. The ways that the strategic and operational areas of such a project are to link-up really need to be understood and made clear from the outset.

6. Summary and Next Steps

- Progress has been made since the completion of the pilot phase. Firebrake Wales and ASH Wales have continued to be pro-active in sharing the results and challenges of the pilot stage, and the wider Smokefree Homes Initiative has certainly gained pace.
- Firebrake now has a generic 'Data Sharing Protocol' with the three Welsh FRSs, and there is a common 'consent form' being used during the delivery of HFSCs across Wales. These welcome legacies have not only helped with the continued delivery of this project but have also facilitated the development of other initiatives.
- Several hundred more Smokefree Living packs have been distributed to participating/consenting households in Wales and, based upon the findings of the pilot phase, we are confident that there will be a positive impact on the behaviour of some of these smokers.
- Firebrake had originally commissioned Beaufort Research to conduct the second round of the project evaluation, using similar methodology to that used in the pilot stage (Computer Assisted Telephone Interviewing). Based on the fact that we were able to survey 102 households from one FRS region for the pilot, it was hoped that this 'main phase' would be of a sufficient scale to generate a sample of 300 - 400

households for evaluation - and that results could then be compared with the pilot stage findings. Due to the challenges outlined earlier, this was not achieved and Firebrake felt that there would be no benefit from repeating another small-scale survey.

- A further plan for the effective distribution of the remaining Smokefree information packs will be raised by Firebrake with the relevant Community Fire Safety Officers within the Welsh FRSs and with each of the FRS Third Sector Coordinators. It is anticipated that by working with the FRSs and their community partners, packs can continue to be distributed either during or as a direct follow-up to the HFSC.
- It is also interesting to note that wider work under the 'Smokefree Homes' initiative appears to show that health professionals are well placed to distribute Smokefree information packs, although there is very little evaluation to measure the impact and effectiveness of this more general approach. Firebrake will continue to explore opportunities for alternative methods of delivering the Smoke Free Living packs with current and future partners, across a range of sectors.

Appendix:

SMOKE FREE LIVING RESEARCH – QUESTIONNAIRE

ASK TO SPEAK TO NAMED CONTACT

Good afternoon / evening. My name is and I'm calling from Beaufort Research. We are conducting a short confidential survey on behalf of Firebrake Wales, the Wales fire safety charity. The survey should take no more than 10-15 minutes to complete.

Everything you say will be treated with strict confidentiality – the answers you give will be grouped together with those given by others who take part in this survey - you will not be personally identified as having taken part in this interview.

S1 Do you recall receiving Smoke Free Living Information in the form of a letter and leaflets from Firebrake Wales in the last few months?

Yes → **GO TO S2**

No → **THANK AND CLOSE**

Don't know / refused → **THANK AND CLOSE**

S2 Did you read the information contained within the Smoke Free Living letter and leaflets pack?

READ OUT

Yes – scanned through it quickly

Yes – had a reasonably good look through it

Yes – read through it thoroughly



GO TO S5

No → **GO TO S3**

Don't know / refused → **GO TO S3**

S3 Did anyone else in your household read the information contained within the Smoke Free Living pack?

Yes → **ASK TO SPEAK TO THIS PERSON OR MAKE AN APPOINTMENT TO CALL BACK. RECORD NAME OF PERSON INTERVIEWED WHERE NOT NAMED CONTACT.**

No → **GO TO S4**

Don't know / refused → **GO TO S5**

ASK S4 IF ANSWER 'NO' TO S3

S4 Can you tell me why you did not read the information contained within the Smoke Free Living pack? **PROBE** Anything else?
DO NOT PROMPT – RECORD VERBATIM

ASK S5 IF ANSWER 'NO' TO S3

S5 I am going to read out some methods that could be used to let you know about smoke free living. For each one can you tell me, how likely it is to get you to take notice of what is being said?

- Very likely
- Fairly likely
- Not likely

1. Adverts on TV
2. Adverts on radio
3. Information on the Internet
4. Leaflets/newsletter through your door
5. Adverts / information in national or local newspapers
6. Leaflets / posters at doctor's surgeries, health centres or other public or community buildings
7. Leaflets / posters at local public / community events
8. From individuals or representatives of organisations that you are already in touch with (e.g. your GP, Help the Aged, Women's Institute, Home Start, faith communities, social or sports clubs etc)

ASK ALL

S6 Can I just check, are you a smoker?

Yes
No

IF 'YES' AT S2 – CONTINUE WITH INTERVIEW
IF 'NO / DON'T KNOW' AT S2 – THANK AND CLOSE

Q1 Can you tell me, what are the main messages you recall from the information contained within the pack? **PROBE** Anything else?

RECORD VERBATIM

Q2 Can you tell me what you remember being included in the pack? **PROBE** Anything else?

RECORD VERBATIM

Q3 Have you or anyone else in your household done any of the following?

READ OUT

- Read the Smoke Free Living leaflet contained within the pack
- Read the Health Challenge Wales leaflet contained within the pack
- Displayed the stickers from the pack in your home
- Displayed the stickers from the pack in your car
- Contacted any of the agencies mentioned in the pack → **GO TO Q4**

None of these

Don't know / refused

ASK Q4 IF 'CONTACTED ANY OTHER AGENCIES' AT Q3

Q4 Which agencies did you or someone else in your household contact? **PROBE** Any others?

DO NOT PROMPT – CODE ALL MENTIONED

- Ash Wales
- Firebrake Wales
- Stop Smoking Wales
- Health Challenge Wales
- Fire Service
- No Smoking Day
- Other (PLEASE SPECIFY)

Don't know / refused

REMOVE FROM LIST THOSE CODED AT Q4

Q5 Can I just check, did you or anyone else in your household contact any of these agencies as a result reading the information contained within the Smoke Free Living pack?

READ OUT – CODE ALL MENTIONED

- Ash Wales
- Firebrake Wales
- Stop Smoking Wales
- Health Challenge Wales
- Fire Service
- No Smoking Day

None of these

Don't know / refused

ASK ALL

Q6 How useful did you find the information contained within Smoke Free Living pack? Was it...

READ OUT

- Very useful
- Quite useful
- Not very useful
- Not at all useful



Don't know / refused → **GO TO Q8**

DO NOT ASK Q7 IF 'DON'T KNOW / REFUSED' AT Q6

Q7 Why do you say that? **PROBE** Anything else?

RECORD VERBATIM

ASK ALL

Q8 Have you or anyone in your household changed their smoking behaviour as a result of having read the information contained within the Smoke Free Living pack?

Yes → **GO TO Q9**

No → **GO TO Q11**

Don't know / refused → **GO TO Q11**

ASK Q9 IF 'YES' AT Q8

Q9 What changes have been made? **PROBE** Anything else?

RECORD VERBATIM

ASK Q10 IF 'YES' AT Q8

Q10 I'm now going to read out a number of changes that may or may not have been made in your household. For each one I would like you to tell me whether?

READ OUT

- You have made this change as a result of reading the information contained within the pack
 - You have not made this change yet
 - It's not applicable as this was already being done.
1. Changed the timing of when someone smokes so that other people are not in the house
 2. Changed the timing of when someone smokes so that other people are in bed
 3. Changed the places in the house where someone smokes so that smoking is limited to fewer rooms
 4. Changed the places in the house where someone smokes so that they are closer to open windows
 5. Ensure smokers go outside when they are smoking
 6. Ensure smokers keep their cigarettes / tobacco out of children's reach
 7. Ensure smokers do not leave cigarettes unattended
 8. Clear away ashtrays when someone has finished smoking
 9. Ask friends not to smoke when they are in the house
 10. Discourage children from smoking

ASK ALL

Q11 Do you feel that after reading the information contained within the Smoke Free Living pack your awareness of the following has increased or stayed the same?

READ OUT

- Increased
- Stayed the same

1. Health impacts of second hand smoking
2. Fire risks associated with smoking
3. Health benefits of smoking outside
4. Support organisations to help people quit smoking
5. Support organisations that give people fire safety advice

Q12 Which of the following best describes whether your home is smoke free or not? By smoke free I mean that there is no smoking in any rooms.

READ OUT

Currently smoke free
Intend to make smoke free in the near future
Have no plans to make smoke free in the near future

Don't know / refused

ASK Q13 IF 'CURRENTLY SMOKE FREE' OR 'INTEND TO MAKE SMOKE FREE' AT Q12

Q13 What was your MAIN motivation in making / intending to make your home smoke free?

DO NOT PROMPT – CODE ALL MENTIONED

Your own health
Health of children in home
Health of other adults in home
Health of pets
Fire safety
Cosmetic reasons / odour of smoking
Other (PLEASE SPECIFY)

Don't know / refused

ASK ALL

Q14 Do you or anyone else in your household smoke in the car?

READ OUT

Yes, but only when alone in the car
Yes, when there are others in the car
No – never

Don't know / refused

Now a few more general questions about you....

Q15 Could you tell me your exact age please?

RECORD EXACT AGE

Q16 CODE GENDER

Male
Female

Q17 Can you tell me the occupation of the Chief Income Earner within the household?

(The Chief Income Earner is the member of the household with the largest income, whether from employment, pensions, state benefits, investments or any other source. This person can be of either sex.)

NOTE: IF CHIEF INCOME EARNER IS RETIRED OR REGISTERED UNEMPLOYED, ASK FOR PREVIOUS OCCUPATION

SOCIAL CLASS (Based on occupation of chief income earner)

ABC1
C2DE

Q18 Does your household rent or own your property?

Rented \ rent free → **GO TO Q19**

Owned outright
Owned with a mortgage

Don't know / refused



ASK Q19 IF 'RENTED/RENT FREE' AT Q18

Q19 Do you rent your property from a:

READ OUT

Local authority / council
Housing association
Private landlord
Other landlord

Don't know / refused

Q20 Excluding yourself, can you tell me how many people live in your household and what are there ages?

RECORD EXACT AGE FOR EACH PERSON IN HOUSEHOLD

PERSON 1 _____
PERSON 2 _____
PERSON 3 _____
PERSON 4 _____
PERSON 5 _____
PERSON 6 _____
PERSON 7 _____
PERSON 8 _____
PERSON 9 _____
PERSON 10 _____

Q21 Can I just check that there are **INSERT SUM OF PEOPLE IN HOUSEHOLD FROM Q20** people living in your household?

Yes → **GO TO Q22**

No → **GO BACK TO Q20 AND WORK THROUGH HOUSEHOLD MEMBERS AGAIN**

Q22 Finally, would you be willing to take part in future research conducted on behalf of Firebrake Wales or conducted by Firebrake Wales?

Yes
No

Don't know

THANK AND CLOSE

Supported by



Llywodraeth Cynulliad Cymru
Welsh Assembly Government