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The Use Of Online and Offline Communication In Public Information Campaigns: A Case Study of the Health Service Executive "Quit" Campaign

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M.A. Public Relations with New Media

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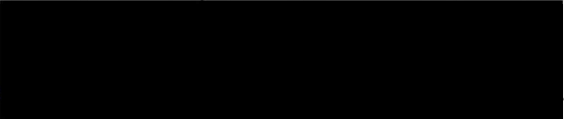
Declaration

I hereby certify that this material, which I now submit for assessment on the programme of study leading to the award of

Master's Degree (MA) in Public Relations with New Media

Is entirely my own work and has not been submitted for assessment for any academic purpose other than in partial fulfillment for that stated above.

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Date......7-10- 2013..........

Abstract

To understand the role of offline and online communication in public information campaigns, research of the Health Service Executive (HSE) "Quit" Campaign was conducted. Through document analysis of campaign materials and interviews, an in-depth examination of the campaign communication plaform is presented. Discussion of these elements reveals the strenghts of both communication tools in current public messaging. The research concludes with a set of recommendations for future public information campaigns and describes how this modern day campaign is an excellent model that other organisations can emulate.

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Chapter I

Introduction

1.1 Goal of the study

For many decades public information campaigns have used mass media in order to reach their audiences. In the recent past, campaigns had fewer tools to spread an organisation's message. Typically, they would write a press release about an announcement and would send it to traditional media outlets such as television, radio, newspapers, and magazines in hopes of gaining coverage. They would offer interviews with key people in the organisation, who would tell the organisation's story with hope that people were watching or reading the news. This method of spreading a message was the main tool to reach mass audiences and it worked for many years. In disseminating messages, most campaign designers still rely on traditional broadcast and print channels to carry public service messages. However in recent years, with the advent of the internet, public information campaigns are beginning to incorporate the online platform into their campaign communication strategies to support mass media communication.

Nowadays there are many more ways to spread campaign messages. Social media such as Facebook, Twitter and YouTube have also entered the picture. The Internet has given the ability for campaigns to spread messages instantly and directly to their target audiences from an endless variety of sources without having to go through the traditional route. "It seems that attention is moving away from the traditional heartland of public relations practice." (Phillips & Young 2009: 96). This shift to the internet and to social media is viewed as a revolutionary force that has changed the way public relations practitioners think and practice public relations as a whole. It has given public messaging an extra dimension when communicating.

In the light of the changes in the public relations field brought by the internet and the popular social media, the goal of this thesis is to study a public information campaign, the Health Service Executive "Quit" Campaign as a campaign which has successfully embraced both communication channels. This thesis focuses specifically on the communication tools used during this campaign aimed at shifting the public's attention to

smoking. The thesis provides an understanding of the "Quit" Campaign communication story from its beginning in 2011 to the present.

The following section provides in-depth background information about the initiation and execution of the "Quit" Campaign.

1.2 Campaign Overview

The "Quit" campaign was launched in June 2011. It was the intention of the HSE to spread the campaign over three years.

The campaign was executed by a large HSE team: including Public Health, Tobacco Control, Health Promotion, Communications and a range of other representatives.

The campaign was based on grounded national and international research. Research shows that smoking is the single biggest cause of bad health and death in our society. Over 5.5 million people die every year from tobacco related diseases, which to be more specific, is 1 in 2 smokers. Smoking also accounts for some 5,500 deaths in Ireland each year. The HSE gathered this evidence from a study called "The Doctors Study" (Doll R, Peto R, Wheatley K, Gray R, Sutherland I.:901-911). To add to this research, recent Irish data showed an average cost of €7,700 every time a smoker was admitted to hospital with a tobacco related disease.

Research also shows that campaigns that are most effective in smoking cessation are part of a broad health service initiative, anchored in research, integrate 'why to quit' with 'how to quit' messages, use a hard-hitting tone, incorporate advertising , public relations, special events and promotions. The campaign was to take a well rounded, integrated approach, using all HSE resources, not limited to being an 'advertising' campaign.

The HSE set out three objectives. The first was to encourage smokers to make an initial quit attempt, secondly to encourage smokers to try again if the first attempt failed and thirdly provide and promote support services for smokers to help them in their attempts to quit

The main target audience for the campaign was set at smokers aged 25-39, as they are most receptive to quit messages.

The campaign planning and research phase began in the summer of 2010. The HSE initiated research, they looked at the evidence base for similar campaigns, holding focus groups with Irish smokers. They needed to find a message that would work, that would catch the attention of, and spark an emotional arousal with smokers in Ireland. The message was to be the fact from smoking literature that '1 in every 2 smokers will die of a tobacco related disease'.

The HSE then developed a campaign project plan, ensuring a comprehensive health service wide approach, utilising all HSE and stakeholder opportunities to achieve the campaign objectives. They secured investment from within the HSE. They engaged and developed formal campaign partnerships with a wide range of key health stakeholders such as the Cancer Society, Irish Heart Foundation, Irish College of General Practitioners, Pharmaceutical Society of Ireland to name but a few.

A new campaign identity and brand was developed by enhancing the quality of existing quit smoking resources including the website, information leaflets and other supports. The HSE designed new materials and revised their distribution and availability nationwide. They set up a new www.quit.ie website and a dedicated Facebook community at www.facebook.com/HSEquit, both of which was aimed at supporting smokers along the way to giving up.

The campaign was executed over subsequent phases. The first phase of the campaign began on June 13th 2011, with radio and outdoor advertising, national and regional public relations and online activity. They produced printed information that was displayed at many health facilities, GP and dental surgeries, hospitals, public buildings and other HSE locations. They also used HSE stationery and email to promote the campaign, with all external HSE emails using the campaign slogan as an automatic signature.

The second phase of the campaign began on 31st Aug 2011 which involved TV and more radio advertising. They recruited real people to take part in the campaign. They featured in outdoor posters and billboards, in radio and TV ads and in new powerful documentary style adverts.

The "Quit" Campaign has been successful to date, with very significant increases in use of campaign support services. In its first year from June 2011 to June 2012, quit.ie had 92,289 visits and 10,270 Quitplans signups which was a 82% increase in visits to the

online quit smoking support site, www.quit.ie, and more than 100% increase in people signing up for an online Quitplan support. These results were calculated by comparing existing results to the previous HSE smoking cessation website giveupsmoking.ie. In year two quit.ie had 128,340 visits, an 39% increase from year one and 12,389 Quitplan signups which was a 20% increase.

This is supported by the survey conducted in July 2012 which allowed the HSE to get feedback from the target audience on the website. According to the survey, when asking those familiar with the campaign aged between 18-44 and who were receptive to its message and the channels they are likely to use when quitting, out of 223 surveyed nearly 50% when asked about the website said they have or possibly will visit the quit.ie website at some stage. (Campaign Evaluation Survey July 2012).The campaign also won a Gold AdFx award in its Public Service, Social Welfare and Education Category, and also won a special Judge's award for Best Use of Research.

Chapter II

2.1 Sector Overview

The Health Service Executive (HSE) is responsible for the provison of healthcare in Ireland.

The HSE provides health and social services to everyone living in Ireland. These services range from public health nurses treating the elderly in the community to caring for children with challenging behaviour; from health education to performing highly-complex surgeries; from planning for major emergencies to controlling the spread of infectious diseases.

The HSE is Ireland's largest employer with over 67,000 direct employees, and another 40,000 in funded health care organisations. (www.hse.ie)

The HSE is divided into four regions:

1. HSE Dublin Mid-Leinster - (South Dublin, County Kildare, County Wicklow, County Longford, County Westmeath, County Laois and County Offaly)
2. HSE Dublin North East - (North Dublin, County Meath, County Louth, County Cavan and County Monaghan)
3. HSE South - (County Cork, County Kerry, South Tipperary, County Wexford, County Waterford, County Carlow and County Kilkenny)
4. HSE West - (County Galway, County Mayo, County Roscommon, County Limerick, County Clare, North Tipperary, Donegal, Sligo, and County Leitrim)

Each region is headed by a Regional Director of Operations, who is responsible for managing all services in that area.

The HSE is divided into various functions listed below:

- Integrated Services Directorate (Hospital and Community Public Health Services)
- National Cancer Control Programme
- Quality & Patient Safety Directorate
- Corporate Planning and Corporate Performance
- Finance

- Human Resources
- Communications
- Commercial and Support Services (Estates, Legal, Procurement, Contracts, & ICT)

The HSE Communications Directorate was involved in the "Quit" campaign execution. The department is responsible for developing and managing the HSE's internal and external public communications initiatives.It also includes the Parliamentary Affairs Division, which manages responses to parliamentary questions and information for public representatives and is responsible for Freedom of Information and Data Protection. (www.hse.ie)

Chapter III

Literature Review

3.1 Defining Public Relations and its Role

Public relations can be defined as the "management of communication between an organization and its publics," and public relations practitioners are those who "manage, plan, and execute communication for the organization as a whole" (Grunig & Hunt, 1984, p.6).

Various literatures have explained the importance of public relations, saying that it is necessary for the survival of the organisation as well as reaching the organisations publics in an effective manner. Grunig and Dozier (2002) state that the practice of public relations is important because its aids organisations in achieving their goals by creating relationships with their publics:

"Individual communication programs such as media relations, community relations, or customer relations are successful when they affect the cognitions, attitudes, and behaviours of both publics and members of the organization—that is, the cognitive, attitudinal, and behavioural relationships among organizations and their publics" (p. 91).

Smith (2009) also agrees arguing that, public relations creates long-term relationships with publics but also helps prepare for and manage crisis situations in a strategic manner (p.151).

Austin (2009), offers another description saying public relations "enables managers to solve complex problems, set and achieve or exceed goals and objectives, track the opinions and beliefs of key publics, and employ program strategies with confidence that they will have the intended results" and it also allows the organisation to do so in a low cost way (p. 2).

To sum up the various definitions, public relations is valuable to organisations because it helps contribute to the organisation's mission, goals, and bottom line.

3.2 Models of Communication

A main focus of this study was to examine both offline and online communication tools in a public information campaign. It is therefore necessary to provide an explanation of the basic public relations theories. A variety of communication concepts and theories can be applied to the implementation of such public information campaigns.

J. Grunig and Hunt (1984) described typical ways in which public relations is practiced by using two dimensional combinations of directions of communication. These are one-way versus two-way and purposes of communication which is asymmetrical versus symmetrical.

The model of press agentry describes public relations as propagandistic that seeks publicity in any way possible. Practitioners of this model use a one-way, source-to-receiver communication model.

The public information model is a more honest approach to public relations. The aim is in providing precise and honest information to the public and not to give unfavourable information voluntarily.

The two-way asymmetrical model is one-sided communication based on behavioural research. Practitioners of this model use social science theory and research already conducted on attitudes and behaviours to persuade publics to accept the organisation's point of view or to behave as the organisation wishes them to behave.

In the two way symmetrical model, "understanding is the principal objective of public relations" of both sender and receiver rather than one-sided persuasion (J. Grunig & L. Grunig, 1992: 289). This model describes how communication is balanced by negotiation and compromise that in return alters the relationship between the organisation and its publics. When practising this model, communication must be planned so conflict can be managed and the understanding with publics is improved. It involves research to comprehend the means of communication rather than identifying messages most likely to motivate or persuade publics.

As described below, this study considers interaction between communication professionals and audiences which qualifies as a two-way flow or direction of communication particularly those described in Grunig and Hunt's (1984) two way symmetrical communication including such activities as practitioners listening and interacting with its audience.

3.3 Mass Media and Public Relations

Public relations and the media are very closely tied. In order for PR practitioners to gain publicity by spreading information, persuasion and opinions to the public, they have to utilise the media in order to get this publicity.

Media relations can generally be viewed as the relationship between the uncontrolled mass media and PR practitioners.Media Relations is the practice, performed by public relations practitioners, of providing information subsidies to the media in order to distribute information on behalf of their client (Tench and Yeomens: 2006). In other words, the media relations practitioner acts as a sort of pre-reporter for the journalist, providing them with information that they need to do their jobs.

Most literature regarding PR speaks about the importance of mass media to PR. Cutlip, Center, and Broom (2000) states that working with the mass media is "a major part of many practitioners' jobs" (p. 323). Wragg, D., Theaker, A. & Bland, M. (2005) also say that the media is fundamental to public relations activity because they believe the industry derived from the press in the first place.

Johnston (2007) has also listed the advantages of working with the media for public relations because it:

- Raises awareness and gets your point of view heard.

- Creates impact within the chosen audience.

- Saves money by using editorial to gain exposure rather than pay for advertising.

- Gains legitimacy and creditability through editorial.

- Reaches targeted audiences both large and small.

- Builds public support and mobilises public opinion.

- Uses a range of media depending on the message and its products (P.9-10)

Other critics have also discussed the benefits of mass media to PR saying "Media relations occupies a central position in public relations because the media serve as "gatekeepers", controlling the information that flows to other publics in a social system" (Grunig and Hunt, 1984:223).

(Wragg et al. 2005) also states that the media can be used to target a specific public and encourages two-way communication. The media is also praised by some critics for its ability to persuade and inform people, because journalistic publicity is considered to be more believable than advertising (Larsson 2009: 137).

3.4 Public Information Campaigns

An integral part of any public relations efforts is a public relations campaign to plan, carry-out and analyse a PR plan of action.

Public sector organisations are responsible for informing the public and often incorporate a PR campaign as a means of informing these publics. These are often called public information campaigns.They can be summed up as:

"Purposive attempts to inform, persuade, or motivate behavioural changes in a relatively well-defined and large audience, generally for non-commercial benefits to the individual/or society" (Tench and Yeomans, 2006 :578)

Although many organisations use public information campaigns, literature states that they are primarily used by groups that perform public services such as health care and governmental agencies with the intention of promoting a public message. Cohen (1987) stated that organisations who provide a public service, often develop a public relations campaign designed to inform the public on a particular issue or subject or promote a particular public service message. (p. 95).

The campaigns frequently try to stop an undesirable behaviour, such as smoking, unlike product promotion which tries to start behaviour, such as product use. The publics behaviour is altered by the incorporation of mass mediated communication online and offline through radio and television, advertisements in newspapers and magazines, as well as in- house publications.

In order for such campaigns to succeed (Tench and Yeomens,2006 :587) argues that such communication efforts that aim change the publics behaviour must perform three functions: realistic goals must be set, the information must be enough and finally campaign publics need to be sectioned according to their media habits.

By utilising PR campaigns, regarding medical conditions, publics can be educated on the various effects and warning signs of the medical condition, as well as various prevention methods and behavioural changes. (Bobbitt, 2009:141)

3.5 Health Communication

Healthcare is a high priority globally and there is still a very strong need for a PR presence within this industry.

Health communication can be defined in many senses. Shiavo (2007) defined health communication as:

"A multifaceted and multidisciplinary approach to reach different audiences and share health-related information with the goal of influencing, engaging, and policymakers and the public to champion, introduce, adopt, or sustain a behaviour, practice, or policy that will ultimately improve health outcomes" (p.7).

Literature states the importance of incorporating PR into health communication. Publicity can supplement public health campaigns, or it can be conducted without being part of a campaign but (Lancaster, 1998) says that it is fundamental. They can achieve public health goals by building relationships through open dialogue with their clients, partners, and other strategic publics. Also, when utilised PR in these campaigns can generate great press coverage.

Tench and Yeomens (2006) argue that advertising is not enough in such health campaigns, there needs to be an incorporation of PR.

"Poster, billboard and television advertising can be visually memorable but it is the explanatory work done with the news media that draws attention to the advertising message in the first place and helps stimulate public debate" (p589).

Health campaigns make up a sizable part of public information campaigns. Health communication campaign efforts utilise a wide range of communication channels. In

addition to public media, these include interactive and digital media, including the internet and wireless, controlled media, events, and one-on-one communication. (Hallahan, 2001).

In disseminating messages, most campaign designers still rely on traditional channels to carry pubic service messages but are incorporating online communication more into their communication strategies.

"Websites displaying pre-packaged informational pages have also been a central campaign vehicle since the late 1990s, although campaigns have increasingly utilized interactive technology in recent years" (Atkin & Rice 2007: 10)

3.6 Public Relations Practitioner-Journalist Relationship

The relationship between the journalist and public relations is complicated. Many sources over the years has criticised the relationship between both.

(Grunig 1990: p18) states that journalists have generally cautious approach to PR practitioners because they believe they are being utilised as objects of manipulation for commercial efforts. He also believes that some PR practitioners usually go to great lengths to get publicity for their organisation in the media and this is where the conflict lies between public relations and journalism. These criticisms can be summed up by a comment of one journalist:

"It seems they have a better relation with me than I do with them" (Larsson 2009: p137).

According to Larsson (2009) PR practitioners disagree with the accusation of them utilising and manipulating journalists for publicity benefits (p.140). Instead, they state that they just offer information and a news story idea and it is up to journalists to decide whether they utilise material or not. Larsson concluded that PR practitioners respect journalism and the role of mass media in society (p.144).

However, the journalists' negative perceptions towards PR are rather a recent development which can be associated with the advent of the internet. With the emergence of internet, the numbers of newspaper readers and television audiences have dropped.

"It seems that attention is moving away from the traditional heartland of public relations practice." (Phillips & Young 2009: p96).

The literature clearly states that PR practitioners see journalists as partners in the industry, whereas journalists see PR professionals as rivals. Nowadays, journalists have accepted the role of PR in their work and try to utilise it by obtaining news ideas that will make good stories, by asking for information overviews or suggestions for suitable sources and by negotiating contacts higher up in the organisation (Larsson 2009: 136).

3.7 Best Practices in Media Relations

Critcs have long been arguing about what makes something of interest to journalists and therefore may influence their willingness to produce that information. Much literature has focused on helping PR practitioner's better practice media relations.

Zoch and Supa (2005) argue that the main factor in extablising good relations is the newworthiness of the content produced. They did a search of literature in journalism, and broke down their findings to include eight factors of newsworthiness. Those factors identified were: immediacy, timeliness, localness, human interest, cultural proximity, unexpectedness, prominence and significance.

Howard and Mathews' (2000) offers PR practitioners a useful guide in interacting with journalists. The first is knowing deadlines for all media that normally cover your organisation, timing announcements in order to accommodate various media and remembering that there may be special requirements for your media outlet.

Other researchers have discussed specific areas of good practices. Kent and Taylor (2003), for example, focus on maximizing media relations through websites. Their focus is on the dialogic function of the internet, that is, the two-way communication aspect that the internet has and how to achieve it through websites. They suggest that achieving successful media relations via the internet means maintaining easy-to-use websites, making sure that the information on the website is relevant to the journalists you are targeting, keeping information updated and generating return visits and making sure there is the opportunity for interactivity with journalists.

Cantelmo (1994) argues about the power of targeting in media relations. "Targeting means tailoring and directing news releases and other press material to editors and reporters who are most interested in the subjects covered and therefore more likely to give them news and feature treatment" (p.12). He indicates that there are two basic elements to targeting:

first, the adaption of material to the journalists interest, and second, localising the material to fit the geographical location of the media you are contacting. He states that "as with all good communications, the more you can tailor your messages to the needs of the receiver, the better your chances for getting their attention and influencing their behaviour on your behalf" (p.13). So, then, perhaps news is dependent on the publication medium and journalist opinion. This is obviously of concern to the media relations practitioner, and has been addressed repeatedly in public relations texts (Cutlip, Center & Broom, 1994).

What is clear is that PR practitioners must take into account the needs of individual media outlets when releasing news and understand that each vehicle may in fact have individual needs or values of what makes news. This is a recurring theme in academic literature that the media relations practitioner must know the media they are targeting, both in style and in newsworthiness values.

3.8 Online Communication in Public Relations

Many public information campaigns are incorporating the online platform more and more when undertaking their campaigns. A connection has been established with publics, allowing them to receive honest feedback from them.

Academics argue that the online platform has many advantages over traditional media:

The emergence of the online platform has given more media freedom, motivation and new forms of self-expression compared to traditional communication platforms.

The internet can be an effective tool for disseminating information. Distributing press releases by email or posting them online is an easy way of keeping the public up to date with an organisation. (Kent and Taylor, 1998: 39)

The internet gives PR practitioners a new opportunity to gather information, monitor public opinion on issues, and engage in direct communication with their publics about a variety of issues. (McAllister & Taylor, 2007). According to Kent and Taylor (1998), "Internet communication can include the 'personal touch' that makes public relations effective" (p.323). Something that traditional media tends to lack.

(Phillips & Young 2009) also states that a PR practitioner who has identified its publics can choose their own specialised online channels to communicate with them.

The authors also describe the internet as a "convivial tool" that attracts publics because of four key elements. The internet:

1) Respects the dignity of human work,

2) Needs little training to operate,

3) Is generally accessible to publics,

4) Empathises personal satisfaction and ingenuity (Kent 1998).

Also the uniqueness of the web as a communication platform means that it allows for direct communication with publics, over taking the gatehouse function of traditional mass media. The result is a managed communication directly between organisations and publics (Duke, 2002).

Other critics state that the online platform has its limitations. Duke (2002) states that whilst television is an obvious medium in which to target audiences, the internet holds more risks for PR practitioners.

3.9 Websites and Public Relations

The most fundamental and obvious element of representation on the online platform is a website.

Websites serve multiple functions, many of which can be tied directly to PR. Features consistently found on websites, even during the "early years" of the internet include press releases, financial information and company overviews. These are all traditionally linked to PR (Vattyam, 1999).

A website has many advantages in PR:

A website can be used to maintain relationships with existing internal publics and also establish relationships with current and potential external publics (Smith, 2007).

Websites also allows an organisation to focus on a wide range of publics, whereas, most traditional communication mediums limit an organisation to reaching a smaller public (Kang & Norton, 2004). This enables organisations to communicate with a wide range of people. Each of these publics approaches an organisation with distinct needs, and the web is the only medium that can handle all of them.

(Kent and Taylor, 1998) argue that PR practitioners should identify its key publics so that it can provide appropriate and accurate information on its website. (p.73) The site should be designed so that publics have immediate access to the content they need to make informed decisions (Kent, 2003).

Critics also argue that nowadays the emergence of social media has meant that websites face the challenge of not disappearing but changing drastically in order to keep up.. The emergence of social media sites has increased online interactivity more in ways that even actively and well maintained websites cannot do. However they say that it would be virtually impossible for an organisation to mimic fast paced interactivity social media sites offer, which is now the increasing expectation of target audiences online (Kelley, 2009).

3.10 Social Media and Public Relations

As more consumers turn to the internet for their information, organisations have begun to utilise social media as a tool for engaging with the public. It has now quickly become a tool that is almost essential for public relations professionals.

Social media is a broad term that includes several types of new media practices:

It can be defined as: "a two-way form of media through which users construct personal identities through self-presentation and dialogue—have received extensive attention for the way it empowers the public relations function" (Smith, 2010: 329).

Social media is known for just being a term associated with social networking sites such as Facebook and Twitter. However, social media does not just include social networking sites, but also blogs, forums, message boards, photo sharing, podcasts, RSS (really simple syndication), search engine marketing, video sharing, Wikis, social networks, professional networks, and micro-blogging sites (Wright and Hinson, 2009).

Most literature believes that the use of social media by organisations has had a positive impact on public relations.

Today, with social media practitioners are now able to issue the content themselves. Practitioners still send information to the traditional media, but they are now also able to engage directly to the audience, view the public's responses, and act as appropriate.

James Grunig (2009) has recently applied his four models of public relations to social media. Social networking he believes is about people engaging with people. Individuals don't want to build relationships organisations. They want to talk to other people. He states that social media used to its full potential can provide public relations with a more two-way and interactive, global, strategic, and socially responsible approach.

Critics also argue that now PR pros can monitor content to find out more about the organisations audience by accessing a wealth of information online that was previously only obtained through expensive monitoring techniques. (Hemann, 2011) This in return can provide PR practitioners with invaluable ideas for crafting messages for their key audiences (Barwise, 2010).

Other critics argue social media is a compliment to traditional media. That one is needed in order to support the other. (Wright & Hinson, 2009).

Many researchers have pointed out that organisations that utilise Facebook consider it an emotional and familiar tool to use to communicate with audiences and to maintain positive relations between organisations and audiences.

The advent of media-sharing sites has also added a layer of richness in the online space. Now practitioners can link and share videos to other platforms and it gives the opportunity for communication professionals "to comment back and forth and respond to comments the video posts have generated" (Safco and Brake: 255)

However, some public relations professional argue that traditional media is more ethical, credible, accurate and truthful (Wright & Hinson, 2008, 2009). This shows that although the benefits of social media are recognised by the industry, traditional media still remains important and is seen as a more trustworthy outlet for publicity.

According to Larry Weber (2009), as stated by Wright & Hinson (2009) the increasing issue of the abundance of information on the Internet is now creating a battle for organisations to win attention. Winning the attention for an organization by communicating with its stakeholders and using the channels these stakeholders use is the task of future public relations.

They also argue that many organisations are not up to date and current with this new trend in public relations. Public relations practitioners are in the industry of communicating with

publics and therefore must understand this trend in order to communicate effectively. According to Larry Weber (2009) the communications world is dramatically moving in a digital direction and those who understand this direction will communicate much more effectively than those who do not understand it.

Research Questions:

This study seeks answers to the following questions:

RQ1: How are the HSE continuing to use the traditional platform despite the growing importance of new media?

RQ2: How was online communication effectively incorporated into the communication strategy for the campaign?

RQ3: How successful were both communication platforms when communicating the campaign message?

With these research questions, the author hopes to examine:

The use of offline and online communication in public information campaigns: A case study of the Health Service Executive "Quit" Campaign

Chapter IV

Research Methodology

This thesis is a descriptive single case study of the HSE'S Quit Campaign. Two different methods were implemented to investigate the research questions: a content analysis of internal documents and materials of the campaign and a series of semi structured interviews with a number of people associated with the campaign. This chapter includes a discussion of case study method, as well as the specific procedures for the current case study. In this chapter the research approach is dealt with. First the research design and chosen research method are explained and justified. The choosing of a sample will then be discussed. Following this a detailed description of how the data will be collected is mentioned as well as a discussion of its analysis. The end of the essay will discuss any ethical, validity and reliability issues that arose

4.1 Qualitative Research vs. Quantitative Research?

For any study, the research strategy relates directly to the research questions being asked. There are two main research approaches-quantitative research and qualitative research. Selecting which research approach to use depends mainly on the nature of the data being analysed.

Qualitative research is a 'broad approach to the study of social phenomena' (Marshall & Rossman, 2006: 3). As Marshall & Rossman (2006: 2) point out, 'qualitative research is pragmatic, interpretive, and grounded in the lived experiences of people'. Or another definition is how qualitative research allows us to gain real-life experience and professional insights and to evaluate how well it suits real-life cases. (Hirsjärvi & Hurme 2010, 59). Denzin & Lincoln (2005: 10) argue that the term 'qualitative' suggests qualities, processes and meanings that are not examined through experimentation, or measured in terms of quantity. In other words, qualitative research is all about researching specific meanings, emotions, and practices that emerge through the interactions between people. It is concerned with social and personal processes and relations.

A quantitative approach is used to deliver comparable, generable results, expressed in numbers (Tench and Yeomens, 2009:204). Quantitative studies provide data that is easily

replicable and statistically significant results that with good sampling techniques can be extended to describe quite a large audience (Benoit & Holbert, 2008).

Therefore the qualitative study is more appropriate because it provides rich descriptions and allows the researcher to explore topics in more depth and detail. The intention is to find meaning rather that quantification and to provide rich insights in to the issue in question. Also qualitative research pays special attention to the "qualities" of experience, aspects of life that quantitative approaches typically gloss over' (Gubrium & Holstein, 1997: 11).

For this research project, a qualitative approach as decided upon as it was thought to include the best approaches and methods to answer the authors research objectives

There are a number of different research strategies that are relevant to the research. Yin (2009) states that there "is not one correct strategy for every research, but the goal is to chose a research strategy that is appropriate."(p49) Since the aim of this research is based around a public information campaign run by HSE, the research will be conducted as a case study approach.

4.2 Case Study Method

4.2.1 Case Studies Defined

This research can be described as a case study. Cases as a study is the desire to examine complex and a special subject in detail (Noor, 2008).

Davey (1991) defined case study research as a method that "involves an in-depth, longitudinal examination of a single instance or event. It is a systematic way of looking at what is happening, collecting data, analyzing information, and reporting the results" (p. 1).

Yin (2003) offered another description of the case study as a method of conducting social science research which is the preferred strategy when "a 'how' or 'why' question is being asked about a contemporary set of events over which the investigator has little or no control" (p. 9). He also stated that case study methods should be used "when the focus is on a contemporary phenomenon within some real-life context" because it enables researchers "to retain the holistic and meaningful characteristics of real-life events" (p. 1-2).

There are three different types of case studies as noted by Yin (2003):These are: explanatory, exploratory, and descriptive (or illustrative).

Exploratory case studies are implemented as the first step in research. They are commonly used before more extensive research is undertaken.

Explanatory case studies, on the other hand, are implemented in the later stages of research. They are commonly used in causal studies.

Descriptive or illustrative case studies are intended to add in-depth examples to other information about a program or policy. They are most commonly used to generate a meaning about cause and effect relationships.

The current thesis is an example of a descriptive case study that includes an in-depth examination of a campaign program.

4.2.2 Case Study Research Design

Yin (2003) described the basic research design logic of case studies. First, he defined the scope of a case study: "A case study investigates a contemporary phenomenon within its real life context, especially when the boundaries between phenomenon and context are not clearly evident…you would use the case study method because you deliberately wanted to cover contextual conditions, believing that they might be highly pertinent to your phenomenon of study" . (p. 13)

The current case study follows Yin's requirement for case study scope. The "Quit" campaign is examined because its particular context is an important aspect of studying the phenomenon of interest. Specifically, "Quit" seems to exemplify a public information campaign that has successfully implemented both traditional and new media communication channels.

Also Yin (2003) described the technical characteristics of a case study. He argued that case studies should compare information from a different number of sources through a method called triangulation in order to increase the reliability and validity of the findings.

Case studies should: "rely on multiple sources of evidence, with data needing to converge in a triangulating fashion, and as another result benefits from the prior development of

theoretical propositions to guide data collection and analysis" (p. 13-14). The current case study is guided by two sources of evidence for data collection and analysis.

4.2.3 Sources of Evidence

As a successive footstep during the research process, data has to be gathered in order to meet the objectives.

(Yin 2009) states six different sources of evidence in case studies: documentation, archival records, interviews, direct observation, participant-observation and physical artefacts. He recommends using these different techniques as "any case study finding or conclusion is likely to be more convincing and accurate if it is based on several different sources of information". (Yin, 2009:116).

Data can be separated into two major categories, namely primary data and secondary data.

Primary research is research that is carried out for the first time. From the findings of the secondary research, primary research is now necessary to enforce the findings.

"Secondary data is the analysis of data by researchers who will probably not have been involved in the collection of those data for the purposes that in all likihood were not envisaged by those responsible for the data collection" (Bryman,2001:196)

Secondary Data can take many forms (e.g., letters, memos, written reports, literature reviews, formative research analyses, administrative documents, campaign materials, media clippings).

Yin (2003) described that both types of evidence have their strengths and weaknesses.

Yin (2003) noted that the method of interviewing has its own set of strengths and weaknesses as a source of evidence for case studies. Yin described the strengths of interviewing as: "targeted—focuses directly on case study topic; insightful—provides perceived causal inferences" (p. 86).

Yin also described the potential weaknesses of using interviews as sources of evidence in a case study: "bias due to poorly constructed questions; response bias; inaccuracies due to poor recall; reflexivity—interviewee gives what interviewer wants to hear" (p. 86). Interviewees sometimes respond to interviewers narratively, rather than by providing meaningful insights into their subjective view (Miller & Glassner 2004: 127).

Yin described the strengths of documents as: "stable—can be reviewed repeatedly; unobtrusive—not created as a result of the case study; exact—contains exact names, references, and details of an event; broad coverage—long span of time, many events, and many settings" (p. 86).

However, Yin (2003) also suggested that there are some potential weaknesses of using documents as sources of evidence in a case study: "irretrievability—can be low; biased selectivity, if collection is incomplete; reporting bias—reflects (unknown) bias of author; access—may be deliberately blocked" (p. 86).

Stewart and Kamins (1993) discuss that secondary research differs primary in that the research design is not the responsibility of the researcher. They can only analyse what is already there by previous researchers. In the case of primary research, the research design is the sole responsibility of the author.

For this research both forms of data are used. Primary data was gathered through interviews and secondary data was collected through content analysis.

4.3 Qualitaitive Interviewing

In this thesis interviewing was chosen as the main data gathering method. Choosing to use qualitative interviewing for this research project seemed from the very beginning as the best path to follow. This does not mean, however, that other research methods were not seriously considered before reaching a final decision; nor does it mean that validity issues and limitations of qualitative interviewing were not taken into serious consideration. In what follows, I wish to demonstrate how and why qualitative in-depth interviewing was chosen as the research method of this project while also discussing known strengths and weaknesses of the method.

Qualitative methods of research have long been considered the most appropriate for an in depth understanding of beliefs, attitudes, perceptions, motivations, views and behaviours of people in particular social contexts.

Although quantitative methods like the survey can allow for a large number of respondents and for generalisation of findings to the population or quite a large audience, when trying to understand the meaning making process of the audience and investigate beliefs, attitudes

and emotions in context, qualitative research becomes the more appropriate option (McQuail, 1990:19).

(Ritchie & Lewis,2003: 61) also note that interviews are the method used most frequently for generating in-depth personal accounts, understanding the personal context and exploring issues in depth and detail. Also "the understanding of the life worlds of respondents and specified social groupings is the sine qua non of qualitative interviewing" (Gaskell, 2000: 39)

Also "The versatility and value of qualitative interviewing is evidenced in its widespread use in many of the social scientific disciplines and in commercial social research in the areas of media audience research, public relations and advertising." (Gaskell, 2000:39).

Interviewing also better enables the motivation of respondents, it is more flexible and creates more order of the questions. Interviewing can also map out topics that are not yet covered by scientifically reliable tests (Hirsjärvi & Hurme 1982: 15).

With the interviewing process there is often the debate of using either a personal interview or a focus group discussion.

Individual interviews are perhaps the most common used method in qualitative research and as Ritchie and Lewis (2003: 36) note their key feature is their ability to provide a focus on the individual.

On the other hand, group discussions are used where the "group process will itself illuminate the research issue" (Ritchie & Lewis, 2003: 37), encouraging creative thinking and discussion within the group (Ritchie & Lewis, 2003: 61). They have however been used widely as a research method for studying media audiences for many years (Merton & Kendall, 1946).

The types of research interviews are usually distinguished from each other based on how fixed are the questions and how fixed is the structure of the interview (Hirsjärvi & Hurme 1982: 28). Hirsjärvi and Hurme (1982) have presented three types of research interviews.

There is the structured interview which are controlled interactions where questions are determined beforehand, thus limiting the participant response.

At the other extreme is the in-depth interview which is more of a conversation because there are no pre-set structures or procedures.

There is the semi-structured interview. These interviews are controlled interactions. However, this model enables the researcher to ask additional questions, for clarification and elaboration, whilst the use of open questions grants the participant greater freedom to discuss their experience. With this method the process is more flexible due to the various backgrounds and specific expertise regarding the topic. (Bryman & Bell 2003, 341-348).

There are also group interviews, usually of 8 to 12 people, focus on participant interaction and debate, and are less concerned with control. However, they can be structured, semi-structured or unstructured.

For the purpose of this research the semi-structured approach was adopted.

4.4 Data Gathering Process

Data was obtained by analysing documents and materials related to the campaign (e.g., Surveys, written reports, administrative documents, campaign strategy, communication strategy, press releases, campaign website material, campaign Facebook page and Youtube channel.

In this regard the author has been fortunate enough as in actual fact there was quite a number of articles ,reports, journals ,magazines and web pages designed especially for the Quit Campaign. As the HSE has used the internet themselves to communicate with their publics there was a lot of this information available online. Therefore the author could analyse secondary data from this source.

Campaign Material was also collected from the HSE South and national communications departments with the permission to use them in the content analysis for this thesis.

Although all of the campaign material was reviewed by the author, only documents relevant to the research question were analysed for the purposes of this study.

4.4.1 Sampling

All research involves sampling. "This is because no study, whether qualitative, quantitative or both can include everything, you cannot study everyone, everywhere, doing everything" (Punch,2005:10)

There are three broad approaches to selecting a sample for a qualitative study according to (Marshall 1996:49).

First is convenience sample. This technique requires less workload, involving the selection of the most accessible subjects. It is the least costly to the researcher, in terms of time, effort and money, but may result in poor quality data and lacks credibility.

Secondly there is the theoretical sample. With this technique, samples are usually theory driven to a greater or lesser extent.

Thirdly is judgement sampling, also known as purposeful sample. This is the most common sampling technique. This refers to the researcher selecting the most appropriate sample for the particular research in question. With this sampling technique there can also be the "snowball effect", which is a process where the interviewees recommend other suitable candidates to be interviewed.

In analysing all three techniques, the author felt that judgement sampling was more appropriate for the research question.

4.4.2 Selecting respondents

The sample for the research was four participants. To first obtain the judgment sample, two people were selected according to their knowledge of the campaign. Two other samples were selected from the snowball effect. The sample selected had varied knowledge about the campaign.

Interview participants were carefully chosen in regard to their experience and knowledge of the topic being researched. It was crucial to select a sample of subjects that has extensive knowledge of the campaign.

Interviewing the HSE South Communications department was critical in getting information and their opinion on its effectiveness to the overall campaign.

Another critical group was journalists. They gave a non-biased view of the content send to them and the communication efforts of HSE.

Finally another group was the smoking cessation officers as there have more ground knowledge and interaction with the target audience.

4.5 Data Analysis

McCracken (1989) discusses that the main aim of data analysis is to determine the themes, relationships and assumptions that inform the respondent's view of the world in general and the topic in particular in this case the use of PR in the HSE Quit Campaign.

4.5.1 Interviews

Since this study collected qualitative data from interviews, these interviews needed to be transcribed, which means that the recorded actual words had to be reproduced into written statements (Saunders et al., 2009, p. 480).

Upon completion of each interview, I wrote notes to summarise the session, reflect on successes and problems in the interviewing process, and record general themes that appeared.

Within a few days of each interview, I transcribed the audio tape recordings from each of the sessions. The transcriptions included "observer comments," where I noted emerging themes, the participants' body language and reactions, my own reactions to the participants, and areas where I could improve my probes and interview style. I also noted any problems or biases that may have occurred in the interview.

From this it was categorised into smaller parts according to different interviews. At this point also, the most relevant things and quotations was gathered from the recordings and categorised under each interview. After the categorisation of the information is done there will be a synthesis made. In the synthesis phase the conclusion was based on the analysis of the interviews.

4.5.2 Secondary Data

After receiving all campaign material, I noted the emerging themes of public relations and wrote them in a journal. The documents were reviewed a final time after collecting data from participants in the in-depth interviews; I checked to make sure that the themes found in the interviews were reflected in the content analysis documents, and vice versa. The themes I found in the content analysis informed the creation of the protocol questions that were asked in the in-depth interviews.

4.6 Ethics

According to Bogdan and Biklen (1998), being ethical means that you must be constantly in touch with personal values regarding trust, confidentiality, harm, deception and consent while considering the overall welfare of research participants.

Care was taken not to share confidential information belonged to the HSE in my research. Two of the interviews were conducted in an office.

Furthermore, it was important to refrain from misleading any research participant or recording conversation without prior consent.

4.7 Reliability and Validity

Usually when evaluating the quality of a research the concepts reliability and validity are usually discussed. According to Easterby-Smith et al. (2008), reliability is concerned with whether alternative researchers would reveal similar information. (Saunders et al., 2009, p. 326) and validity is "concerned with whether the findings are really about what they appear to be about". (Saunders et al., 2009, p.157)

In an effort to reduce bias and increase the validity of the current study, the data was gathered through content analysis and in-depth interviews and multiple sources were used as evidence.

Case study materials collected were compared against the campaign materials listed on the website to ensure that nothing was omitted from the content analysis.

The interviewee selection was done by choosing a sample to be that was quite familiar with the campaign. The fact that two interviewees will be chosen from snowball sampling will ensure its extra validity and reliability. The interview guide was written ahead of time and it included all questions that were asked during the interviews. Steps were taken to reduce response bias by informing respondents that their honest and accurate opinions are valued and appreciated. The interviews were recorded and also some notes were taken to ensure accuracy.

Chapter V

Findings

This chapter presents the findings of the research. Significant findings through semi structured interviews and data analysis are displayed according to the themes of research questions and answered. The participants provided a behind-the-scenes look at the campaign and shared insights and thinking that created many of the campaign activities. The interviews covered a wide range of campaign areas. The fact that during the interviews numerous different issues were discussed, in this section only the results relevant for the research questions are presented. This section also analyses campaign data and certain communication tools used in the Quit campaign. A focus on the "newspaper" was made as a media outlet. Themes were identified and messages are presented to support the information gathered from the interviews.

5.1 Interview Procedure

Interviews were conducted with Fidelma Browne ,HSE, National Head of Communications, Peter Dineen, Communications Directorate, HSE South, Fiachra O'Cionnaith, Journalist, Irish Examiner and Miriam O'Shea, Smoking Cessation Officer, HSE South Health Promotion Department.

Interviews were arranged by sending an introductory email, this outlined relevant information about the author, the study being conducted and why the participant's knowledge was valuable to the outcome of the study. To arrange the interviews, I contacted all participants via telephone and e-mail. All individuals who were contacted expressed their willingness to participate in interviews. I followed up with each participant to select a convenient location where the session would take place.

Two of the interviews were conducted in a private conference room and office where there was no extraneous noise or interruptions, one in a Café and the other was conducted via telephone. Interviews were conducted between the 5th-12th July 2013. For those participants I interviewed, efforts were taken to establish interview guides before the interviews began. The recorded portion of the interviews lasted anywhere from twenty to thirty minutes. Recording commenced after participants agreed to be recorded.

5.2 Online Campaign Communication

In this section the results concerning the use of new media tools such as the campaign website, Video sharing technology and Facebook page and in the campaign are presented.

Before discussing the role of new and traditional media in the campaign it is important to note that the HSE wanted to utilise all their possible communication channels when communicating the campaign messages. Fidelma Browne, National Head of Communications for the HSE said the HSE wanted a well-rounded and integrated media campaign.

"It is the biggest campaign run by the HSE and we had to use all our possible options. It basically is a multimedia integrated campaign."(Fidelma Browne Interview 8th July 2013)

For the Quit campaign there is a strong new media presence throughout the campaign, via a new Quit.ie website and Facebook community, both of which support smokers along the way to giving up.

5.2.1 Campaign Website

The HSE set up a specialised website Quit.ie to support the campaign. The website provides a vast array of materials from press releases, quitting information, campaign videos and a personalised QuitPlan.

Fidelma Browne noted how the website:

"Offers information and advice, and an online quit plan to take smokers through the first important weeks and months" (Browne Interview)

The press release and campaign material contain the same basic content, messages, statistics, images, and call to action as the information released offline. In fact, there are several paragraphs that are repeated throughout all materials. The similar messages contained in the website materials help support the campaign's recognizable image For example, the following paragraph featured on the website appears in different variations in the HSEs press releases.

"Smoking is the single biggest cause of ill-health and death in our society. Ireland's 1 million smokers, their families and friends, and our health services all pay a huge price as

a result of smoking. Worldwide, it is estimated that 5.5 million people die every year from tobacco related diseases" (www.quit.ie)

The website contains side toolbars as seen in Appendix E. They are presented in packets of information that are easier to digest. These toolbars provide the most information about the campaign and acts as the foundation for all other materials and campaign messages.

In addition to the vast amount of information and awareness-building materials, the website includes two key interactive pieces. The first is a " Quit Plan" which will give you access to: Daily emails with hints and tips to support you while you are quitting, Helpful Quit Tips - how to cope with your smoking triggers, Your Savings Calculator to see how much stopping smoking is saving you and the Health benefits of quitting smoking to find out the difference quitting smoking is making to your health. The second is three of the campaign case study adverts which will be discussed later. These pieces go beyond the traditional informative role and incorporate direct calls to action that may spark attitude and behaviour changes.

5.2.2 Video Sharing

Video sharing is a fundamental part of the Quit Campaign. The campaign has made three real life videos to bring the message of the campaign to life, in the words of those left behind.

Peter Dineen notes how the videos were firstly aired on TV and then shared via the Quit website, Quit Facebook page and YouTube channel "W*ith the intention of spreading virally"* (Peter Dineen Interview July 5th 2013).

The reason for the incorporation of such videos in their campaign is echoed in their press releases. Evidence shows that real life and personal stories are reknowed for being a major factor in tobbaco cessation as seen in appendix D press release B:

"We spoke in detail to Irish smokers before we started this campaign and they told us that this 'one in every two' statistic was powerful, and that using real life stories to illustrate it would motivate them to stop smoking. They are central to the meaning and success of this campaign" (December 30th 2011 Press Release)

Peter Dineen also emphasized the importance these videos in public information campaign media relations because these real stories by real people make for engaging campaigns.

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Campaigns he adds can have all the statistics and figures in it, but for an awareness campaign like "Quit" the power and impact of a genuine *"personal testimony"* is invaluable. He believes that with a testimony, people cannot help but emotionally connect with the story and is adamant that it is something the HSE will continue to use going forward.

Fiachra O' Cionnaith also agreed saying that people will always connect and listen to other people especially if they have real stories.

"People will always listen to other people first, as long as they are real people with real stories. It's that simple" (Fiachra O' Cionnaith Interview July 12th 2013)

The first video focuses on the story of a Wexford mother of two, whose husband passed away from a heart attack. Her husband was a heavy smoker who she *"never thought that 48 would be his time to go".(www.quit..ie)*

Another story is a personal story of an eight year old from Kilkenny. Her mother was a long-term smoker and was diagnosed with lung cancer at the age of 45. Sadly, her mother passed away only a year after her diagnosis, in the summer of 2010.

The third video is a success story of Sligo man, who took the opportunity to try and quit smoking. The 70-year-old part-time musician and jazz singer was referred to a local smoking cessation clinic following a routine hospital visit. He notes in the video how his life has completely turned around since taking the initiative to quit.

In the video he is quoted saying:

"When I went to bed, I sounded like a pipe band due to the wheeze I had developed. I knew I needed to give up and the hardest part was making that decision. Since quitting, I've been told that my singing voice sounds so much better and I can now hit notes that I've missed for many, many years." (www.quit.ie)

5.2.3 Facebook and Social Media Research

As part of the campaign the HSE created a Facebook page 'You can Quit" to support quitters as part of the campaign. It is an online community for people trying to quit smoking. It offers support for people from past quitters

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Fidelma Browne states that the Facebook page is made up of a *"community of past, present and future quitters"*

Peter Dineen notes that the campaign has broken new ground on social media.

"This is the first time the HSE have utilised social media as part of a campaign".

Fidelma Browne mentions that when the HSE were planning the campaign in 2010, social media was not as prominent as is now.

"When looking at social media it is interesting to note that when the campaign was being planned in late 2010 early 2011 social media was not as main stream as it is today. It has since exploded" (Browne Interview)

Fidelma Browne notes how the incorporation of social media involved a lot of persuasion and debate amongst campaign planners because there has been no *"written research saying social media integration works for this sort of campaign"* because social media is too new a topic.

Despite there being no written research, Fidelma Browne pointed out that she knew it was the *"right thing to do"* because of the impact social media integration has had on other organisations and because it is completely free.

The HSE eventually agreed to use social media as an experimental tool and went in with a blank canvas in terms of creating a Facebook campaign. Fidelma noted how the HSE *"had no idea that it would work"*. Ideas were generated off *"other similar campaign pages"*.

Fidelma Browne notes that the HSE set up the page to capitalise on the fact that there was currently 1.8m people on Facebook in Ireland. Also they set it up because smoking is *"something that is personal. It's not embarrassing. It's not an STI. Smoking is something people tend to talk about a lot"* So they considered Facebook a way of talking about it instead.

The HSE also launched an app called "I Quit" on New Years Day 2012. The app is based on the Facebook page. People can use the app to announce their plans to quit, find out about the help and support the HSE can offer and invite their Facebook friends to back them up along the way.

5.2.4 Facebook Engagement

When looking at the Facebook page the HSE posts regular updates about stop smoking courses that are available around the country, smoking news from around Ireland and around the world, smoking videos and campaign footage and posts statuses wishing luck to its users.

Fidelma Browne notes how the page has grown organically, with the HSE as facilitator, but the real power of the page came from the users. Current smokers, quitters and former smokers are all commenting and sharing day to day, supporting each other in a very real way.

Fidelma notes that after a while people *"took over the page themselves"* despite the HSE posting up things regularly. She said that users talk to each other and answer each other's questions before the HSE had the opportunity to do so.*"Before we had the chance to respond there could be four people after posting really good advice saying things like "hang in there" and "you can do it"".(Browne Interview)*

In looking at appendix E, we see this engagement in action from the users. Such examples are two users who posted up comments about their quitting status. The users received numerous responses from fellow quitters all encouraging him to continue trying and to not to give up.

Engagement tends to have slowed down on the page in recent months, when analysed and the HSE tend to communicate less frequently that at the beginning of the campaign.

Out of all posts analysed, the HSE only responded once to a user asking for help quitting since undertaking this research. As seen in appendix E, the post was made by the user on June 11th 2013. The HSE responded seven days later.

When asked about the HSEs engagement on Facebook, Fidelma Browne said the page was run *"in the voice of someone quitting"* rather than a HSE directional voice which she found was crucial to campaign success. *"I was giving up smoking at the time and we did it on the basis that I would run the page along with some of my colleagues". (Browne Interview)*

When asked about the reasons for not utilising other social media platforms such as Twitter, Fidelma Browne noted that*"Twitter has less demographic interest than Facebook "*and it was seemingly more personal. With Facebook you have ages and where they are,

wheras Twitter did not give that kind of information. The HSE also had not the time and "*manpower to run both pages*" so they made the educational decision to stick with what would work best for this sort of campaign. However if the HSE had to redo the campaign it is "*something they would consider*".

Fidelma Brwone futher added that it is much easier for a campaign like this to use Facebook because of the layout of the page it is easier to follow and keep comments.

"*If you had one hash tag on twitter trying to deal with everyones comments it would not feel as coherent as Facebook "(Browne Interview)*

Peter Dineen noted that the reason lay in the fact that in 2010 and 2011, Twitter was not as prominent in the social media sphere as it is today:

"*Twitter while it is very big now, going back in 2011 when the campaign was launched Twitter was probably nowhere near as big as it is now. At the time I suppose the two big social media sites where Facebook and Youtube so they incorporated them." (Dineen Interview)*

5.3 The Traditional Communication Platform

In this section the results concerning the role of offline media in the campaign is discussed with a focus on newspapers as a media source.

5.3.1 Media launch

In order to generate press coverage the campaign had a media launch in Stephens Green, Dublin on June 14th 2011.Fidelma Browne notes how all campaign "*partner organisations were present along with two women used in one of the posters." (Browne Interview)*

The HSE worked towards the media launch by creating media lists and educational materials that would be distributed to media contacts. Fidelma Browne notes how a list of 400 media people such as "*radio presenters, TV presenters ,health organisations, politicians*" were sent out a flyer about the campaign explaining about the statistic, also explaining that the HSE were using real people in the campaign,how much tobacco diseases costs the HSE, how many people die annually and what the HSE were trying to achieve.

5.3.2 Press Releases

Examination of the press releases that were issued since the inception of the campaign, provided insights into the key messages and content presented to the public. In turn, these messages were adopted by the news media that covered the campaign. All news releases are located on the HSE website and partner organisation websites and the selected news stories were captured in a Google search with the phrase, "Quit Campaign."

Fidelma Browne stated that the HSE were confident when issuing press releasing for year one as they had *"a public relations expert assigned to the press releasing and she did a lot of planning and composing of releases." (Browne Interview)*

5.3.3 Prominence and Significance

Analysis of this material revealed that the Quit campaign planners relied heavily on recent statistics, and quotes from key figures within the press releases. In addition, there were several repeated key messages.

Each news release issued by the campaign organizers included the shocking 1 in 2 statistic (Appendix C)

"1 in every 2 smokers will die of a tobacco related disease"

This common statistic reveals the pressing need for a campaign about quitting smoking, and demonstrates the harsh reality of the damaging effects of smoking which may spark behaviour change.

The first round of statistics featured in the press releases in appendix C amplified the risks of smoking:

'Surprisingly only 7% of people know that 1 in every 2 smokers will die of a tobacco related disease". (June 13th 2011 Press Release)

The statistics used in the news releases provide tangible measurements of the campaign's main promotional symbol.

The other set of statistics is related to the evaluation of the effectiveness of the campaign. These statistics mark the changes in audience perception about smoking and the Quit campaign. One statistic reads:

"Over 6,500 people have signed up for online QUITplans since the campaign started in June, nearly double that of the same period in 2010. Visits to www.QUIT.ie have increased by over 60% to 58,800 since June and calls to the National Smokers' Quitline" (December 31st 2011 press release)

This statistic builds the solid foundation for the final set of statistics that relates to the success of the efforts supporting the campaign.

Overall, there are several messages that are repeated throughout the news releases and subsequent news coverage. These are discussed below.

Although the overarching message of the campaign is the statistic that 1 in 2 smokers die of a tobacco related disease there are several supporting messages peppered throughout the news releases and news coverage that strengthen this message. The campaign messaging often highlights the relationships we have with the people close to us and how smoking can shatter them, using the faces and voices of real Irish people who smoke, alongside their partners, friends or parents. They then ask the smoker – Can you live with that? The campaign then points to the quitline, the QUIT.ie website, or the smoking cessation services nationwide, for help and support.

When participants were asked about their opinions about the press releases sent to the media. Peter Dineen noted how the releases were not short of information. They had all the main details of the campaign and how you can go about quitting. More recently they have begun to incorporate positive success stories in the releases he adds which has *"added another interesting element to the press releasing"*

Fiachra O Cionnaith, Irish Examiner journalist also talks about the content received from the HSE. He states that the powerful campaign message and real life stories really add to the quality of the press releases. He also notes how the HSE are very forthcoming in the information sent out compared to previous campaigns. Overall he feels the releases sent *"were by far the best ever sent from the HSE"*.

Miriam O' Shea on the other hand feels the content was negative and downtrodden and the message sent out to be very *"disempowering"* to those diagnosed with a terminal illness.She suggests that a message saying

"Something like the doctors did half the work to make me better and I did the other half by stopping smoking. That would be a great message. It is not just up to doctors for treatment that we have to invest in our lives too" (Miriam O'Shea Interview July 12th 2013)

5.3.4 Human Interest

Each news release and many of the subsequent news articles features quotes from prominent spokespeople that add a human interest element. The most prominent person quoted is Dr. Fenton Howell, HSE Director of Public Health, who acts as the official Quit Campaign spokesperson provides prominence to the campaign. He also acts as a health-care expert for the campaign when messages relate to the health and medical aspects of the campaign. Quotes from Dr. Howell arte featured in each press release.

"Our aim is to make people realise the effect smoking has on their health, and that of their loved ones, and give them encouragement and help to quit."(13 June 2011 Press Release)

The HSE did bring quotes from the case study videos in the press releasing at the second stage of the campaign. In one such news release as featured in appendix D part B the HSE brought the story into the press release of the woman who lost her husband as a result of smoking featured in the first of the case study videos. The press release reiterates the story of Pauline and features a quote from the video which stated:

"He loved his cigarettes, but never thought that at 48, that would be his time to go". (www.quit.ie)

These quotes add credibility to the campaign and its messages. It is adding a more human and down-to-earth element to the press releasing.

5.3.5 Targeting

When it came to sending releases to the newspapers, while the HSE issued releases to all the main media outlets and newspapers across the country and targeted those more likely to give news coverage.

Peter Dineen stated that the HSE sent out the releases to all the usual media outlets. They targeted journalists who usually cover HSE news and whom they " *have developed a relationship with over the years"*. In South West he adds, press releases were sent to the

Irish Examiner and all the local papers were sent releases such as the Southern Star, the Avondhue, the Corkman, the Kerryman, the Cork News, The Cork Independent and so on.

Fidelma Browne noted how the HSE really targeted tabloids for this campaign because they felt the target audience of tabloid papers matched that of the target audience of the campaign. The HSE usually would send out a majority of press releases to the broadsheets such as the Irish times and its health supplement. She noted that:

"It wasn't a case that we didn't want the Irish times to give us coverage we wanted to get more tabloids on board because the market they sell to are smokers." (Browne Interview)

5.3.6 Timing

When asked about the timing of the press releasing two participants noted how the HSE sent their releases out in good time and to coincide with important dates associated with smoking, cessation and the campaign. Peter Dineen said that there were news releases sent out on Shrove Tuesday, Ash Wednesday, the end of December the New Year because *"they are all associated with giving something up and starting afresh".*

The fact that all press releases were being issued nationally rather than regionally was also good idea in terms of timing. According to Peter Dineen"*people argue that sometimes for national campaigns* regional directorates do not get "*enough reigns*" in terms of releasing press material. He states that for this campaign not alone are they all *"singing from the same hymn sheet"* but in terms of timing it is crucial.

"If we were to control press releasing for the south west, our timing may be completely different to the west of the country."(Dineen Interview)

However Fiachra O'Cionnaith disagreed and said that the timing was one of the only flaws of the campaign. He feels the HSE are not meeting the deadlines for releases and sending releases out on days with no significance to the campaign. He states that releases were sent out at random times like 4.30, 5.00 and at that stage the Irish Examiner would be after two or three meetings for stories featuring the following day. So he feels, at that point it's *"difficult to find space for a story".* He adds that there is no questioning that the HSE sent out releases on all the obvious days related to smoking but they tended also to send them on random days with now relevance to smoking. He states that it is difficult then to create

a story without having a day or event to back it up. *"Without it you are almost writing a story saying smoking is bad. Everyone knows that already."*

5.3.7 Localness

Miriam O Shea, smoking cessation officer noted how the HSE South Health promotion department did send a success story to the local media of a Cork man who wrote about how quitting smoking has changed his life.

"The man was in his early 40s.It was a positive story and his reasons were engrained in his family and his health. He was willing to be interviewed and photographed." (O'Shea Interview)

In terms of tailoring the press releases to fit the local media, while the campaign was very relatable, two other participants felt that it lacked a localised element and the campaign should have incorporated local spokespeople and campaign participants rather than focusing on certain parts of the country.

Fiachra O' Cionnaith stated that if the HSE geographically had people from different parts such as Cork, Galway, Kilkenny and so on then *"there would have been a better chance for the HSE to get more coverage because people are more interested in hearing about people from their area rather that someone at the other end of the country. "(O'Cionnaith Interview)*

Peter Dineen noted that:" From local point of view I think the HSE also should have nominated local spokes people so we could *"appeal to the people in Cork and Kerry".*

5.3.8 Relationship Building

When asked about the relationship between public relations professionals and journalists in general Fiachra O'Cionnaith notes that one really cannot survive without the other and relationship building all comes down to the press release.He add that it depends on nature of the press release they are given. From a journalist point of view he feels that sometimes journalists are used for free publicity but the reality is, journalists need public relations practitioners for stories.

"It's a vicious circle. One certainly feeds off the other especially in campaigns such as this" (O'Cionnaith Interview)

When asked about the relationship with the media for the campaign all HSE participants Fidelma Browne and Peter Dineen agreed that relations were excellent.

Peter Dineen stated *their relationship for the campaign was very good.* He stated that they have had a *"slight disagreements"* over the years with the content certain newspapers have published in the area regarding the HSE. For this campaign both parties were open and honest with each other and answered each other's queries.He stated:

"They were happy with the quality of the releases sent, we were happy with the content published. It was a win win situation" (Dineen Interview)

Fidelma also agreed saying: *"Our relationship was excellent."(Browne Interview)*

When asked about his relationship with the HSE Fiachra O' Cionnaith said his relationship with the HSE is very good despite small disagreements over the years. He stated that in the Irish Examiner office, they have been criticised for being *"slightly biased"*against HSE over the years. He stated that it all comes down to the topic of health which is *"controversial."* .

He further argues that despite all, the journalist is the one that has to make the story.

"At the end of the day we have to make a story. We have to make it from our perspective rather than the information they give"(O'Cionnaith Interview)

Fiachra O'Cionnaith also noted how the HSE have also been *"excellent"* in answering any queries he and his colleagues have in the Irish Examiner office have in relation to the campaign and puts it down to topic of the campaign and that is *"patient advocacy".*

5.4 The Effectivness of Both Communication Tools

In this section the measurement activities and results are discussed for both new media and traditional platforms.

5.4.1 Evaluation Process

The success of the campaign as a whole can be summed up from the numerous awards and nominations for awards. It was the Winner of the ADFX 2012 Advertising Effectiveness Awards, it won the Gold Public Service and Judge's Award for Best Use of Research. It was also shortlisted for Taoiseach's Public Service, Health Literacy and PRII Awards.

When asked about how the HSE evaluate the campaign's success and results, Fidelma Browne notes how the campaign is measured in a number of ways: They had an evaluation plan set out before the HSE got any funding. They measured how many people are using support services, how many people sign up for the quitplan, how many visit the website quit.ie, how many ring the Quitline or go to our smoking cessation clinics, how many joined the Facebook page. They also measured the campaign through consumption of nicotine replacement therapies. They also conducted a survey and then evaluated the results of the survey then which showed id anyone remembered the ad, if it meant anything to them and if they found it effective.

5.4.2 Online Platform

When participants were asked about the importance of engaging through new media for the Quit Campaign, all agreed that was a huge milestone for the HSE. All respondents noted that the importance of online media has grown tremendously, which, for one, offers more opportunities for the HSE to get their messages published to their target audience and engage directly with their audience.

Peter Dineen noted how the HSE were appealing to "*a wide audience, in particular a young audience*". He stated that new media is crucial in targeting that audience, more so that other traditional channels so it was a good move for them. New media technology also he stated now can "*allow the HSE to publish its own content; it can allow them to talk directly to their audience without have to go through the traditional media route.*"*(Dineen Interview)*

Fiachra O Cionnaith also agreed saying it was an "*excellent move*" for the HSE.

Miriam O Shea also stated that it was a great move for the HSE *to* bring the "*campaign online*". She said that with the age bracket of the audience they were targeting for the campaign "*online was a crucial platform in communicating with them.*" *(O' Shea Interview)*

Miriam noted that her clients when asked about the reasons for quitting mentioned the videos as being a huge factor in seeking help.

"*When I ask them for their reasons for quitting a lot of them gave reference to the TV ads they have seen on TV or they have seen virally.*" *(O'Shea Interview)*

Fidelma Browne notes how new media has been a *"tremendous success"*. It is a huge thing for the HSE to now *"have the ability to interact with their own audience"*.

Despite all participants agreeing that the communication via the online platform was practically a hallmark of the campaign, Miriam O'Shea noted that the use of the online platform was debatable for campaigns such as these and feels there is an *"inequality element"*. She added that it is proven that a majority of smokers come from disadvantaged areas. She stated that not everyone has a smartphone or laptop or computer to access these channels. *"That's something they didn't think through when planning the campaign"*. *(O'Shea Interview)*

Participants also stated that while inclusion of online is crucial is the way forward, a 360 degree approach still has to be taken for campaigns like these. It is important to integrate organization's messages to all of the different channels. Fidelma Browne stated that:

"It's all very well to do online stuff but if you want to have an impact on the population and especially on smokers you have to incorporate newspapers." (Browne Interview)

She reckons that in ten years things will be different and online will be the *"leader"* in these campaigns but for now offline still is fundamental.

Fiachra O'Cionnaith also noted that if they didn't utilise newspapers and just focused online the message would not have the same impact.

"If they HSE eliminated all offline media and newspapers from the campaign then I don't think it would have gotten into the national conscience more. People still regard the newspaper as a credible source of information"(O'Cionnaith Interview)

5.4.3 Traditional Platform

The campaign so far has succeeded in getting coverage across all the major newspapers across Ireland such as The Irish Times, Irish Independent, Irish Examiner, The Herald and online news website journal.ie as well as most regional newspapers.

When asked how much coverage the campaign got nationally Fidelma Browne said she didn't have a figure and stated how it is difficult for a large government organisation to monitor its press coverage. Private companies tend to measure their coverage in inches or

size. The HSE do not do that because we do get a lot of coverage being a public service organisation. She stated that

"On a quiet day it could be five pieces or on a busy day forty pieces on average"(Browne Interview)

She further notes how the tone of the coverage was positive and "*colourful*" which boosted the campaign overall.

Fidelma Browne stated how the campaign got quite an amount *"tabloid coverage* "including editorials which added to the overall effect of the campaign.

The reason for this Fidelma Browne notes is the strong message of 1 in 2 .She stated that journalists *"love statistics."* Even though it is a not a relatively new statistic it has never been presented in this way before and hence*"It enabled them then to write headlines that got attention."*

However participants agreed that there was the potential for the campaign to have received more coverage. Fidelma Browne noted that if the HSE had more time they would have found new ways to get media coverage to push the "1 in 2" statistic, other than when a new case study was released or when the launch was happening.

"It is harder to sell the one in two when it has been done before. That's something we could put more effort in and something we are working on". (Browne Interview)

Peter Dineen noted that while the campaign did receive good coverage nationally, he was disappointed with the coverage received in the Cork/Kerry region. The Examiner covered the story about "*six times*." Other papers such as the Corkman, Cork News and Cork Independent had "*one of two stories on it."*

However Peter Dineen agreed that the reason why the campaign did not get extra coverage lay in the simple fact of localness. He stated that if the HSE had more cases studies based locally then it would have got the medias attention more. The media were *"not interested around Cork of someone in Wexford appearing in these case study videos, they wanted a story of a local person in it"*. In order for any campaign to hit the headlines in a big way nationally he said, they have to target all corners of the country. "*That's possibly the reason why the media didn't latch on as much in the South West."(Dineen Interview)*

Miriam O' Shea disagreed with the statement saying the reason for the sluggish news uptake was the message sent out and negativity of the press material sent. She mentioned how the local media did *"not pick up on the story "* sent from the health promotion department. She does not think that this was the reason it didn't latch onto the local media more. The reason she feels was the *"disempowering message and the negative stories."*

This section examined important written communication tools, including news releases, subsequent news coverage and new media tools under subsequent themes. The next section examines the data from these findings.

Chapter VI

Discussion

This case study used qualitative methods including a content analysis of internal documents and in-depth interviews to explore how the Quit campaign is an example of a public information campaign that has utilised both traditional and new media tools in its public relations practice. Participants provided a behind-the-scenes look at the campaign and shared insights and thinking that created many of the media activities. The interviews provided rich data that painted a more-complete picture of the "Quit" campaign that illustrated how all the different campaign facets work together. This was supported from the data gathered through content analysis.

6.1 Website

The first question asked about the role of new media in the campaign. When looking at the Quit.ie website, the HSE ensure that the website has fresh content regularly added in the form of media releases, articles and case study videos. The websites clear messaging and straight forward layout and design allows for an increase users' engagement with the site. This supports Kent and Taylors (2003) idea that a website should be designed so that stakeholders have ready access to the information they need to make informed decisions (p.73).

6.2 Video Sharing

Adverts shared virally on the HSE YouTube channel, Quit.ie website and "Quit" Facebook page added to the more interactive, networked, and collaborative capabilities online communication. The real impact of the videos lay in the fact that the people featured in the videos were real people all with a real, emotional story. This allowed for the message to be received quicker than the traditional press releases the HSE were sending, where the smoker may need subsequent encounters before the campaign message is fully embraced. Simply reading the press release may not be enough for a smoker to make life changes and may lack the depth to fully educate smokers about taking action and changing behaviour.

6.3 Facebook and Engagement

When it came to the Quit Facebook page, the research showed that rather than demonising smokers, the campaign Facebook page included them: smokers and ex-smokers were invited to participate on an online platform that contextualised the quitting issue against the emotional backdrop of human relationships. Users all spoke and supported each other because they were all going through it together. It was a communal effort and added a very personal and human element to the campaign. This mirrors what Kent and Taylor (1998) say the online platform achieves, "Internet communication can include the 'personal touch' that makes public relations effective" (p.323).

The Facebook page also allowed the HSE to directly communicate with its audience without having to go through the journalist. It moved the HSE closer to its target audience and it revealed the people behind the anonymous facade of the HSE. This is mirrored in what Duke states in his book when he states that the web allows for direct communication to publics, over taking the gatekeeper element of traditional mass media. The result he adds is a managed communication directly between organizations and audiences (Duke, 2002). This is also supported by James Grunig (2009) who states that social media when used to its full potential can provide public relations with a more two-way and interactive, global, strategic, and socially responsible approach.

In terms of social media activity on Facebook, the findings show high levels of informative postings by the HSE. The postings provide information through text and visuals that could be useful for external stakeholders such as the press. Additionally, the research indicates that the HSE post some material of an interactive nature which receives comments from supporters. However, these types of posts are irregular and comments by supporters are rarely responded to. According to research engaging with supporters on sites like Facebook by maintaining discussions as well as providing suggestions on activities and volunteering generate opportunities of creating links between online and offline action (Waters et al, 2009) but this study did not find much evidence of this. The findings indicate that the social media use is somewhat open and transparent overall but they also highlight a lack of dialogic communication. This is perhaps down to the fact that this is a new venture for the HSE and they have not yet fully grasped and mastered the skills of communicating through new media. This is supported by Larry Weber (2009) who stated that the communications world is dramatically moving in a digital direction and those who

understand this transformation will communicate much more effectively than those who do not understand it.

6.4 Media Launch

The second research question asks about the use of traditional media relations in the "Quit" campaign. It is clear that the HSE have done their research in terms of media contacts and devised an appropriate and targeted media list to support the launch. The fact that their media contacts were sent a flyer of campaign information in addition to the press releases ensured that the HSE were strategic in their efforts to avoid any negative coverage. By doing the media had context to the campaign and knew the HSEs motive for it to avoid negative coverage once the launch came.

6.5 Press Releases

The research showed that the HSE are in fact producing press material that are of greater value to journalists than they were in the past. According to the journalist who was interviewed there has, in fact, been change in public relations materials sent by the HSE, at least its usefulness for journalists, since the inception of the campaign. This should be of great news to the HSE. Since press materials are oftentimes the crux of media relations, it is important that the HSE are making this material useful to the media

6.5.1 Prominence and Significance

The campaigns key message is that "1 in 2 smokers die of a tobacco related illness". This is a simple and very important message to relay to smokers. However, one of the strengths of the campaign regards the applicability of this campaign message to all everyone not just the target audience. In fact, many of the key messages, such as listed risk factors, are also important for non-smokers to understand so they will encourage a loved one or friend to Quit. The universality of the campaign requires the development of messages that effectively address the issue, are easy to understand, and may spark a change in behaviour. Recent and relevant statistics and facts are repeated throughout all campaign materials to educate the audience and support the key messages.

6.5.2 Human Interest

There is a significant human interest element to the campaign. From the press releases analysed, quotes were brought from campaign ads and Dr Fenton Howell was widely quoted. These bolster the campaign's overall goal and credibility. However no other quotes from campaign partners were incorporated in the news releases. These quotes would have demonstrated support from outside organisations and bolster the credibility and importance of the campaign. However the spokespeople utilised are used appropriately to support the various key messages of the campaign. It would appear that writing concise, factual information that journalists can use, in other words what academics have been preaching in public relations as seen from the literature review, is occurring in the campaign. The HSE is in fact practicing what is currently being taught in public relations education.

6.5.3 Targetting

The HSE also targeted their media well by utilising existing media contacts established over the years and the contacts who have successfully provided positive coverage. However the HSE not alone availed of these contacts but also directed press releases to media sources that suited the target audience of the campaign as stated by Cantelmo (1994) who states that it is important to direct "news releases and other press material to editors and reporters who are most interested in the subjects covered and therefore more likely to give them news and feature treatment" (p.12). By doing this also the HSE maintained good relations with those who they anticipated would cover the campaign. This supports Howard (2004) idea of the importance of the good relationships with the media "the emphasis in a media relations program should be on the relations aspect – working to build long-term relations with the people who cover your organization" (p. 36).

6.5.4 Timing

The major complaint about the HSE as expressed by the journalists involved in this study was that the HSE need to have a better understanding of deadlines and timing. The HSE are sending them on all the obvious days but the criticism lay from the research that the HSE do sent their releases "too late" and at "random" times and days. This is a disappointing thing for the HSE because according Howard (2004) it is important to know

deadlines for all media that normally cover your organization, timing announcements in order to accommodate various media.

6.5.5 Localness

Most participants also agreed the while the campaign had a significant human interest element, the campaign lacked a local element that would have targeted regional and local media more as argued by Cantelmo (1994) who states that it is important to localise the material to fit the geographical orientation of the media you are contacting. He states "as with all good communications, the more you can tailor your messages to the needs of the receiver, the better your chances for getting their attention and influencing their behaviour on your behalf" (p.13). This could have included nominating certain campaign spokespeople from all around the country and perhaps included a wider geographical base in terms of campaign case studies. All participants agreed that while the campaign got significant coverage, there was the potential for more and it all came down to that simple factor. It is a simple and well known rule in PR to tailor news to suit the media outlet you are targeting. It is perhaps worrying that the HSE did not push the geographical orientation element of the campaign press coverage enough.

6.5.6 Relationship Building

The relationship between the HSE and the journalist who participated in the research seems to by a positive one and does not view the HSE in any form as "rivals" as quoted by (Larson 2009). Overall the positive relationship was down to the simple fact that journalist seemed very content with the openness of the HSE in answering queries and the information received from the HSE for the campaign. The journalist accepted the role of PR in his work and is trying to utilise it by obtaining news ideas (Larsson 2009: 136).It is clear that in order to foster good relations, open and honest communication by PR professionals and in press releases, form the basis for successful media relations. This in return is respected by journalists and will benefit an organisation immensely when communicating.

6.5.7 Evaluation

To highlight the success of the campaign, the campaign has received numerous accolades and awards. In addition to the formal awards, the campaign team has received significant informal feedback from partners, the media and smokers across the country.

In terms of evaluating both communication channels, the HSE has monitored both channels efficiently. This informal feedback has allowed the team to make necessary adjustments to the campaign during the execution, which keeps the HSE and the campaign flexible and receptive to change. This is supported by (Barwise 2010) who states that evaluation can provide PR practitioners with invaluable ideas for crafting messages for their key audiences. Evaluation is also important for the HSE to monitor what is being said about them and who is driving these conversations and where these exchanges are taking place. The survey conducted and its data has formalised benchmarks and structured measurement activities. That survey and the insight gained from online monitoring has provided a solid foundation for the HSE's communications strategy and has ensured the HSE is providing the right content, to the right audience, in the right environment so it can tailor its strategy in future messaging. Overall, this publicity measurement, while valuable, is incomplete for the HSE because tend to measure PR success based on new media communication and surveyed statistics instead of incorporating more media coverage evaluation into the campaign.

In evaluating both channels of communication, new media has certainly allowed the HSE to communicate directly with their audience and add another human relationship dimension to the campaign. Also, the fact that all newspapers now utilised new media for publicising news material has certainly given the HSE extra mileage in spreading its campaign message . However, according to the results of the research while the HSE broke new ground in communicating online with a very positive result, communicating offline was still an integral part of the campaign as there was a large amount of positive press coverage received in all main newspapers in Ireland. The coverage gained in newspapers across the country and its large circulation figures has meant that the message of the campaign has reached a wide audience. Also bloggers often use traditional media for a blog topic because traditional news outlets tend to have more factual information for supporting their blog.In practice it seems that traditional media relations and its skills will still maintain a firm place in HSE public relations work.

This chapter has successfully analysed the different traditional and new media tools in the HSE Quit Campaign. The next chapter discusses recommendations that have been suggested for the HSE based on the research along with subsequent conclusions.

Chapter VII

Conclusions

7.1 Conclusions

Research of a public information campaign was conducted to understand how the HSE spread campaign messages and gain the public's attention through the use of both traditional and online media channels. Through examination of campaign communication on these channels through four semi-structured interviews and extensive content analysis, a modern-day example of successful well integrated campaign was presented. The current study revealed several interesting conclusions beyond the scope of the research questions. Though these were not anticipated, they may prove valuable in examining, and hopefully improving the future of public information campaign communication.

When looking at the traditional communication platform, a focus was made on information subsidiaries released to journalists by the HSE. While the campaign was slightly flawed in its ability to connect more with local audiences across the country and in its timing, it can praised for its effort in producing high quality press content and for targeting appropriate media and journalists.

When analysing the press releases it showed that the HSE has committed themselves to providing information that is valuable to journalists. This includes utilizing the newsworthiness factors such as human interest, stark messaging, statistics and quotes to enhance the quality of the press releases being issued.

When it came to media targeting the HSE were very efficient. As mass media today is become increasingly targeted, the HSE are following suit and targeting their information toward specific journalists in specific newspapers. The result of this targeting is preventing the HSE of being seen to use journalists as objects of manipulation. It is clear that the HSE are adopting a traditional media strategy and practicing effective, targeted media relations to achieve meaningful publicity. By adopting these principles for communicating with the media, the relationship with the media has improved.

When communicating online, having a campaign website has done wonders for the campaigns visibility, while providing the public with a consistently accessible resource. The HSE is utilising the Quit website for successful communication. Information is clear, simple and truly significant for the audience. Social media communication through Facebook and YouTube has provided the HSE with an economical and viable strategy . While audience engagement is somewhat bleak, the proper leverage of these social communities has allowed the HSE to effectively communicate directly to its target audience without having to go through the journalist. It has made information more readily available for the target audience. Before the advent of social media, conversations between organizations and their audiences were one-way. Organizations talked at consumers through traditional media such as newspapers and TV, but did not engage them in the conversation. However, social media has changed this dynamic and now enables consumers and organisations to have a two-way conversation.

In analysing the effectiveness of both communication platforms, the HSE has evaluated the results of both platforms. In public relations, just like in any other profession the results of what you do are important, they show success or failure. In anything in life, it's important to be successful or learn from your failures in order to be successful in the future. The HSE has measures the successes and failures of their public information campaign by evaluating it so they can see how their efforts worked for them. From the evaluation results it was said that the incorporation of an excellent traditional communications strategy has benefited the HSE immensely. The HSE are knowledgeable and accurate in the their mediated communication strategy and have reaped the results and succeeded the campaign objectives by achieving positive publicity in all the major newspapers and creating an online buzz.

Overall Conclusions:

Conclusion One:

Online communication, despite being a new venture makes campaign organisations more easily approachable.

Before the HSE had mostly contacts with journalists who acted as a filter between the HSE and its publics. Online has now enabled direct and two-way communication between the HSE and its publics. The HSE has now moved closer to its publics and vice versa.

Conclusion Two:

The power of the traditional communication in public information camapigns is still very evident.

Not alone did the HSE achieve great coverage by producing excellent press content, it can be said the journalistically edited text has given a certain value to the message which has added its overall credibility. There is also the broad reach that was reached with journalists and newspapers in the campaign. However the real power of traditional media as a platform in such campaigns resonates in the HSE, who still believe and is faithful in this media outlet.

Conclusion Three:

It is important for public information campaigns to be present in both channels.

The functions of traditional media channels differ from the functions of social media. Different groups of people consume different kinds of media, thus it is important to be present in all of these channels. Over the years traditional media relations stood in the centre of the HSE's work. However, it seems that we are moving in the direction where the public messaging of the HSE involves using the online platform to communicate with publics. The tasks of journalism and social media are in fact different, but still add to each other, forming a more sophisticated and complex field of communication.. If anything this research has shown even when social media's popularity keeps on growing and the platforms enable more two-way communication with the target audience, it is advisable for the HSE to maintain the relationships also with traditional media.

Conclusion Four:

Going forward campaign planners will have to possess more skills in order to be able to produce different kinds of material for both channels.

The skills of writing press releases and communicating with the journalists need to remain in the future for traditional media relations, but also when writing online. As the "news production" will take more place in public information campaigns going forward, then multitasking is required from campaign planners. They have to be able to write texts in a news format as well as to write stories for their websites and blogs and they will have to edit videos and photos. In addition they will have to engage in more direct two-way

communication with their audience via social media and improve the communication style there.

Overall, the campaign is admirable for its strategic execution, and for bringing an important public health message to smokers and non-smokers across Ireland. The future of the HSEs public relations work seems to be highly dynamic and multifaceted. This campaign is an excellent example of modern day well rounded public information campaign communications strategy for other organisations to emulate.

7.2 Research Limitations

Specifically, the campaign has successfully placed a campaign message through numerous offline and online tools. Because the campaign was still in progress when the author conducted the research there is a lack of overall evaluation and a figure for exact media coverage so the overall effectiveness and success of the campaign may be subjectable.

Due to the time frame in which this research was being carried out, it was quite difficult to contact people for interviews. Many were out on holidays and out of office responses were received by a number of potential interviewees.

Due to the sheer volume of data available on the campaign, the most useful information had to be identified given the limited amount of time.

There were some limitations to the research, particularly regarding the documents and participants selected for study. Due to time constraints, this study only examined the phenomena from the point of view of the HSE and the newspaper.

Also four participants is a relatively small sample size. Although the sample included a maximum variation related to the campaign, a researcher doing qualitative research cannot easily know how many participants is "enough."

7.3 Future Research

This study may lay the foundation for several future studies. Several of the themes that naturally arose in the interview process could be used as the basis for additional qualitative or quantitative studies.

In order to investigate the research questions from a more complete perspective, it would be necessary to examine the understanding and point of view of the publics who are involved with the Quit campaign, and who are affected by its actions and messages (i.e., the target audience and partners). Also an examination of a broader media spectrum such as broadcast journalism. Future research must address this gap in the findings of the current study.

As a qualitative study, these findings might not fully highlight the extent of the research question. In order to investigate a broader reach in participants, a quantitative approach is advisable.

Chapter VIII

Recommendations

Based on the research and discussion of the Quit campaign, the following recommendations are suggested for public information campaigns:

Recommendation One:

Campaign planners must understand media deadlines. Journalists need to receive press releases in good time to create a good story, make room for a story and cast any queries that need to be done.

Recommendation Two:

Such campaigns need to use broader tactics that target key audiences. They should include a more relevant and personal element in press material. This will generate more local media interest.

Recommendation Three:

Campaigns need to develop a more dialogic communication on social media with its target audience, being more direct in their response and be aware of peak engagement times.

Recommendation Four:

They should also broaden their social media sphere. Twitter can provide campaign updates and message reminders. Blogging could provide an effective way to enhance online presence. Podcasts could provide relevant audio information.

Recommendation Five:

Campaigns could include Share Buttons. Share buttons are a great way to create awareness of the campaign and it makes it easier for people to find your social media channels and connect with you.

This chapter outlined five key recommendations for the Quit campaign and specific tactics that would support these initiatives. While some recommendations build upon current efforts, others move the campaign into new directions.

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www.hse.ie

www.quit.ie

www.facebook.com/HSEquit

Appendix

Appendix A-Interview Transcript

Interview with Peter Dineen, HSE South 5th July 2013

What has been your length of time in the HSE? I have been in the HSE since 2002, so 11 years.

For this campaign the HSE very much incorporated the online platform in particularly social media when communicating the campaign message. Do you think this was a good move for them?

Yes. The HSE were appealing to a wide audience, in particular a young audience. New media as we all know is crucial in targeting that young audience, more so that other traditional channels so it was a good move for them. New media technology also now can allow the HSE to publish its own content; can allow them to talk directly to their audience without have to go through the traditional media route. This is the first time the HSE have utilised social media as part of a campaign. So it was an excellent move for them.

Would you condsider video sharing to be a an interesting element in the campaign?

Yes I think the case study videos were huge thing in this campaign because it was a completely new way of distributing information for the HSE. For a campaign to be a success you have to have a human interest element to it. I think by incoprporating these case studies of real people, the audience could relate to the campaign more. The media really latched on to that. The videos were firstly aired on TV and then shared via the Quit website, Quit Facebook page and YouTube channel with the intention of spreading virally. The videos were there already so it was just a case of uploading them and sharing them online.

Do you think Facebook and Youtube were sufficient considering other social media channels such as blogging and Twitter?

Twitter while it is very big now, going back in 2011 when the campaign was launched Twitter was probably nowhere near as big as it is now. At the time I suppose the two big social media sites where Facebook and Youtube so they incorporated them. However I don't think the campaign is over. Further down the line I could see them incorporating it, in particular Twitter. I do think however that they could have benefited by using it.

When were releases sent out?

There were news releases sent out on Shrove Tuesday, Ash Wednesday, the end of December the New Year because they are all associated with giving something up and starting afresh.

What newspapers did the HSE Target for the campaign?

We sent out the releases to all our usual media outlets. We targeted journalists who usually cover the HSE and whom we have developed a relationship with over the years. In the South West, releases were sent to the Irish Examiner and all the local papers were sent releases such as the Southern Star, the Avondhue, the Corkman, the Kerryman, the Cork News, The Cork Independent and so on.

Was their enough information released in the press releases do you think?

The releases I feel were adequate in the information they provided. They had all the main details of the campaign and how you can go about quitting. More recently they have begun to incorporate positive success stories in the releases which has added another interesting element to the press releasing.

Overall was their good media coverage of the campaign do you think?

From a national level I wouldn't have the correct statistics but it did get good coverage. Around here there was not a whole lot. The Examiner covered the story about six times. Other papers such as the Corkman, Cork News and Cork Independent had one or two stories on it and we didn't get a huge amount of air time either. To be honest there could have been more coverage.

Why was that do you think?

It lacked the local element. If we had more cases studies based locally then it would have got the medias attention more. The media were not interested in Cork of say someone in

Wexford appearing in these case study videos, they wanted a story of a local person in it. In order for any campaign to hit the headlines in a big way nationally they have to target all corners of the country. That's possibly the reason why the media didn't latch on as much in in the South West.

How would you describe the HSE's relationship with journalists for this campaign?

Our relationship for this campaign was very good. We have a slight disagreements over the years with the content certain newspapers have published in the area regarding the HSE. For this campaign both parties were open and honest with each other. We answered each other's queries. They were happy with the quality of the releases sent, we were happy with the content published. It was a win win situation.

Overall how does the communication of "Quit" merit against the communication of other campaigns run by the HSE?

Because it has been the very first campaign that has used both platforms in certainly has made it the best to date. The HSE have run excellent campaigns but this was by far the best. It was up there with other public relations campaigns such as ones run by the RSA. It was a hard hitting message with at times, graphic content. It really got the message home. The real difference in the success of this campaign though, was the simple fact that they had good lead time into it. I think it is unfair to compare it to other HSE campaigns such as the Swine Flu and MMR campaigns. They are completely different campaigns because they were crisis communication campaigns. We had months of planning with "Quit" in comparison to those vaccine campaigns. We had not time to plan and prepare for them. They were landed on the HSE. We were given a small budget for them and had to produce the campaigns in two weeks. So there was very little time and a lot of panic. With "Quit", time was everything. The HSE sat down with the Irish Cancer Society, officers of tobacco control and other agencies and said lets plan this. They could concentrate a lot more on the information they put out and how it was going to be put out. They could get feedback on it before it went out. They also had a lot of resources because they had backing from the government and other agencies. With this support it was something they could really plan properly. That was a key element of the campaign over others.

Even though this was a national campaign do you think the regional directorates should have more reigns on the public relations of the campaign?

I know people argue that sometimes for national campaigns such as these the regional directorates do not get enough reigns in terms of releasing press material. Not alone are we all singing from the same hymn sheet but in terms of timing, it is crucial to be national for the bulk of the campaign. If we were to control press releasing for the south west, our timing may be completely different to the west of the country. Before the campaign there was no concretive effort and national effort run by the HSE to tackle the problem of smoking. The only think were did coherently was promote something on say Ash Wednesday or at the start of the New Year. Now the "Quit" Campaign gave us the opportunity to eliminate this regional communication effort and in turn bring it nationally. The message was released then at the same time.

What would you change about the communication efforts of this campaign?

From a local point of view I think the HSE should have had a more local element to the campaign. As I said earlier, get more people from around the country to take part in the campaign videos would have made the campaign even better. They also could have use these people as local spokes people in answering questions so we could appeal to people regionally.

Anthing to add?

No

Appendix B- Interview Guide

Participant A:

Fidelma Browne, National Head of Communications,HSE

1 Tell me about the planning and research of this campaign.

2. What were the channels of communication?

3. Would you consider the channels of communication effective in reaching the target audience?

4. For this campaign the HSE are very much incorporating the online platform, in particularly social media. Do you think this is a good move for them?

5. Do you think Facebook and YouTube were sufficient considering other social media channels such as blogging and Twitter? Would they have benefited do you think if they used these?

6. Do the HSE engage with its audience frequently on these platforms? If so how?

8. Do you think there is enough campaign information being issued? Were press releases issued/sent out in good time?

9. How much media coverage did the campaign get nationally to date?

10. What was the tone of this coverage? Was it positive/negative?

11. What got the media's attention most with this campaign so far?

12. How do the HSE evaluate campaign progress?

13. How does this campaign merit against the communication of other campaigns run by the HSE?

14.Would you say both offline and online communication is crucial is campaigns like Quit?

15. Is incorporation of PR crucial to the success of this campaign?

16. Any recommendations for public information campaign planners going forward with big campaigns like "Quit"?

17. Anything to add?

2. Participant B:

Fiachra O'Cionnaith, Journalist, Irish Examiner.

1.   How long have you been a journalist?

2.   Describe the content received from the HSE?

3.   Was the content received timely?

4.   Are they honest and forthcoming about the campaign?

5.   Did the campaign relate to local audiences?

6.   Was their enough information for the audience?

7.   How would you describe the relationship between journalists and PR practitioners?

8.   How would you describe your relationship with the HSE in general and for the "Quit" Campaign?

9.   Are they forthcoming in answering any queries you have?

10.   How would you view the campaign as a whole?

11.   The campaign very much utilised the online platform in communicating. Do you think this was a good move for the HSE?

12.   Should they have utilised traditional media more?

13.   Did they do they best they could when communicating it?

14.   Is good media relations essential in campaigns like Quit?

15.   What would you reccomend from a journalistic point of view going forward for campaigns like Quit?

3. Participant C:

Miriam O'Shea, Smoking Cessation Officer, HSE South

1.How long have you been a smoking cessation officer?

2.Describe your role?

3.Why is it important to run anti-smoking campaigns such as Quit?

4.From your knowledge of the campaign did the HSE do a good job communicating the campaign on both the online and offline platforms?

5.Would you consider communicating online a fundamental part of the campaign?

6. Would you consider the channels of communication used effective in reaching the target audience?

7.Was their enough information released about the campaign in press material?

8. Did they send out the right message to smokers on this channel? Was it too graphic?

9. So in your opinion, do you feel the campaign messaging should be changed then? If so, what would you change?

10. How do you feel about the media attention the campaign got?

11.How does this campaign communication strategu differ from previous health/smoking and tobacco-cessation campaigns?

Appendix C- Press Releases

Press Release A:

1 in every 2 smokers will die of a tobacco related disease – Can you live with that?

HSE media campaign tells smokers: 'You can QUIT, and we can help.'

The HSE today (Monday June 13) begins a new health education campaign aimed at encouraging smokers to quit. Smoking is the single biggest cause of illness, disability and death in Ireland. By encouraging smokers to quit and reducing the numbers of smokers in Ireland, we can reduce the level of illness and deaths caused by tobacco use, and reduce the cost of treating those illnesses, which will benefit everyone in our society.

The new campaign is based on the stark fact, which is not well known among the public – 1 in every 2 smokers will die of a tobacco related disease. This fact highlights the serious impact that smoking has not only on the smoker themselves but also their friends, family and loved ones.

Dr. Fenton Howell, HSE Director of Public Health, introduces the new campaign: 'Surprisingly only 7% of people know that 1 in every 2 smokers will die of a tobacco related disease. Our aim is to make people realise the effect smoking has on their health, and that of their loved ones, and give them encouragement and help to QUIT.

'We all know someone who has been ill or died as a result of a tobacco related disease. By prompting smokers to try and quit, by offering support services, encouragement, help and advice we can all encourage smokers to keep trying to quit.'

80% of smokers say they want to quit and 40% try to quit every year. This campaign highlights the range of supports available to smokers to encourage them to try to quit and advice on what they can do to ensure their quit attempt succeeds. Most people quit successfully after a few attempts, and while many go it along on will power, those quitters who use supports like our National Smokers' Quitline, online help, smoking cessation services or medications are twice as likely to succeed.

Dr Howell emphasized that 'smokers know that cigarettes are bad for them. Many of them feel that quitting is too hard, that they won't make it – or that they will do it tomorrow, next month, when they're 30, or when they're 40. Our campaign will remind smokers that it's never too late, and that quitting is worth it. Most people try to quit a few times before quitting for good, and each time, they gain skills and confidence that help them to take that permanent step.'

Visit www.QUIT.ie and sign up for an online quitplan or

Find us on Facebook www.facebook.com/HSEquit

'The message to all smokers in Ireland: 1 in 2 smokers will die of a tobacco related disease, but it doesn't have to be that way. You can QUIT.'

There are about 1 million smokers in Ireland and, each year, 5,500 Irish people die of a tobacco related disease. Many thousands more lives are shattered by the illness, disability and bereavement that cigarettes cause. We estimate that between €1 and €2 billion euro is spent each year by the HSE in treating tobacco related diseases.

The HSE has joined with a range of key health organisations to ensure that campaign has maximum impact and support across the health sector. Partners include the Irish Cancer Society, Irish Heart Foundation, Irish College of General Practitioners, Pharmaceutical Society of Ireland, Irish Dental Association, ASH Ireland, Asthma Society of Ireland, TobaccoFree Research Institute, Environmental Health Officers Associtation, National Youth Council of Ireland, Irish Thoracic Society, Royal College of Physicians in Ireland and Royal College of Surgeons in Ireland.

For help to QUIT smoking:

Call the National Smokers' Quitline 1850 201 203

Contact HSE smoking cessation services, details on HSE.ie or QUIT.ie

Talk to your GP or Pharmacist

For further information please contact:

HSE National Press Office

t: 01 6352840 / 087 6914197

e: press@hse.ie

Press Release B:

HSE QUIT smoking short films to be broadcast on New Year's Day 2012

Friday 30th December 2011

New Year's Resolution from HSE to support smokers to QUIT.

On January 1st 2012, the HSE will broadcast three short films that expose the sad reality of losing a loved one to a tobacco related disease. Produced as part of the HSE's QUIT campaign, these films feature real people's stories which focus on one key fact - that 1 in every 2 smokers will die of a tobacco related disease.

The broadcast of these short films on New Year's Day is designed to connect with smokers on the one critical day in the year when many of them will consider quitting. It is also envisaged that the stories told in the films will help family and friends of smokers to encourage their loved ones to quit.

The 3 minute films will be broadcast on the evening of New Year's Day:

on RTÉ 1 at 8.45pm during Fair City and at 9.28pm after the 9 O'Clock News

on TV3 at 7.45pm during Family Fortunes and

on Universal during Harry's Law at 9.45pm.

The films are available to view on this site, on www.quit.ie and at the You Can QUIT facebook page www.facebook.com/HSEquit. The HSE will also use Facebook and Twitter to remind viewers to tune in to the films on TV and the internet.

The QUIT short films tell three different real life stories but focus on one harsh fact; that 1 in every 2 smokers will die of a tobacco related disease.

Film 1: Pauline's story (7.45pm on TV3 and 9.45pm on Universal)

Pauline Bell from Wexford is a mother of two. Three years ago her husband George died from a heart attack at 48 years of age. George was a heavy smoker. Pauline has volunteered to tell her and George's story as part of the QUIT campaign. She talks about

what a great husband he was, how 'he loved his cigarettes, but never thought that at 48, that would be his time to go', and how she, her children and their family has been affected by his loss. She hopes to inspire others to quit - for their own health, and to prevent other families experiencing what they have been through. Watch Pauline's story here http://youtu.be/6mOVwh4Vyeg

Film 2: Gerry's story (8.45pm on RTÉ 1)

Gerry Collins from Wicklow is MD of Jobsource Recruitment (www.jobsource.ie) and a survivor of throat cancer. In his QUIT film, Gerry describes how he got into smoking as a young man, despite playing Football for Kilmacud Crokes GAA Club and making the Dublin Senior Team at the time. His cancer diagnosis, which came in his early 50s, was a devastating experience, and the treatment was in his own words, 'pretty severe'. He and his daughters Lisa and Ciara describe how frightening his illness was, and Gerry comments that he 'has many years ahead of me, and I put that all at risk, by smoking'. Watch Gerry's story here http://www.youtube.com/watch?v=9lZrw2SKQq4

Film 3: Margaret's Story (9.28pm RTÉ 1)

Margaret O'Brien is from Kilkenny, and is doing her Leaving Cert this coming summer. Margaret's Mum Jackie was a long term smoker, and was diagnosed with lung cancer at 45 years of age. Sadly, Jackie passed away only a year later, in the summer of 2010. Margaret has the support of her Dad, John, in taking part in the QUIT campaign, and has previously been involved in fund raising for the Irish Cancer Society - going so far as to shave her head in early 2011 and raising money in the process. In her film, Margaret talks about her Mum, what she misses most about her, and how although she knew smoking was harmful, and it could lead to cancer, she would also have thought - 'no one could be that unlucky'. Describing the impact of her loss she says, 'it's not just for a day, it's not just for a month, it's for the rest of my life without her'. Watch Margaret's story here http://www.youtube.com/watch?v=aAUuxBTZ510

Dr. Fenton Howell, Director of Public Health, HSE outlines why the HSE has taken this approach to the QUIT campaign: 'Evidence from all over the world has shown the impact that real-life, personal stories, like Pauline, Gerry and Margaret's, can have on smokers' drive to quit. We spoke in detail to Irish smokers before we started this campaign, and they told us that this '1 in every 2' statistic was powerful, and that using real-life stories to

illustrate it would motivate them to stop smoking. We're very grateful to all the people who are bringing this campaign to life by telling their stories - they are central to the meaning and success of this campaign.'

Results to date for the QUIT campaign show that the 1 in every 2 statistic has hit home with smokers in Ireland, with many choosing to get help and support for their Quit attempt online and in person. Over 6,500 people have signed up for online QUITplans since the campaign started in June, nearly double that of the same period in 2010. Visits to www.QUIT.ie have increased by over 60% to 58,800 since June and calls to the National Smokers' Quitline 1850 201 203 - which is run by the Irish Cancer Society, a key partner in this campaign - and referrals to our Smoking Cessation Clinics also increased by 50% compared to last year. The HSE's You Can QUIT Facebook page was created for this campaign, and has over 14,500 Likes to date, with many of them choosing to share their experiences and seek support from each other. www.facebook.com/HSEquit.

If you want help to QUIT smoking:

Visit www.quit.ie

Join www.facebook.com/HSEquit

Call the National Smokers' Quitline on 1850 201 203 (open 30th and 31st December, and New Year's Day; closed Monday 2nd January 2012)

Contact your local HSE smoking cessation counsellor

Talk to your GP, Pharmacist or Dentist

Notes

- Smoking is the single biggest cause of illness, disability and death in Ireland. There are about 1 million smokers in Ireland and, each year, 5,500 Irish people die of a tobacco related disease. Many thousands more lives are shattered by the illness, disability and bereavement that cigarettes cause.

- 70% of smokers say they want to quit and 40% try to quit every year. Most people quit successfully after a few attempts, and while many go it alone on will power, those quitters

who use supports like our National Smokers' Quitline, online help, smoking cessation services or medications are twice as likely to succeed.

- Only 7% of people know that 1 in every 2 smokers will die of a tobacco related disease. Our aim in this campaign is to make people realise the effect smoking has on their health, and their loved ones, and give them encouragement and help to QUIT.

- Recent Irish data shows an average cost of €7,700 every time a smoker is admitted to hospital with a tobacco related disease. In 2008, there were over 36,000 such admissions. That cost does not include out-patient costs, GP visits, medicines and other supports provided by the HSE. If we can prevent just 100 of the 36,000 annual admissions to hospital with tobacco related disease, this campaign will pay for itself.

- The QUIT campaign is supported by a wide range of health partners, which include the Irish Cancer Society (who provide the Quitline service), Irish Heart Foundation, Irish College of General Practitioners, Pharmaceutical Society of Ireland, Irish Pharmacy Union, Irish Dental Association, ASH Ireland, Asthma Society of Ireland, TobaccoFree Research Institute, Environmental Health Officers Association, National Youth Council of Ireland, Irish Thoracic Society, Royal College of Physicians in Ireland and Royal College of Surgeons in Ireland, Alpha One Foundation, Heads of Psychology Services Ireland, Psychological Society of Ireland

- Evidence from around the world shows that campaigns like this have an important role in reducing smoking rates over their lifetimes. We also know that the tobacco control campaigns which work best are the ones which take a hard-hitting tone, warning of the dangers of smoking - why to quit - and then offer a range of supports to help people to try to stop - how to quit.

- The evidence base for this campaign message comes from a study which is often called "The Doctors Study" (Doll R, Peto R, Wheatley K, Gray R, Sutherland I. Mortality in relation to smoking: 40 years observations on male British doctors. British Medical Journal 1994; 309:901-911). This study started in 1951 in the UK, had a 40 year follow-up, and was finally published in 1994. It found that we had substantially underestimated the hazards of long term tobacco use. It showed that half of all regular cigarette smokers will eventually be killed by their habit.

- A further study 10 years later on the same study participants confirmed the findings. In fact, it suggested that the situation might be worse, in that up to two thirds of smokers could be killed by their smoking (Doll R, Peto Boreham J, Sutherland I. Mortality in relation to smoking: 50 years observations on male British doctors. British Medical Journal 2004;328(7455):151

Appendix D-Facebook Engagement

Figure A:

Brendan McCormack ▶ You Can Quit
10 January near Dublin

Day 9. Clean. Apologies to the people I smoked today. Get well soon. This madness will pass.

Like · Comment   👍 16 💬 6

👍 16 people like this.

John Kelly We all have our bad days trust me keep up good work
10 January at 08:09 via mobile · Like · 👍 1

Carmel Carrick keep going Brendan ,,
10 January at 17:51 · Like · 👍 2

Tanya Mac Mahon a well....just bk on track as soon as possible....
12 January at 10:18 · Like · 👍 1

Bríd Ní B Don't knock yourself Brendan, every hour without the dreaded nicotine is an achievement. Get back on track and stick with it.
16 January at 22:49 · Like · 👍 3

Lola Moran 5 months off them it does get easier but still love the smell of them
21 January at 01:12 · Like · 👍 1

Want to Stop Smoking Quitting smoking is a gradual process of renewing your mind... don't fret... sounds like you are on the way... J
30 January at 10:13 · Like · 👍 2

Fig A. Example of user engagement on Quit Facebook page

Figure B:

Fig B. Example of user engagement on Quit Facebook page

Figure C:

Fig C: Example of HSE engagement on Quit Facebook page

Appendix E-Website