

Red Series
Tobacco Prevention and Tobacco Control

dkfz.



Smokefree 2006

The Campaign at a Glance

Special Volume II
Deutsches Krebsforschungszentrum, Heidelberg
German Cancer Research Center, Heidelberg

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Special Volume II
Smokefree 2006 – The Campaign at a Glance

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German Cancer Research Center, Heidelberg

1st Edition: circulation 1000

Suggested citation:

Deutsches Krebsforschungszentrum (Ed.): Smokefree 2006 – The Campaign at a Glance.
Heidelberg 2006

Cover picture (Ashtray with Flower): Ashvin Gatha & Tushita Bosonet Living Color, CH-
1807 Blonay

Layout:

Komplus GmbH, Heidelberg

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**The campaign Smokefree 2006 was funded by the
Bundeszentrale für gesundheitliche Aufklärung, BZgA
Federal Centre for Health Education**



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Smokefree 2006 – The Campaign at a Glance

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GREETINGS FROM THE WORLD HEALTH ORGANIZATION (WHO)

Dear Organizers of the International Quit&Win Campaign in Germany:

Tobacco use remains the leading preventable cause of death in the world. The tobacco control community has built impressive momentum, pushing forward in an ever-increasing number of countries, states, and cities with effective measures to protect the health of all from the harms of tobacco.

I would like to congratulate you, and the entire International Quit&Win team, on the success in 2006 of the seventh internationally coordinated Quit&Win contest, the biggest effort ever, involving 700 000 smokers/tobacco users from 85 countries around the world. Your activities supporting cessation are crucial to millions of individual success stories and, at the same time, are an integral part of any successful tobacco control strategy.

This is why the World Health Organization (WHO) continues to enthusiastically support International Quit&Win, as a valuable tool available to the global tobacco control network that is now working so hard to turn back the tobacco epidemic. It is this kind of collaboration and coordinated activity with other organizations that will allow us to make the most of tobacco control resources to help today's smokers take back their health and quit smoking for good, and prevent future generations from experiencing the harmful burden of tobacco addiction.

Here in the Tobacco Free Initiative at WHO, our work remains focused on the areas of building national capacity, surveillance and monitoring of tobacco use and tobacco industry activities, and, of course, pushing for country ratification and implementation of the WHO Framework Convention on Tobacco Control. By the end of 2006, the Treaty had reached a total of 142 Parties, maintaining its course as one of the most rapidly and widely embraced treaties in United Nations history. Now, more than ever, our efforts must increase if we are to carry this success through to implementing comprehensive, effective tobacco control measures at country level, especially in developing nations where the burden of disease and death from tobacco use are highest.

One of the greatest values of International Quit&Win is that it reminds us all, whatever our role in tobacco control, of the fact that we are working for individuals and their families. Seeing the growth, year after year, of this contest is encouraging. It means more people are seeking support in their cessation efforts and successfully quitting tobacco use.

Significant challenges remain ahead. However, new opportunities and initiatives continue to develop, one of which is your upcoming Smokefree 2008 campaign. I wish you all success, and urge the public and others in the tobacco control community to join forces with cost-effective public information and mass media campaigns and local awareness-raising events. Together we will keep working to remove tobacco use from the top of the list of preventable causes of death. This epidemic can be stopped with our concerted action worldwide.

Your success is the sum of individual achievement for all those who have quit smoking or using tobacco through Quit&Win, a source of inspiration to us all. On behalf of the World Health Organization, and the millions of people you support, congratulations, again, on a fantastic German Quit&Win Campaign 2006, especially to the organizers at the German Cancer Research Center and the Federal Centre for Health Education and thank you for your continued dedication and hard work.

Dr Yumiko Mochizuki-Kobayashi
Director, Tobacco Fee Initiative
World Health Organization

Foreword

The task of the German Cancer Research Center (Deutsches Krebsforschungszentrum) is to systematically investigate the mechanisms of cancer development, to identify cancer risk factors and to make a noticeable contribution to cancer prevention in the general public. The knowledge that 30 percent of cancer cases would be avoidable if people didn't smoke demonstrates that tobacco prevention and support for giving up the addiction are urgent concerns of cancer prevention.

Since 2000, the German Cancer Research Center has carried out "Smokefree" campaigns every two years in collaboration with the Federal Centre for Health Education. Just recently the "Smokefree 2006" campaign has finished. For the fourth time, the campaign succeeded in motivating tens of thousands of smokers to try together to stop smoking and not to smoke for at least four weeks. In total, more than 250,000 smokers have taken part in Germany in all initiatives so far and many more smokers have made use of additional support services without signing up to take part. The primary goal of participants is not to stop smoking for a short time, but to quit smoking for good. Therefore, cessation support services such as smokers' helplines and Internet sites will be continued beyond the campaign.

The "Smokefree" campaigns are carried out without advertising budget and require a comprehensive communication concept in order to inform the public as broadly as possible. First of all, this includes coverage in mass and specialist media. Another key element is collaboration with numerous cooperation partners such as pharmacies, health insurances, public facilities, hospitals, doctors' offices and companies. This publication provides an insight, for the first time, into the steps that are necessary to make the concern of a unique initiative known to smokers and nonsmokers within a period of four months. Thereby we meet a need expressed by numerous organizations and institutions working in this or related health areas. This insight is also intended to motivate people to take an active part in the next campaign, "Smokefree 2008", and to carry out their own campaigns directed at the public.

We would like to direct your particular attention to the participants' stories, which impressively describe that smoking cessation is not easy but easier to manage together and, in any case, worth it.

Prof. Dr. Otmar D. Wiestler
Chairman and Scientific Director
German Cancer Research Center

Heidelberg, in October 2006

1 “Smokefree 2006”

1.1 Goal of the Campaign

The “Smokefree 2006” campaign (German “Quit&Win” campaign) is intended to encourage as many smokers as possible to quit smoking for at least four weeks in order to achieve a step towards long-term smoking cessation.

1.2 Launch of the Campaign

Starting from Ash Wednesday, March 1, 2006, entry cards were available nationwide in pharmacies, health insurance offices of AOK, BARMER and BKK, doctors’ offices, hospitals, social service facilities and companies. A press conference with campaign patron Ulla Schmidt, German Minister of Health, was held to kick off the campaign.

Participants were required to send back an entry card or sign up on the Internet at www.rauchfrei2006.de. Registrations were collected and processed at the German Cancer Research Center (Deutsches Krebsforschungszentrum, DKFZ).

Participants pledged not to smoke from May 1 to May 29, 2006.

Nonsmokers who were willing to support and motivate participants were also invited to participate and sign up on the entry form.

The sign-up deadline was May 1, 2006.

1.3 Prizes of the Campaign

In Germany, prizes amounting to a total of EUR 10,000 were awarded. In each of the two categories, “Adults” and “Youth

under 18”, two EUR 2,500 prizes were awarded to a smoker who refrained from smoking for four weeks in May and to a helper who supported him or her. In addition, a European regional prize of USD 2,500 and an international super prize of USD 10,000 were drawn.

The winners were interviewed on the phone about their smoking status. In addition, they had to provide a urine test as proof of smoking cessation. The winners were sent a cotinine test strip, which they had to take to their doctor. The doctor performed the test and gave notice about the result to the Coordinating Office at the DKFZ. At a press conference on May 30, 2006, the winners and the helpers were presented their prizes by Sabine Bätzing, Drug Commissioner of the Federal Government.

1.4 Winners of the Campaign

Category “Adult Participants”

Jakob Heinz is a 48-year-old professional driver from Ludwigsburg in the German state of Baden-Wuerttemberg. On April 24, Heinz had bought his last cigarette packet and smoked less and less since then. He lit his last cigarette on April 30, 2006 at 4 p.m. This marked the end of a smoking career that had started 30 years ago. “I’m jumping for joy,” says the winner. He came across the brochure about the “Smokefree 2006” competition during an office visit to the company physician. “This is very interesting for me,” he thought and took an entry card. The two daughters of his partner, who was his helper, encouraged him: “You should par-



Figure 1:
The winners of the campaign „Smokefree 2006“: Irene Bauer, Jakob Heinz, Silvia Schröder, Hans-Jürgen Schröder (left to right), Photo: German Cancer Research Center, Unit Cancer Prevention 2006.

ticipate. You will make it.” Now everybody in the family is so happy. (Fig. 1: second to left / DKFZ)

Irene Bauer is Mr. Heinz’ helper: “She supports me not only in quitting. She supports me in life, she is my partner.” Day after day, Bauer, an accountant by profession, has supported him. She knows those first days of smoking cessation all too well: “I quit smoking last year.” Just as smoking cessation, the distribution of the prize is “a family matter”, too. The daughters have already scheduled a shopping tour. (Fig. 1: left / DKFZ)

Category “Juvenile Participants”

Silvia Schröder is 17 years old and is the winner of a draw among all juvenile participants. Silvia Schröder is from Neukloster near Wismar (Mecklenburg-Vorpommern) and is an 11th grader at an economics high school. She had been smoking for two and a half years – secretly at first and when she was 16 also in front of her parents, who are avid nonsmokers. Ever since then, they had been trying to convince her to quit. But Silvia, who loves to party and go to the disco, felt she simply needed to

smoke in order to be accepted by her friends. However, despite smoking 20 cigarettes a day, Silvia secretly thought that “it was time to quit smoking”. Thus, the newspaper clip about “Smokefree 2006” that her mother gave her was just the thing she needed. With her dad by her side, she felt she could make it. And she did! The future commercial law student still loves to go to the disco and says that it’s “not so hard any more to put up with other people’s smoke”. (Fig. 1: second to right / DKFZ)

Hans-Jürgen Schröder supported his daughter and has won the EUR 2,500 helper prize. He calls himself an “strong opponent of smoking”. Therefore, he and his wife were very sad when they realized that Silvia smoked. “We kept addressing the topic and reminding her that she should think about her health.” But Schröder, a police officer aged 49, knows what young adults feel like in a peer group. As a prevention counselor, he travels around schools and vocational training facilities to educate young people about the dangers of alcohol and drug consumption. “And nicotine is a drug, after all, even if it’s legal.” (Fig. 1: right / DKFZ)

1.5 Conclusion 2006

- 44,636 smokers in Germany decided to quit smoking in May and to take the first step into a non-smoking life.
- The information material was sent out in 75,000 campaign packages. A campaign package contained 50 entry cards, one poster, one showcase sticker, and a display stand. Thus, 4.25 million entry cards were distributed altogether.
- The demand for campaign packages was so great that it would have been possible to disseminate another 20,000 to 30,000 packages.

The campaign "Smokefree 2006" is perceived as an invitation to encourage smokers to attempt a four-week smoking cessation as a start into a smokefree life. This message is taken up primarily by pharmacies, doctors' offices and companies.

Non-smoking employees, company physicians and trade unionists in companies make use of the opportunity to emphasize their wish for a smokefree working environment. A campaign for smokers, not against them, is an idea that people like to take up and support. Nonsmokers may take part as helpers and, thus, support their smoking colleagues.

Although there was a strong interest in information material about the campaign,

about smoking cessation and the topic of "smokefree workplaces", participation numbers have dropped by one-half compared to the previous campaign in 2004 (Fig. 2). The trend in participation numbers in Germany is comparable to those observed in other countries participating in the Quit&Win program. According to the international organization center, the downward trend in participation numbers is observed particularly in developed countries. Like Germany, Spain and Switzerland also had a 50% drop in the number of participants.

Causes:

The "Smokefree 2006" campaign was not received with the same strong interest by the media as in previous years. This was caused by the wide press coverage of the topic of smoking in Spring 2006. This year, political issues such as the smoking ban in bars and restaurants and the EU-wide tobacco advertising ban have been much in the focus, leaving little room for additional coverage, since the press does not normally cover the same health topic in multiple ways. Thus, the "smoking" topic has clearly been dominated this year by the ongoing political debate, and the health and advice columns of daily and weekly newspapers refrained from additional coverage of the topic of smoking or smoking cessation.

Smokefree 2006	Adults	Youth	Smokefree 2004	Adults	Youth
Post card registrations	18,297	1,261	Post card registrations	39,056	2,149
Internet registrations	24,016	1,062	Internet registrations	46,770	2,209
Total	42,313	2,323	Total	85,826	4,358
Total number of participants	44,636		Total number of participants	90,184	

Fig. 2:
Participation in Germany
in 2004 and 2006

Year	Number of countries	Number of participants	Average Number of participants per country	Country with most participants	Number of participants in country with most participants
2006	85	700,000	8,236	Russia	102,784
2004	71	700,000	9,859	Germany	90,184
2000	69	430,000	6,232	Chile	unknown
1994	13	60,000	4,615	Malta	unknown

Fig. 3:
Participation "Quit & Win
International" at a Glance

Although the “Smokefree 2006” campaign was mentioned in the political coverage, information about participation modes was often not provided to readers, viewers or listeners. Compared to previous years, there was not enough reference to the Internet address, www.rauchfrei2006.de, or the wide availability of entry cards in pharmacies, doctors’ offices, health insurance offices and companies.

In addition, a multitude of target-group specific programs for tobacco cessation are available today that did not exist at the time of the first Smokefree campaign in Germany in 2000. The Federal Centre for Health Education (Bundeszentrale für gesundheitliche Aufklärung, BZgA) offers comprehensive information material on smoking cessation. New information and support programs on the Internet such as the BZgA’s quit smoking program “Rauchfrei” (“Smokefree”) were added last year. Since September 2005, the telephone number of a smokers’ helpline provided by the BZgA has been displayed on cigarette packages. This positive general development may additionally have helped to offer motivation and support for smoking cessation to smokers throughout the year, so that there is no need to wait for a specific initiative.

Health insurance providers have also extended their support of smoking cessation. They organize special programs for their members and/or cover part of the costs of participation in tobacco cessation classes. In addition, they offer brochures and information on the Internet. This is another area where a positive trend towards motivating smokers to quit smoking has been observed.

1.6 Long-term Success of Mass-Media Campaigns and its Relevance for Continuing the “Smokefree” Campaigns in Germany:

About 33 percent of the adult population in Germany are smokers, which is still far too many. On average, kids start smoking

today at age 13. In the group between 12 and 17 years, the smoking rate is at 21 percent of boys and 19 percent of girls. As a result, the number of people who die from the consequences of smoking is high: more than 140,000 people each year. In addition, approximately 3,300 nonsmokers die each year from exposure to second-hand smoke. Many smoking-related diseases cause not only personal suffering, but also impose huge costs on the health-care system and the whole economy.

Tobacco smoke is by far the most significant and most hazardous indoor air pollutant. More protection from passive smoking and less tobacco consumption is a public health priority that will be implemented by a whole range of preventive and legislative measures. It comprises three aspects:

- To prevent people from starting smoking;
- To support people in quitting smoking;
- To support the right of nonsmokers to a smokefree environment.

There are various ways to support and promote the decision to stop smoking. Alongside intervention and treatment by doctors as well as price increases and smoking bans, population-wide mass media campaigns are needed. Such campaigns help to lower the prevalence of smoking. Although the success of population-wide campaigns per individual is smaller compared to medical interventions, it becomes substantial and, thus, more valuable in view of the huge number of people reached. Moreover, the costs for one abstinence case achieved by a mass media campaign are many times lower than for cessation treatment by a doctor (MÜLLER MJ, 2005).

“Smokefree” is the largest smoking cessation campaign in Germany. The highest participant rates could be achieved in 2002 and 2004: Over 90,000 smokers took part in each of the campaigns. Looking at participation numbers in “Smokefree” campaigns between the years 2000 and 2006, we observe a heavy fluctuation in total numbers. Nevertheless, participation in

2006 was almost twice as high as in the first campaign in 2000 (Fig. 4).

Year	2000	2002	2004	2006
Participants	24.925	90.458	90.184	44.636

Fig. 4: Development of participation numbers in “Smokefree” campaigns in Germany

According to all scientific evaluation of the German campaign, the measure has been successfully implemented (SCHULZE et al. 2005; MONS et al. 2006) and has been able to convince 0.5 percent of smokers in Germany to stop smoking for (at least) four weeks (SCHULZE et al., 2005). By the end of each “Quit and Win Campaign” between 2000 and 2004” about 70% of the participants stayed smoke-free during the four-week-period. The continuous 12-months abstinence rate in the year 2000 constitutes 30% and in the year 2002 about 22%. 12 months after the campaign in the year 2004 about 32% of the participants were continuously smoke-free. Even with a conservative calculation of the continuous abstinence rates („worst-case” scenario), that assumes that all non-respondents at the time of evaluation were smokers, yielded in respectable abstinence rates 12 months after the campaign: from 20% in 2000 and 14% in 2002 to 19% in 2004.

Overall, older and married people have a greater probability of a successful abstinence. The number of the previous years of smoking and the number of previous unsuccessful quit-attempts reduce the probability of success. Heavy smokers are more successful than the lighter smokers and participants with a lower education were as successful as participants with a higher school education. Substantially more participants, who had received support from either family members, friends or colleagues, had abstinence rates above the average.

In addition to the evaluation of the adult participants of the 2004 campaign, a study on the abstinence of the adolescent participants was conducted (SCHNEIDER et al. 2006). 61% of young adults questioned stated that they were abstinent at the end of the competition, i.e., at least for 4 weeks. 1 year later, 19% of juvenile participants stated to be nonsmokers. 12% of them stated to have been continuously abstinent for 12 months after the start of the

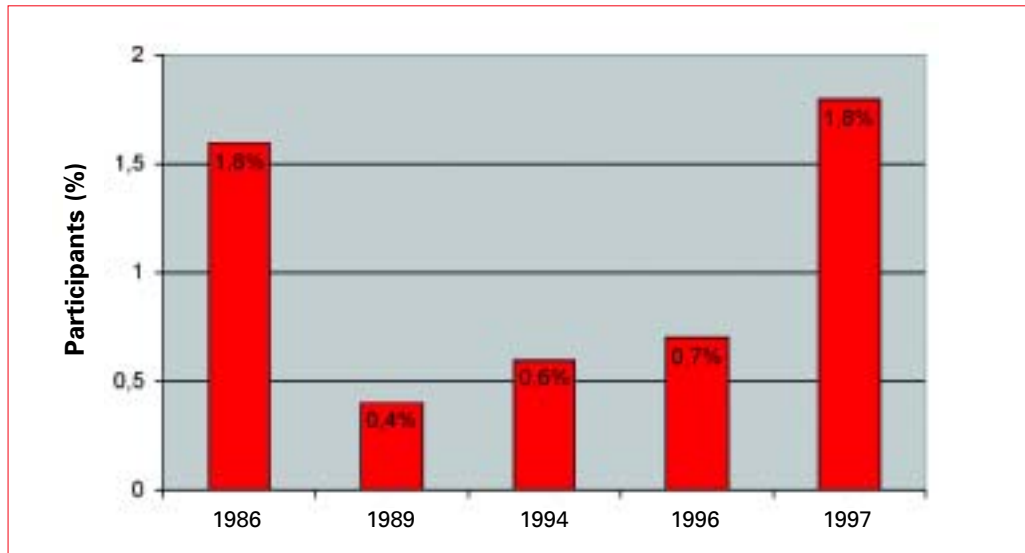
competition. Therewith the abstinence rates are in fact lower than those of the adult participants but the results can still be considered quite successful.

When we take a look at Finland, where the “Quit&Win” campaign has been carried out continuously over the past 20 years, we can examine the long-term success of the campaign. Smokers in Finland were invited for the first time to attempt smoking cessation back in 1986. The participation rate was 1.6 percent. Over the years, participation numbers have fluctuated considerably: After an initial drop, participation had then grown again continuously. In 1997, i.e. 11 years after the campaign was launched, the participation rate was higher than in the first campaign (KORHONEN et al. 1999; cf. fig. 5).

However, according to Korhonen et al. (1999), the long-term character of the “Quit&Win” campaign in Finland has had not only positive effects on participation in an ongoing campaign. As a result of the high media presence, many more smokers had become aware of the campaign than had actually signed up to take part. According to the authors, these smokers were unable to decide to quit smoking immediately and some of them waited until subsequent campaigns to participate (KORHONEN et al., 1999).

In Germany, too, efforts to awaken a broad public interest in the topics of “non-smoking” and “smoking cessation” have been successful (SCHNEIDER et al. 2006). This means that in Germany, too, previous “Smokefree” campaigns may have been noticed by smokers who have not yet taken part. As the results from Finland suggest, these smokers were unable to decide immediately to quit smoking and, thus, may be potential participants of future smoking cessation campaigns. The results from Finland support the continuation of the “Smokefree” campaigns in Germany.

Fig. 5:
Participation rates of "Quit & Win" in Finland in the years from 1986 to 1997
Source: Korhonen et al., 1999,
Edited by: German Cancer
Research Center, Unit Cancer
Prevention, 2006



Furthermore, in the discussions at this year's World Conference on Tobacco OR Health (WCOTH) in Washington, mass media campaigns were regarded as an indispensable means of motivating as many smokers as possible to attempt smoking cessation. Provided that the campaigns – like "Smokefree 2006" in Germany – transmit a positive message. This is the only way to increase the number of smokers who succeed in quitting permanently. According to Professor Shu-Hong Zhu from the U.S., more important

for society as a whole is an increase in the number of cessation attempts than the number of support programs. While each year 60 percent of smokers in the U.S. make a cessation attempt, it is still no more than 30 percent in the U.K. and Germany. Mass media campaigns have a lasting positive impact on the cessation climate and the readiness to stop smoking among the smoking population – this conclusion of the WCOTH corresponds to the trends observed in Finland.

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2 Activities of the Coordinating Office at the DKFZ

2.1 Communication with the Media

The "Smokefree 2006" campaign was kicked off at a press conference on March 1, 2006 in the presence of its patron, Health Minister Ulla Schmidt. Forty-one editorial teams and journalists attended the event. In early March, the media debate about bird flu was at its peak and the interest of the attending journalists was very much focused on this topic. In addition, on March 1, 2006 first results of an agreement between the Health Ministry and the German Association of Hotels, Bars and Restaurants about the step-by-step introduction of non-smoking areas were also presented. A number of questions for Health Minister Ulla Schmidt were about this topic.

A press conference with the Federal Drug Commissioner, Sabine Bätzing, held on May 30, 2006 in Berlin concluded the "Smokefree 2006" campaign. Sixteen editorial teams and journalists attended the event in Berlin and reported about the prize presentation, which was part of it. Once again, journalists focused their questions on the agreement between the Health Ministry and the German Association of Hotels, Bars and Restaurants. In view of the upcoming World No Tobacco Day, they also took advantage of this opportunity to enquire about legislative changes concerning the protection of nonsmokers.

In addition to the joint press releases of DKFZ and BZgA issued at the start and end of the "Smokefree 2006" campaign, another 16 press releases were published.

Examples:

March 1, 2006

Deutsches Krebsforschungszentrum und Bundeszentrale für gesundheitliche Aufklärung – Gemeinsame Pressemitteilung: "Rauchfrei 2006 – 10.000 € zu gewinnen" - Start der bundesweiten Kampagne zum Rauchstopp

(German Cancer Research Center and Federal Center for Health Education – Joint press release: "Smokefree 2006 – 10,000 euros prize money" – Launch of nationwide smoking cessation campaign)

Ulla Schmidt: „Wer aufhört zu rauchen, gewinnt an Lebensqualität"

(German Health Minister Ulla Schmitt: "If you quit smoking, you gain quality of life"

Rauchfrei 2006 – AOK beteiligt sich an weltweit größter Nichtraucherkampagne (Smokefree 2006 – AOK supports the world's largest quit smoking campaign)

Rauchverzicht für ein gesünderes, besseres, längeres Leben - Barmer unterstützt zum vierten Male "Rauchfrei"-Aktion

(Smoking cessation for a healthier, better, longer life – Barmer supports "Smokefree" campaign for the fourth time)

Rauchfrei 2006: Apotheken machen mit! GEHE verteilt Aktionspakete an Apotheken (Smokefree 2006: Pharmacies take part in the campaign! GEHE distributes campaign packages to pharmacies)

April 4, 2006

Deutsches Krebsforschungszentrum und Bundeszentrale für gesundheitliche Aufklärung – Gemeinsame Pressemitteilung: Schon über 20.000 Teilnehmer bei „Rauchfrei 2006" – Anmeldung zur bun-

Fig. 6:
Media Coverage of
"Smokefree" at a Glance
Source: German Cancer
Research Center, Unit Cancer
Prevention, 2006

Year	Smokefree Participants	Number of			TV	Radio	Internet	Internet Site Visits
		Accounts Print	Circulation Print					
2006	44,636	574	66,197,700	58	43	465	1,038,911	
2004	90,184	641	95,136,900	159	101	365	1,150,000	
2002	90,458	456	105,224,700	9	40	43	unknown	
2000	24,925	130	unknown	30	45	unknown	20,000	

desweit größten Nichtraucherkampagne „Rauchfrei 2006“ bis zum 1. Mai 2006 möglich

(German Cancer Research Center and Federal Centre for Health Education – Joint press release: More than 20,000 participants in "Smokefree 2006" already – Entry for Germany's largest quit smoking campaign ongoing until May 1, 2006)

April 20, 2006

Bundesgesundheitsministerium für Gesundheit und Deutsches Krebsforschungszentrum – Gemeinsame Pressemitteilung: Ulla Schmidt: Mit "Rauchfrei 2006" gesünder leben – noch 11 Tage bis zum Anmeldeschluss

(German Health Ministry and German Cancer Research Center – Joint press release: Health Minister Ulla Schmidt: With "Smokefree 2006" to a healthier life – 11 days till sign-up deadline)

May 30, 2006

Gemeinsame Pressemitteilung DKFZ und BZgA „Rauchfrei 2006 – 10.000 Euro zu gewinnen“: Über 44.000 Teilnehmer bei der größten deutschen Aktion zum Rauchstopp

(Joint press release of DKFZ and BZgA: "Smokefree 2006" – 10,000 euros prize money: More than 44,000 participants in Germany's largest smoking cessation campaign)

Die Drogenbeauftragte der Bundesregierung: Über 44.000 neue Nichtraucherinnen und Nichtraucher zum Weltnichtrauchertag 2006

(The Federal Drug Commissioner: Over 44,000 new nonsmokers on World No Tobacco Day 2006)

In Fall 2005, six months before the first press release was issued, the Coordinating Office at the DKFZ started actively approaching the media. Approximately 2,000 personal contacts with journalists from print media, television, radio and Internet were actively undertaken. In talks, letters and emails, the office informed about the renewal of the campaign and its goals. Special emphasis was placed on the strength of "Smokefree 2006": the fact that it is a campaign for both smokers and nonsmokers. Mass print media such as all women's magazines were contacted by telephone several times. In order to achieve nationwide coverage, approximately 200 editorial offices of local ad and weekly newspapers were separately informed about the campaign. The interest of companies in "Smokefree 2006" was discussed in personal talks with 22 editors of business newspapers and magazines. Special texts were produced for this purpose.

Upon a telephone call by the Coordinating Office, the daily newspaper "BILD" mentioned the campaign in its national edition within its health advice series entitled "Die große BILD-Sprechstunde". Two weeks before entry deadline on May 1, 2006, all 22 regional editorial offices of "BILD" were sent information about regional activities relating to the campaign.

All the big TV and radio stations were informed about the "Smokefree 2006" campaign. The Coordinating Office at the DKFZ held more than 150 conversations with editors of medical advice programs. At the local level, radio interviews provided a particularly good opportunity to encourage listeners to take part in "Smokefree 2006". On the occasion of the campaign

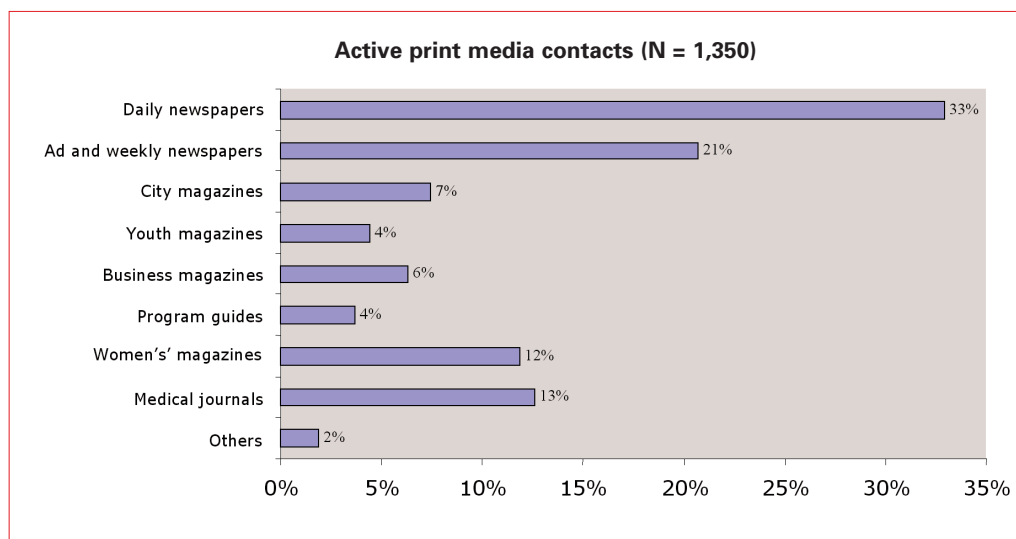


Fig. 7:
Active print media contacts
(N = 1,350), Source: German
Cancer Research Center, Unit
Cancer Prevention, 2006

and on behalf of the Coordinating Office, psychologist Peter Lindinger repeatedly acted as a studio guest with viewer call-in on the TV show "ARD-Buffer" on Germany's channel one, ARD. The French radio station "Europe 1" interviewed German participants of "Smokefree 2006" in order to give an example in France of a successful implementation of a quit smoking campaign.

In addition, more than 100 inquiries by journalists to the Coordinating Office at the DKFZ were answered. Contacts to participants in this year's and prior campaigns were facilitated and participation modes and chances of winning were explained.

Besides target-group specific draft texts, topic suggestions were provided to journalists from all media. Background material for research was also prepared and made available. The following suggestions were particularly in demand (available in German only):

- Nichtrauchen und trotzdem schlank
(Not smoking and still slim)
- Am Abend ins rauchfreie Restaurant – Ausgehtipps
(Evenings in a smokefree restaurant – tips for going out)
- Rauchfrei leben – Blick zu den europäischen Nachbarn
(Living smokefree – a look at our European neighbors)

- Gemeinsam in ein rauchfreies Leben - ein Unternehmen startet durch
(Together towards a smokefree life – an enterprise lifts off)
- Das schlägt mir aufs Gemüt – Tricks bei Stimmungsschwankungen während des Rauchstopps
(It really gets me down – tricks for coping with mood swings while quitting smoking)
- Ich will nicht mehr – ein Leben ohne Blauen Dunst (Erfolgsgeschichte eines Teilnehmers).
(I don't want to anymore – life without tobacco (a participant's success story))

2.2 Communication with Multipliers

An Access address database created in 2004 was refined for the "Smokefree 2006" campaign to optimize the quality of the address inventory. In addition, new mailing lists were acquired and fed into the database. In the course of the campaign, the address inventory grew from 17,658 to 25,222 addresses.

Moreover, the "Smokefree 2006" team provided all interested parties with free-of-charge campaign packages containing 50 entry cards, one "Smokefree 2006" poster, one display stand and one C4 size sticker. The team produced target-group specific project descriptions with sugges-

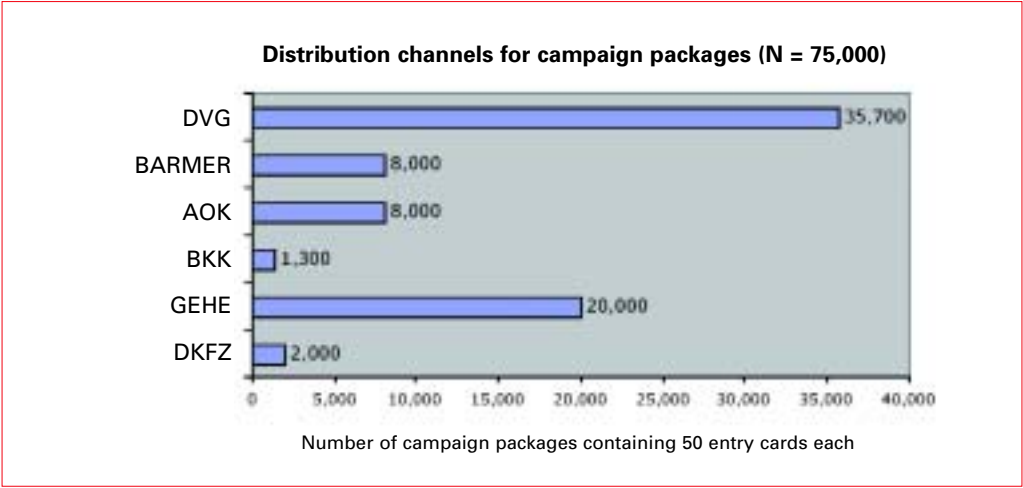


Fig. 8:
Distribution channels for campaign packages (N = 75,000),
Source: German Cancer Research Center, Unit Cancer Prevention, 2006

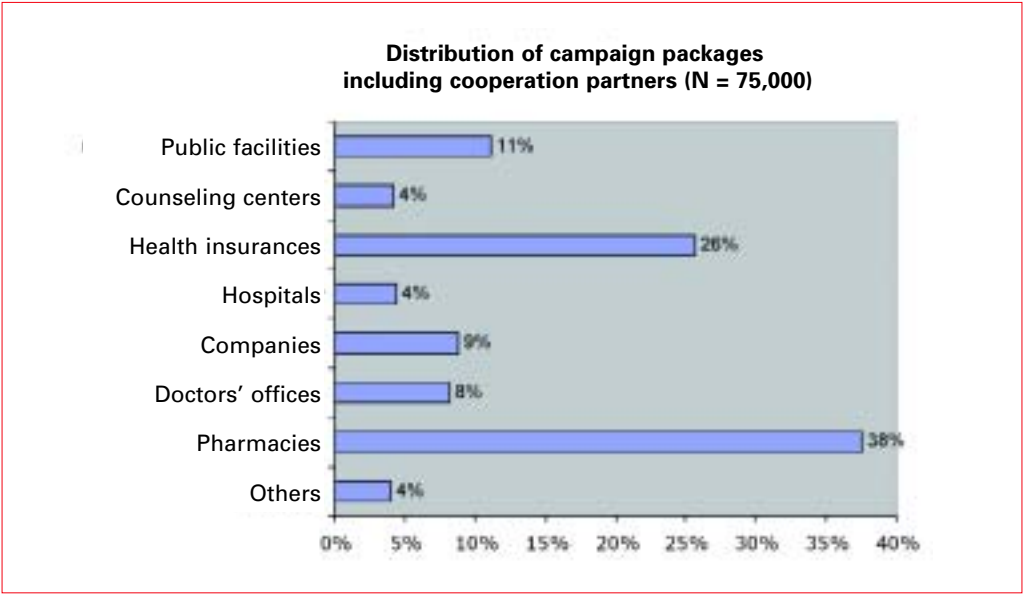


Fig. 9:
Distribution of campaign packages including cooperation partners (N = 75,000),
Source: German Cancer Research Center, Unit Cancer Prevention, 2006

tions on how to implement the initiative for companies, hospitals, universities, associations, pharmacies and educational facilities. Texts and photos for use in staff and patient newsletters, intranets and school magazines for students or teachers were individually tailored and sent out. Much emphasis was placed on meeting different needs and developing individual materials in order to maximize participation.

The total number of campaign packages distributed was 75,000. Of these, 35,700 were shipped via the Deutsche Vertriebsgesellschaft (DVG). 41,300 were disseminated through the cooperation partners, GEHE, AOK, BKK and BARMER.

As shown in the chart, a large proportion of the campaign packages was sent

directly to the cooperation partners, GEHE, BKK, BARMER and AOK. These then undertook the logistics and, thus, took over the costs for distribution to their customers. Using these multipliers it was possible to reach all BARMER and AOK offices as well as all GEHE customers (= pharmacies). 2,000 campaign packages and an additional 500,000 entry cards, 4,000 information letters, 6,000 posters and 2,000 stickers were shipped by the Coordinating Office at the DKFZ.

Several AOK offices, particularly in the states of Mecklenburg-Vorpommern and Saxony, requested another approximately 25,600 entry cards. The AOK counselors actively used the "Smokefree 2006" campaign in their communication with companies and schools.

2.2.1 Companies

In total, more than 4,000 companies have participated in "Smokefree 2006". This included everything from a joint start into a smokefree life in a 2-man law office to group-wide initiatives in big companies. More than 200 companies published the texts prepared by the Coordinating Office at the DKFZ in their staff newsletters and intranets.

Like in previous years, the focus of first contacts with companies was on providing information to company physicians, who willingly used the campaign as an opportunity to talk to staff members. This year's winner, Jakob Heinz, learned about the campaign during a routine visit at the company physician and decided to quit smoking then and there.

Examples:

In cooperation with the **Textil- und Bekleidungsberufsgenossenschaft** (Professional Association for the Textiles and Clothing Industries), campaign packages were sent to 1,600 company physicians. Prior to that, the physicians had been sent letters by the Professional Association for the Textiles and Clothing Industries to inform them about "Smokefree 2006".

The **Bezirksregierung Köln** (Cologne regional government), jointly with the Governmental Agency for Occupational Health and Safety in Cologne and Aachen, carried out a campaign for the protection of nonsmokers in companies in 2006. In this context, the Coordinating Office at the DKFZ was able to directly inform the management of 80 companies about "Smokefree 2006".

The **Deutsche Bahn AG** (German Railways) informed their operational units about the campaign and provided the Coordinating Office at the DKFZ with their addresses for direct shipping of the campaign packages. Thus, information material was sent to 70 DB Service Points, 87 DB Catering Companies, 72 railroaders' sports clubs and 9 health centers of the DB Gesundheits-Service GmbH (Health Service) throughout Germany. The different units implemented the "Smokefree 2006" cam-

paign in individual ways. Thus, additional prizes were offered, such as by the Eastern Bavaria section of DB Regio AG. In Kassel, posters were placed in every signal tower to draw attention to the campaign.

Thanks to the good collaboration during previous campaigns, the management of the Company Medical Service of **Daimler Chrysler AG** was immediately willing to support "Smokefree 2006" again. It informed all employees in Germany and the heads of the German plants. These were sent information material by the Coordinating Office at the DKFZ according to their individual orders.

Fraport AG (owner and operator of Frankfurt Airport) distributed 6,500 entry cards among its 13,000 staff members. The Coordinating Office at the DKFZ prepared texts for the Intranet and provided 280 posters for Frankfurt Airport.

A two-week art exhibition and information booths with the Fagerström test for nicotine dependence accompanied the "Smokefree 2006" campaign at two **SAP AG** sites with nearly 10,000 employees. The goal was "to wake people up and draw attention to the topic of smoking." The pictures in the exhibition entitled "Art works – it is not an art to quit smoking" were very positively received. In addition to "Smokefree 2006" entry cards that were displayed, interested persons were offered individual smoking cessation counseling by the company physician and participation in a quit smoking seminar. All information about the campaign, also provided in English by the Coordinating Office at the DKFZ, was simultaneously published in SAP's Intranet and via the Health Newsletter.

At **Audi AG**, protection of nonsmokers is a very important topic. In addition to informing its 43,000 employees about the campaign, the company has implemented a whole range of initiatives for smokers who are willing to quit. Around the "Smokefree 2006" competition, Audi has offered lectures, consulting services of the company physicians and an in-house hotline.

The **Hamburg Fire Brigade** invited their staff members to attempt a four-week smoking cessation and distributed 5,550 entry cards for the competition. The Coordinating Office at the DKFZ, jointly with the Press Office of the Hamburg Fire Brigade, produced a press release to inform the local press about this initiative.

“Smoking at the Workplace” was a topic at the Day of Research held at the **Medizinische Hochschule Hannover** (Hanover Medical School) on April 22, 2006. The Coordinating Office at the DKFZ provided information material on the topic, the brochures “Ärzte in Prävention” (Doctors in Prevention) and “Die Rauchersprechstunde” (Smoking Cessation Counseling) as well as “Smokefree 2006” entry cards to enable future doctors to set a good example.

2.2.2 Pharmacies

“Smokefree 2006” is ideally suited to address the topic of smoking cessation with pharmacy customers. All media information contained the note that entry cards are available primarily in pharmacies. Many pharmacists who had already partici-

pated actively in the campaigns in 2000, 2002 and 2004, were pleased to support the plan of all those who decided to attempt to quit during the campaign period in 2006. To this end, it was necessary to decorate showcases and shops accordingly and also to brief all employees so that these could address the topic with customers on their own initiative.

Examples:

Pharmacy wholesaler GEHE automatically supplied each customer (pharmacy) with a campaign package and offered easy ordering of more packages using the pharmaceutical central number of 5750941, which was specially issued by the Informationsstelle für Arzneispezialitäten (Information Agency for Pharmaceutical Special Products). In total, 20,000 campaign packages were disseminated – 4,000 more than in the previous campaign of 2004. In addition, pharmacy customers were informed in the Internet consumer portal with a link to the competition.

The “Smokefree 2006” poster usually welcomed pharmacy customers right at the entrance door. Pharmacies, such as the **Eichwald-Apotheke** in Frankfurt-Born-

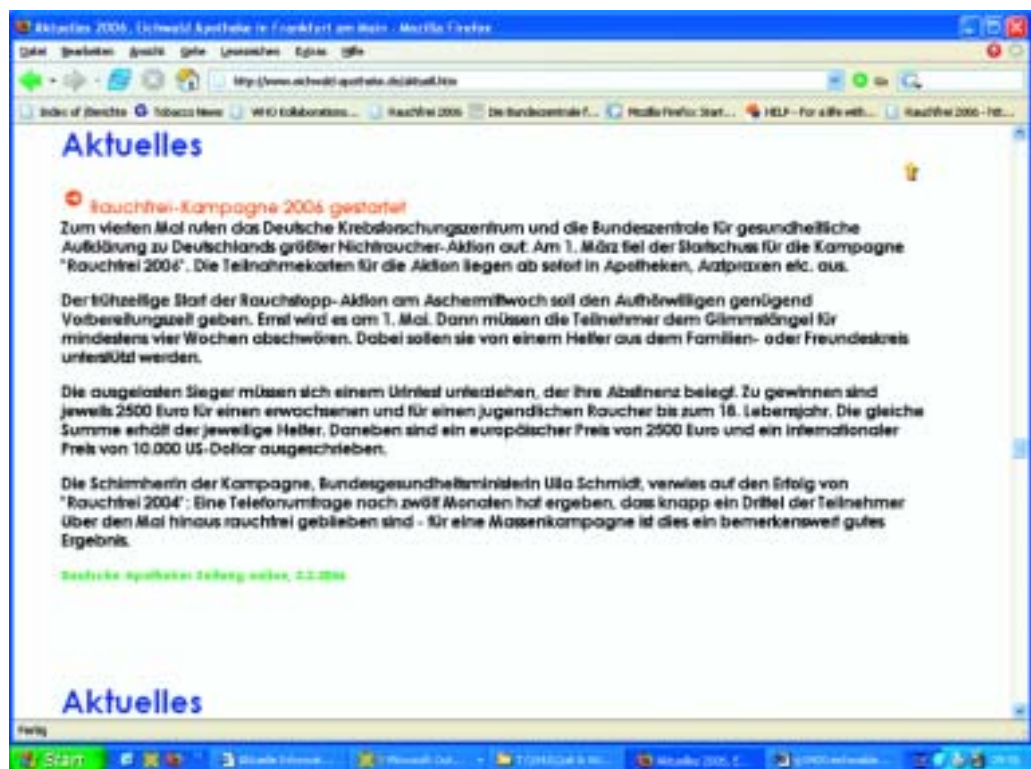


Fig. 10: Information on the Occasion of “Smokefree 2006” on the homepage of the Eichwald pharmacy in Frankfurt-Bornheim, Source: www.eichwald-apotheke.de, Edited by: German Cancer Research Center, Unit Cancer Prevention, 2006



Examples:

Fig. 11: Information on the Occasion of "Smokefree 2006" on the homepage of the health and nursing care insurance Fortisnova, Source: www.fortisnova.de, Edited by: German Cancer Research Center, Unit Cancer Prevention, 2006



Fig. 12: Information on the Occasion of "Smokefree 2006" on the homepage of the company health insurance Dr. Oetker, Source: www.bkkoetker.de, Edited by: German Cancer Research Center, Unit Cancer Prevention, 2006

heim, also invited customers on the Internet to take part in the competition.

In the pharmacy **Apotheke Dr. Hardt** in St. Augustin, the interest in “Smokefree 2006” by the neighboring tax and revenue office was so great that the pharmacy employees spontaneously decided to organize an information day at the tax office. The Coordinating Office at the DKFZ provided a PowerPoint presentation for this purpose.

2.2.3 Health Insurances

Besides the big cooperation partners, other health insurances also used the “Smokefree 2006” campaign as an opportunity to motivate their members for smoking cessation. Some published their own press releases, offered additional prizes and organized theme days jointly with partners.

2.2.4 Doctors

Doctors are an indispensable link in the chain of multipliers of the “Smokefree 2006” campaign. Upon request by the Coordinating Office at the DKFZ, the

National Association of Statutory Health Insurance Physicians (Kassenärztliche Bundesvereinigung) published a note about the campaign in its periodical publications so that the Regional Associations of Statutory Health Insurance Physicians, professional associations and individual doctors among the readers were able to order campaign packages.

A suggestion was made to the chairmen of eight medical specialist conferences that took place during the campaign period to hold their events as “non-smoking conferences”. They agreed to inform conference participants and to hand out material about “Smokefree 2006”. This was usually done by displaying information letters with campaign package order information at a central place or including these in the conference documents.

Examples:

The **Association of Pneumologists** sent a recommendation letter produced by the Coordinating Office at the DKFZ to 1,170 members in order to encourage their patients and employees to participate in



Fig. 14:
Information on the Occasion of “Smokefree 2006” on the homepage of the clinic St. Camillus, Quelle: www.camillus-duisberg.de, Edited by: German Cancer Research Center, Unit Cancer Prevention, 2006



Fig. 13: Online report of the newspaper Allgemeine Zeitung Bad Kreuznach on 1 June 2006 about an extra prize of the Burgen Clinic in Bad Münster that was donated on the occasion of "Smokefree 2006", Source: www.az-badkreuznach.de, Edited by: German Cancer Research Center, Unit Cancer Prevention, 2006

"Smokefree 2006". The members were automatically sent a campaign package at the same time.

A therapeutic group of doctors, pharmacists, psychologists, sports scientists and natural practitioners took "Smokefree

2006" as an opportunity to organize a smoking cessation theme day in the Bielefeld region. The event entitled "Ach, hör doch auf" (Hey, cut it out) presented methods of smoking cessation that have proved successful in practice and offered free-of-charge health tests. Among the

partners of the event was the University of Bielefeld, which presented information about the prevention of nicotine consumption in young people and early intervention. The Bertelsmann BKK health insurance donated prizes in the form of 20 smoking cessation and movement therapy course places (see also "Health Insurances").

In a **big radiological doctor's office** in Hamburg, ten employees, together with patients and "Smokefree 2006", started out into a smokefree life. To support the initiative, lectures on the topic of smoking were offered and activities around healthy eating as well as joint sports activities were planned.

2.2.5 Hospitals / Clinics

The Coordinating Office at the DKFZ directly informed doctors in hospitals and clinics and published information in specialist media of the medical and nursing professions. In addition, the Coordinating Office was able to convince the German Network of Smokefree Hospitals to repeatedly report about the campaign in their newsletter. As a result, additional texts for staff and patient newsletters were requested. Hospitals that were planning to organize their own contests among employees inquired about the test possibilities at the Coordinating Office at the DKFZ.

Examples:

The **Drei-Burgen-Klinik** in Bad Münster donated an additional prize of EUR 250.

2.2.6 States, Cities and Towns

The State Ministries of Social Security were asked for their support in a letter about the "Smokefree 2006" campaign. The ministries passed the information on to the State Centers for Health Promotion. The campaign idea was particularly well received in the State of Rhineland-Palatine where the Addiction Prevention Office communicated the idea, in close collaboration with the Coordinating Office at the DKFZ, in schools, companies and public facilities.

A project description of "Smokefree 2006" was developed for the State Ministries of Justice in order to initiate that the campaign be carried out in correctional facilities, too. As a result, the Ministry of Justice of the State of Baden-Wuerttemberg recommended participation to the State Justice Administrations. Feedback from all states was positive. Organization of the campaign was partly supported by the ministries, partly made a direct responsibility of facility managements.

The State Ministries of Education were asked to help carry the idea of the "Smokefree 2006" campaign into schools. The states of Baden-Wuerttemberg, Rhineland-Palatine, Saxony, Saxony-Anhalt, Brandenburg and Bavaria, in particular, supported the initiative by repeatedly publishing information in their specialist media.

The press officers of 84 big cities invited city government employees to take part in "Smokefree 2006". They were additionally provided with background material for the local media.

Examples:

As a measure to protect nonsmokers at the workplace, smoking has been prohibited, except in a designated smoking room, in the offices of the **Bavarian State Ministry of the Environment, Health and Consumer Protection** since January 2006. The ministry had already participated in the "Smokefree 2004" campaign and decided, in an early exchange with the Coordinating Office at the DKFZ, to use "Smokefree 2006" to encourage its staff to stop smoking. They were informed about "Smokefree 2006" by campaign packages, on the Intranet and through an article in the staff journal by the addiction officer.

The **Frankfurt City Board of Health** organized a theme day on the "Smokefree 2006" campaign in cooperation with AOK, BARMER, TK and DAK. Prior to the event, the health insurances mailed letters to their members in and around Frankfurt to inform them about the theme day. More

than 250 visitors attended the event. The goal of this event was to inform attendees about different smoking cessation methods and programs. The Coordinating Office at the DKFZ presented “Smokefree 2006” in a lecture series. In addition, campaign packages were provided for the event.

Various partners in the German capital used the “Smokefree 2006” campaign material for the ongoing “**Berlin Smokefree**” initiative. Right at the start of the campaign, a press release was issued jointly by Health Senator Dr. Heidi Knake-Werner and Berlin Patients’ Officer, Karin Stötzner, to advocate participation. 2,710 campaign packages were supplied to Berlin facilities. 100,000 entry cards were additionally distributed in the districts of Steglitz-Zehlendorf and Friedrichshain-Kreuzberg through the Health Planning and Control Office (Plan- und Leitstelle Gesundheit) at the Friedrichshain-Kreuzberg District Office.

Twenty-one days before entry deadline, the **Chemnitz City Board of Health** published a press release in coordination

with the DKFZ office to support the “Smokefree 2006” campaign. A lively exchange had preceded. The Coordinating Office at the DKFZ had approached the board, because more than 100 facilities in the city had ordered campaign material.

Following intensive talks with the Coordinating Office, the **Duisburg City Government** requested 400 campaign packages and organized the distribution of the 20,000 entry cards throughout the city in administrative buildings, schools, youth facilities, and businesses. City employees were informed about the competition on the Intranet and in the staff journal. The Coordinating Office at the DKFZ informed the local press about this commitment.

Ingrid Heckner (CSU), Member of the Bavarian State Parliament, hosted an expert talk on the topic of smoking during the “Smokefree 2006” campaign. The Coordinating Office at the DKFZ sent out invitations to the event in the Altötting region to all doctors, companies, schools and institutions that had been sent entry cards for “Smokefree 2006”.



Fig. 15: Information about „Smokefree 2006” on the homepage of the Caritasverband Rhein-Sieg-Kreis e.V., Source: www.caritas-rheinsieg.de, Edited by: German Cancer Research Center, Unit Cancer Prevention, 2006

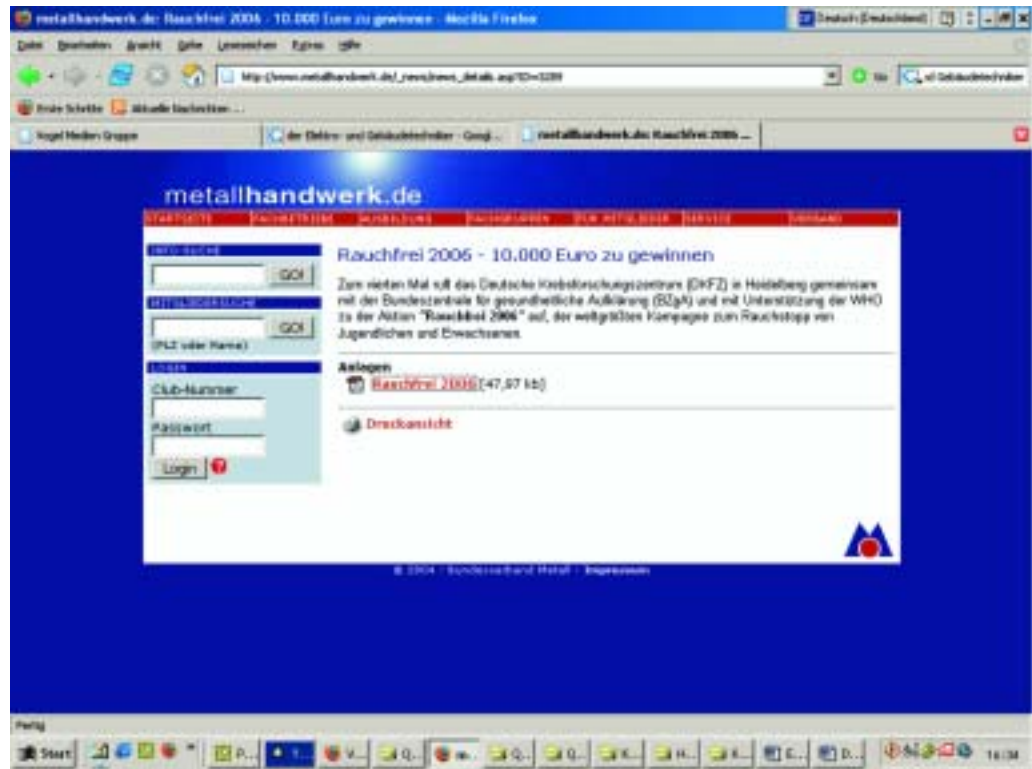


Fig. 16: Information about „Smokefree 2006“ on the homepage of the German Association of Metal Industries., Source: www.metallhandwerk.de, Edited by: German Cancer Research Center, Unit Cancer Prevention, 2006

2.2.7 Associations, Organizations, Clubs

It has proven useful in the “Smokefree” campaigns to approach umbrella organizations as multipliers and to provide these with specially prepared material. Although during talks the big commercial umbrella associations were interested in the topics of protection of nonsmokers and “Smokefree 2006” as an initial step, many did not decide to support the campaign actively. The professional associations, on the other hand, actively supported the campaign by issuing circulars, articles on the Internet and in journals of the associations in collaboration with the Coordinating Office at the DKFZ. Response from medium-sized companies was excellent and was reflected in a rise in orders of campaign packages each time after publication of information.

Examples:

There was a close collaboration with the **Verband Deutscher Verkehrsunternehmen** (Association of German Transport Enterprises). In a circular comprising extensive material specially prepared by the

Coordinating Office at the DKFZ, 600 member enterprises throughout Germany were informed about “Smokefree 2006” and encouraged to participate. In addition, the campaign was covered several times in the association’s periodical, “Nahverkehrs-Nachrichten”, which comes out every 10 days.

The support by the **Bundesverband der Verbraucherzentralen** (Federal Association of Consumer Centers) deserves special mention. One line of action was to send letters to the consumer centers at the state level, asking them to use the “Smokefree 2006” campaign for consumer information. As a result, fifty-three offices ordered campaign material. In addition, the association informed its member associations about the campaign in order to pave the way for further active contact by the Coordinating Office at the DKFZ. Subsequently, 22 associations and organizations such as the **Deutscher Mieterbund** (German Tenant Association) and the **Deutscher Caritasverband** (German Caritas Association) were informed and asked to

communicate the “Smokefree 2006” idea to its members.

2.2.8 Schools

Unlike in the other countries participating in “Quit&Win”, the German campaign was also open for youth under 18 years, i.e. young adults and their helpers also had a chance of winning a prize of EUR 2,500. Therefore, headmasters were informed about “Smokefree 2006” using various channels such as the State Education Ministries and the State Agencies for Health Prevention. In addition, the Coordinating Office at the DKFZ used various teacher information media on the Internet and published the competition idea in the state youth networks.

Already in the planning phase in spring 2005 there had been extensive discussions about the question whether “Smokefree 2006” should be implemented in schools all over Germany. Finally it was decided to inform schools without automatically providing all of them with campaign packages at the same time. In view of the limited funds of the campaign this would only have been possible by neglecting other cooperation partners.

Nevertheless, schools received campaign material via several distributors. Besides state facilities, health insurances used “Smokefree 2006” for offering tobacco prevention programs in schools. The Coordinating Office at the DKFZ directly supplied more than 1,200 schools with campaign material. Entry cards were made available in classrooms, entrance halls or school offices. Project days on the topic of non-smoking were organized. “Smokefree 2006” also found its way into student magazines. For this purpose, the Coordinating Office at the DKFZ had prepared two text proposals aimed at young readers.

Examples:

The student council of the **Ludwig-Erhard-School** in Pforzheim distributed 500 “Smokefree 2006” entry cards among students and teachers within the framework of a project called “smokefree



Fig. 17:
The Friedrich-Ebert-School in Esslingen put up a large poster to promote the campaign. A box was provided to collect students’ entry cards.
Edited by: German Cancer Research Center, Unit Cancer Prevention, 2006

weeks”. The Coordinating Office at the DKFZ provided additional gifts in the form of anti-stress balls.

“Vending machines, kiosks, mooched from a pal” – those were the sources of cigarettes named by sixth graders at the **Blumhardtschule** in Boll and the **Pestalozzischule** in Göppingen. Their teachers used “Smokefree 2006” to encourage students to question their smoking behavior. For this purpose they used the entry form and the cost calculator provided at www.rauchfrei2006.de.

“Smokefree 2006” was the topic of a discussion about smoking cessation during a career planning seminar at the **BSI Bildung, Schulung, Information e.V.** in Hof. Twenty-four of the 100 young participants decided to start a smokefree life together on May 1. They were supported by discussion sessions during the smoke-free month.

Examples:



Fig. 18:
Information about „Smokefree 2006“ on the homepage of the Stiftung Warentest (German Consumers Foundation), Source: www.stiftung-warentest.de, Edited by: German Cancer Research Center, Unit Cancer Prevention, 2006



Fig. 19:
Information about „Smokefree 2006“ on the homepage of the magazine “Guter Rat”, Source: www.guter-rat.de, Edited by: German Cancer Research Center, Unit Cancer Prevention, 2006



Fig. 20:
Information about „Smokefree 2006“ on the homepage of the magazine “Mädchen” (a magazine for young women), Source: <http://maedchen.msn.de>, Edited by: German Cancer Research Center, Unit Cancer Prevention, 2006



Fig. 21:
Information about „Smokefree 2006“ on the homepage of the magazine “Focus”, Source: <http://focus.msn.de>, Edited by: German Cancer Research Center, Unit Cancer Prevention, 2006

2.3 Information by Internet

2.3.1 Publication of the “Smokefree 2006” Campaign Through External Internet Services

The Coordinating Office at the DKFZ scanned the Internet for publications on the topic of smoking and smoking cessation in order to actively gain partners who would be willing to inform about “Smokefree 2006” on their sites and to offer links to www.rauchfrei2006.de. In addition, many portals were encouraged to use the campaign as an opportunity to address the topic of smoking cessation and to implement it in a service-oriented way. Following extensive research, the Coordinating Office individually contacted 200 online editors. The response was excellent. Within a few hours, the online services of journals such as “Eltern”, “Guter Rat”, “Stiftung Warentest”, “Mädchen” and “T-Online” added information about the campaign.

2.3.2 Extension of Service at www.rauchfrei2006.de

The internal transition of contents on the homepage from static HTML pages to an editorial system at the start of the campaign had the following goals:

- Ability to add up-to-date contents more rapidly
- Modernizing the design while keeping the CI
- Preparing search engine optimization.

After the technical changes had been made, the contents provided were extended. In addition to information from science, participants in the 2004 campaign were presented in order to encourage smokers who had not made up their minds yet. After the campaign had started, participants of “Smokefree 2006” wrote about their motives for participation and their plans for their first smokefree day. This was continued by participants’ accounts of the smoking cessation experience. At the end of the campaign, participants shared the joy of success in a virtual setting. The stories – which were often very personal – reinforced the feeling among participants that they were not alone. A column entitled “Stammtisch Rauchfrei 2006: Wir treffen uns” (Group of regulars 2006: We meet up) was extensively utilized to find like-minded people. The motto, “Gemeinsam aufhören geht besser” (Quitting together is easier), was well received.



Fig. 22:
Homepage of „Smokefree 2006” on 1 Juni 2006, Source: www.rauchfrei2006.de, Edited by: German Cancer Research Center, Unit Cancer Prevention, 2006

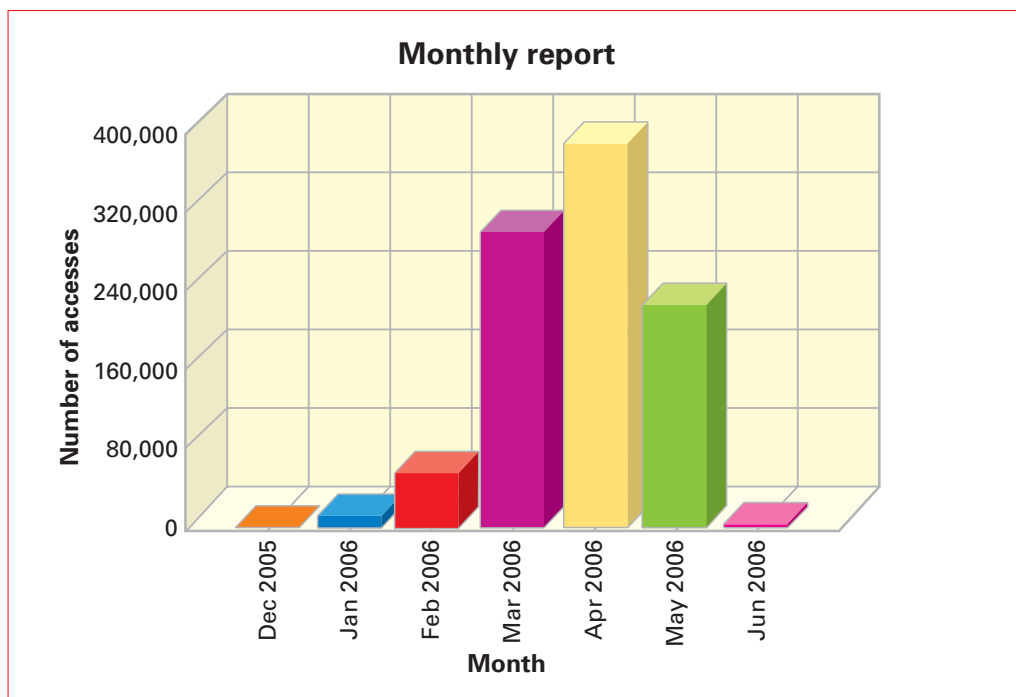


Fig. 23: Monthly report of the number of accesses to the homepage from December 2005 to June 2006, as on 4 June 2006
Source: www.rauchfrei2006.de, German Cancer Research Center, Unit Cancer Prevention, 2006.

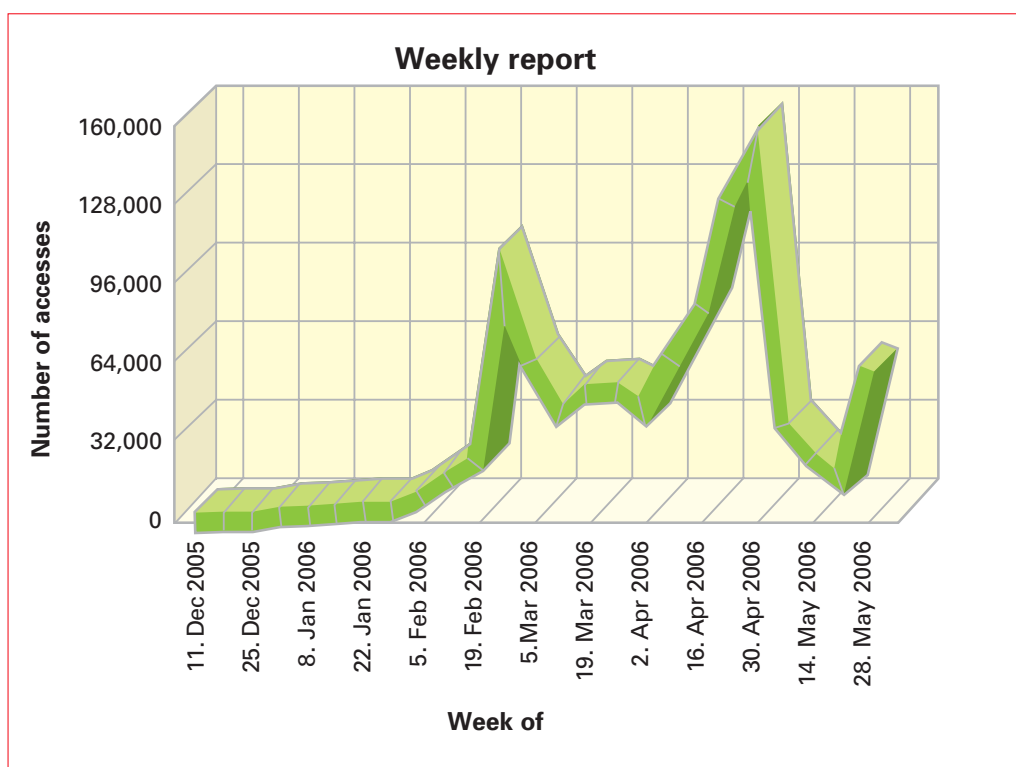


Fig. 24: Weekly report of the number of accesses to the homepage from 11 December 2005 to 28 Mai 2006, as on 4 June 2006, Source: www.rauchfrei2006.de, German Cancer Research Center, Unit Cancer Prevention, 2006.

Moreover, participating companies were given the possibility to present themselves at www.rauchfrei2006.de.

Questions that were frequently asked in telephone calls, such as about weight gain, mood swings or medical support, were dealt with in separate texts provided in the "Rauchstopp" (smoking cessation) column. In addition, interested parties were

able to download logos and draft texts for the campaign. There was a great demand for the topic proposals provided in the column "Presse" (press), particularly on the occasion of World No Tobacco Day.

Between 11 December 2005 and 18 June 2006, 312,137 visitors accessed the "Rauchfrei 2006" homepage and viewed 1,038,911 pages.

The month with the most visitors (155,115) at www.rauchfrei2006.de was March 2006. Together, they browsed on 304,599 pages. The month with the greatest interest in information about the campaign was April 2006: 83,749 visitors viewed 396,546 pages. On a monthly average basis, 43,858 users accessed 144,171 pages.

The graph illustrating the number of Internet accesses on a weekly basis shows that the peaks of the "Smokefree 2006" campaign were when entry started and when the winners were announced. The graph illustrating the number of Internet accesses on a weekly basis shows that the peaks of the "Smokefree 2006" campaign were when entry started and when the winners were announced.

2.4 Communication with Participants

2.4.1 Newsletters for Motivation

Besides providing information on the phone to participants and interested persons, the Coordinating Office at the DKFZ sent out eight motivating emails. Personal encouragement in this way started on 25 April 2006, six days prior to the joint start into a smokefree life, and ended on World No Tobacco Day. Approximately 15,000 participants received these newsletters by email provided they had given their consent "to be sent regular information by email from the DKFZ" when they signed up for the competition. Those who had checked "no" in the entry form or who had signed up by regular mail, did not receive any motivating mails. After sending the motivating mails, the tips were published on the Internet and, thus, made available to all participants.

This form of support met with a very good response. The "Smokefree 2006" team received 4,500 emails in which participants shared their experiences, troubles and difficulties relating to smoking cessation. The senders were asked for their consent to present their personal experiences on the Internet. The aim was, on

the one hand, to constantly fuel the feeling of a big community working towards the common goal of smoking cessation and, on the other, to motivate undecided smokers to make their own quit attempt.

Besides sending in field reports, which were often of a very personal nature, participants also asked many questions. For example, a large number of participants believed that they had to do a urine test before quitting. Another frequently asked question was how participation of non-smokers was excluded. Other topics participants and helpers were concerned about included "involuntary smoking" and whether the urine test would be influenced by secondhand smoke, and "smokefree workplaces" and how to introduce smoking bans at work. General questions about smoking cessation such as weight gain and mood swings were already covered, corresponding to the general course of nicotine withdrawal, in the motivating mails, as were symptoms of hay fever that were particularly strong in 2006.

All those who indicated during the campaign that they did not persevere were sent individual mails to encourage them to keep trying or to make a new quit attempt at a later time with the aid of the smoker's quitlines of the BZgA and the DKFZ.

2.4.2 Groups of Regulars

For participants to share their experiences directly and encourage each other to persevere, the Coordinating Office at the DKFZ supported the formation of local "Smokefree 2006" groups of regulars. Under the motto, "Gemeinsam aufhören geht besser" (Quitting together is easier), regular meetings were held in Bonn, Dresden, Hamburg and twelve other cities.

The Coordinating Office at the DKFZ first suggested the idea of groups of regulars on the Internet and invited participants for the first time to meet up in the third newsletter on 4 May 2006. Participants from 50 towns and cities indicated their interest. By searching the online registrations, the Coordinating Office at the DKFZ



Fig. 25:
Greetings from the Bonn
group of regulars

determined the participants from 14 big cities and sent emails to approximately 500 participants per city to inform them about the interest in a group of regulars in their city. The response was overwhelming. Answers spanned a wide range from happy acceptance over regret because of a lack of time to attend through to numerous suggestions for meeting places or further joint activities. Many emails were exchanged between interested participants and the Coordinating Office at the DKFZ until place and time of the first meetings were scheduled in 15 cities and towns.

One week later, the newsletters were utilized to find partners for a local group of regulars in the regions and cities. In order to make it easier for participants to arrange

a meeting, they were asked for their consent to release their email addresses in accordance with data safety regulations. Thus, the groups of regulars in 15 cities arranged their own meetings. Nevertheless, there was a never-ending stream of emails concerning the groups of regulars.

The Coordinating Office at the DKFZ was regularly informed about the dates and meeting places so that these could immediately be published on the Internet at www.rauchfrei2006.de. The Coordinating Office informed the “established” groups of regulars about new people interested in joining. In addition, there was a daily updated column on the homepage where participants could present their interest in attending a group of regulars in their home town or city.

3 “Smokefree 2006” – Participants’ Comments

Smoking Cessation Campaign
for Adults and Youth

commissioned by the
Federal Centre for Health Education



3.1 Incentive to Quit

“Knowing that thousands of other people are trying to become smokefree at the same time will make it much easier for me. It's like with sport – it's only half as much fun on your own.” (Maria, 48, Bremen)*

“I've been smoking for seven years and I'm really glad that I heard about the Smokefree campaign: You regularly resolve to stop, saying ‘That's it, enough, I'm giving up!’, but the incentive, the right motivation, often isn't there. I realize that it doesn't work long-term: smokers get ill more often. I'd like to have children at some point; I have to have stopped by then, so why not now?!” (Elfi, 21, Münster)*

“I'm 45 years old now and I've been smoking regularly for more than 20 years, usually more than a packet a day. I stum-

bled across the Smokefree campaign by chance while I was surfing the web a few weeks ago and spontaneously signed up to take part. I didn't think about it too much, nor have I made any serious attempts to stop smoking in all those years, even though I was always, and still am, very aware that smoking can only harm me. It looks as if the right time has come. My mind is made up and I'm not going to touch another cigarette after May 1.” (Ruth, 45, Bad Wildungen)*

“Thank you so much for this initiative! It might have saved my life, since every drag hurt my lungs. The coughing was awful and I was totally unfit. I signed up straight away on March 1 and told everyone I know about it.” (Bärbel, 41, Bad Arolsen)*

“I think the campaign is really great and I've taken part because I finally want to stop smoking! I've tried several times, for example, when I went to Iceland: no-one

on the tour smoked and that really helped. Unfortunately, I started again after I got home. I get tempted very easily. You think 'Just one'. But now I've got a challenge. That really stops me smoking. As far as the money is concerned, I always tell myself – you're not going to win it anyway. But in fact you win so much more. On the 12th day, a colleague tried to tempt me. No! Although? ... Perhaps 'just one' wouldn't matter. But that's just cheating yourself! I'm proud of every day I don't smoke." (Rosi, 45, Meißen)*

"It's a good thing that you've organized this! It was finally a good reason to quit smoking." (Britta, 27, Frankfurt)*

"Thank you for an answer and just in general for this whole campaign. I don't think that I'd have stopped smoking without 'Smokefree 2006'." (Frank, 18, Ulm)*

3.1 Motivation to Persevere

"I never thought that life without nicotine could be so nice. My daughter is very proud of me and praises me everyday. She's put a poster up in the kitchen full of nonsmoker slogans and I get a surprise sticker on my poster for every day that I don't smoke. It's great and really encourages me." (Petra, 41, Hamburg)*

"Thank you for the Newsletters – they help me get through the weak moments here and there. My biggest wish is that I'll stick to it." (Brigitta, 53, Weinheim)*

"You keep giving me encouragement. I'm a single mother, I work and have a lot of stress situations. My husband also makes nothing but problems, which are times when I'd most like to reach for a cigarette. But I want to stick to it for myself and for my children. Keep giving me the strength I need. Thanks." (Rosi, 42, Berlin)*

"I get a lot of support to give up from my husband, who used to be a heavy smoker himself but stopped many years ago. For example, he gives me a reward and a certificate for every week in May that I've

stayed smokefree. My 10-year-old son is going to make sure that there aren't any more cigarettes in the house. They've both promised me to be understanding if I'm moody." (Vera, 45, Hanover)*

"My 'little helper' is my sister and she's given me the most wonderful help in the world. I was allowed to be with her in the delivery room (which, as everyone knows, is smokefree) on the 1st of May when my godchild was born. Being able to cuddle my godchild smokefree gives me lots of strength." (Carmen, 36, Celle)*

"Thank you! The last 10 days were hard for me, I was completely finished: everything hurt, I couldn't sleep, I had loads of problems and I was tired. But it's getting better everyday. I don't miss smoking as much as I did on the first day, even though I work in catering and everyone smokes. Thank you for giving me this chance." (Ülo, 35, Leipzig)*

"Today is already May 26 and the campaign is almost over. I've made lots of attempts in the past to stop smoking (e.g., during pregnancy smoking was no issue). No-one really believed that I would manage. But there's something completely different about it this time. I don't have to struggle anymore. I simply decided not to smoke anymore – for myself and for my daughter. I don't want her to grow up with a smoker for a mother. I signed up for the 'Smokefree month' and put my husband down as my helper. It's great how considerate he – a smoker himself – is. He spurs me on, as well as praising, supporting and rewarding me. Before he just used to wait till I finally started again. Today, because of me, he smokes much less and not at all in my presence. But the best 'present' came from my 5-year-old daughter; she told me how she thinks it's great that I don't smoke anymore and how good I smell now." (Maria, 22, Burgdorf)*

3.2 Enjoying Not Smoking

"I really like not smoking anymore. When I think about how I used to blow EUR 3,50

every-day into my lungs and into the air, I feel ill. So keep it up. This whole campaign is really great!" (David, 18, Mannheim)*

"I can't just see spring in the woods now, I can actually smell it. Due to the insidious process of scent loss, you don't even notice that fine scent particles exist. Only queuing in a store, that's the only place smokers are at a slight advantage, since you don't notice the 'odor' of the other customers. Just smelling lilies of the valley for the first time after 20 years of nicotine made all the effort definitely worthwhile." (Bertram, 41, Ludwigshafen)*

"And I'm feeling better everyday." (Tino, 32, Riesa)*

"How good it is not to smoke. My husband is delighted; since he already stopped in October 2005 he's also enjoying my smokefree time." (Marianne, 54, Heilbronn)*

"I'm a very enthusiastic participant of Smokefree 2006! My dad and I are both taking part and it's working out really well!" (Frauke, 21, Duisburg)*

"So far not smoking has worked out really well and I'm glad about it; why didn't I do it sooner?" (Timo, 23, Gaggenau)*

"The most important and best bit about it for me: I'm smokefree! I'm finding it easy, easier than I've ever found it before in my life. I wish all participants success this time round! What a victory for us all! It's been a long and difficult sickness, from which I can now finally recover – I'm ecstatic!" (Sylvia, 46, Eichwalde)*

3.3 Reasons to Participate

... Addiction

"Started at 14, stopped at 35. 7 years smokefree and then, unfortunately, started again 4 years ago. At least 5 attempts to stop in the last 2 years – mostly only stuck it out 3 to 11 days. It's a real addiction. My cough and sputum are getting

worse and worse. My nostrils are like tar, the tissue is black when I blow my nose! My two fingers are yellow and my skin isn't very nice anymore." (Edeltraud, 46, Bremerhaven)*

"I've tried to stop smoking numerous times in the last 23 years. Unfortunately I always went back to cigarettes and was addicted again. I tried with all sorts of aids: nicotine plasters and chewing gum, acupuncture and addiction counseling. I've even read 'The Easy Way to Stop Smoking' three times. But I think that when you're not really convinced about what you're doing, no amount of aids can help. But now I'm ready. I'm going to stop smoking, because I want to live an addiction-free life." (Angelika, 42, Erpolzheim)*

"I'm already looking forward to May 1, because then I won't have to smoke anymore. Actually, I haven't wanted to for a long time now and I find it really disgusting. I already stopped for a couple of months. I felt really good, had loads of energy. But unfortunately I started again and was addicted really quickly. Knowing how well I felt without nicotine in my body made it even worse. So I'm using the Smokefree competition as an opportunity to finally do what I've wanted to do for years: beat nicotine addiction." (Ilse, 39, Cologne)*

... Financial Aspects

"It just suddenly 'clicked' – I realized that I didn't want to give my money to the tobacco industry anymore. I'd rather not think about how much money I've spent over the last 32 years." (Werner, 46, Rostock)*

"I just can't see why I should spend enormous amounts of money on NOTHING anymore." (Thomas, 50, Leipzig)*

"That's it, it's over, because I slowly can't afford it anymore. I spend 120 Euro a month just on cigarettes." (Susi, 19, Bitterfeld)*

"I've had it with addiction and dependence. When I think how much it's cost....

Between 1 and 1.5 months work every year just for an addiction. Shocking.” (Egon, 41, Magdeburg)*

... Health/Sickness

„I've been smoking for 10 years. This fact alone is actually bad enough. On top of that I've been taking the contraceptive pill for the last 6 years. Last month I was taken to the university hospital in Düsseldorf with a life-threatening thrombosis and had to be operated immediately. This has left me with some big scars, I have to wear support tights and take medicines which are turning me into a hemophiliac. It's all quite dangerous, but I've actually been lucky. I would be ashamed of myself if I didn't change something now. I don't want to go through that again. That's why I'm stopping smoking.” (Simone, 24, Eisenach)*

“After 39 years I finally want to stop, because there's just been the second case of lung cancer in my family, and for my young daughter's sake. I'm getting lots of support and encouragement from my daughters and of course my husband thinks it's a good idea too.” (Traudel, 53, Bad Segeberg)*

“When you wake up in the night and can't get your breath, you should stop. I didn't smoke for 5 years and then started again because of stress. But that's it now – finished.” (Stefan, 35, Ahaus)*

“Every cigarette shortens your life by 15 minutes, Granny!” (Simona, 54, Ingolstadt)*

“I want to stop worrying about the ‘packet for the evening’ and save the money for something better. Of course, health is even more important. I'm so unfit I feel like an old man.” (Markus, 23, Ronneberg)*

“Up until 11 years ago, I smoked a packet of cigarettes a day for a period of 25 years. After a heart attack I stopped smoking immediately and successfully. About a year ago, I slowly started again and now I'm back to around 20 a day. I want to and I must stop smoking, if only because of

the acute danger from the damage that's already been done.” (Hilfried, 60, Hagen)*

3.4 Life After the Campaign

“After 35 years of nicotine consumption – two packs a day, and even more on weekends playing skat and gin rummy – I never thought that I could go without a cigarette for even just 2 days. No tablets, no nicotine plasters to help me, just like that. I didn't even crawl round on my knees begging for cigarettes. I didn't even get ‘the jitters’. On day 2 my morning cough was just gone. My sense of smell and taste were much more intense than before. Even cycling 20 km in one go isn't a problem anymore. I've got only positive things to report. Before your campaign everything seemed so difficult, but in actual fact it isn't. You had the idea and I wanted to take part and not end up a loser giving up half way; that was it, really. Being a bus driver, I'm trying to have a good influence on all the under-age school kids I see smoking. I get the impression some of them even think about it. I'm going to stick to it, come stress or no stress.” (Wilhelm, 52, Dresden)*

“I've been very good up to now, even though it's been a really difficult time for me. I lost my job and then I had to get over this hurdle of not smoking. In similar situations I've usually resorted to more than just one cigarette. On the other hand, I used to work at a kiosk and had to sell cigarettes everyday – that wasn't easy. But when you know that thousands of other people are also ‘suffering’, it's much easier than doing it on your own.” (Bärbel, 22, Dinslaken)*

“I want to say thank you for organizing this campaign. It was really difficult at the beginning, but thinking about the gains made it easier. I keep thinking about how I'm now smokefree just like my supporter who I did the campaign with.” (Marcus, 18, Seehof)*

“After nearly 30 long years it looks as if I'm happily over my smoking years. Thanks

to you and my mother, who still can't quite believe it. But you can see it in my new weight, unfortunately I've put on 22 pounds. My colleagues are very pleased for me, but tease me with things like 'You've grown into you wrinkles'. Nice, huh? Now I often ride an hour to work and an hour back. By bicycle! I'm very proud of myself! I've started noticing muscles I didn't have before. If I win money, I'm going to buy myself a better bicycle so that my charming colleagues don't keep saying: Here comes the housewife who's still practicing!" (Marion, 43, Elmshorn)*

"The 29th day as a nonsmoker, the first day after the official end of the campaign..... I would never have thought it possible that I, who smoked so passionately, would be able to stop so 'easily'. I still can't believe it, but I really haven't smoked for four whole weeks and now I'm looking forward to the rest of my life as a nonsmoker! The concept is fantastic! First of all I was able to prepare myself for the start calmly, then there was the countdown and I knew: very soon it'll be starting. I actually wrote a goodbye note on the evening before, which I'm sure I'll read again sometime. Then there were the emails at regular intervals, which kept giving me new motivation. I put 4 EURO away everyday and with that money bought myself a wonderful ring which will always remind me that I managed it." (Arianne, 33, Hanau)*

"Well, unfortunately, I haven't won any money, but nevertheless my friends and I haven't smoked since the beginning of APRIL already, which I – as a former smoker with a tendency to chain smoke – found particularly difficult. But we've been rewarded anyway with a 'smokefree psyche'. Greetings and congratulations to the successful participants and winners." (Johanna, 30, Nuremberg)*

"I started school at 5 and was on average 1.5 to 2 years younger than my classmates. On top of that, it wasn't very easy for me to fit in. So it was practically a foregone conclusion that, by the age of 14, I'd been standing with the others in the

school yard finding it great that puffing away on a cigarette made me finally 'belong". I smoked at least a pack a day for 26 years. On April 25, 2006 my husband had his fourth anniversary as a NONsmoker and I made him a congratulations card. Then, quite incidentally, we got onto the subject of when I would stop. This conversation kept coming back to me and I remembered an acquaintance of mine telling me in 2004 about a Smokefree campaign. On April 27, 2006 I looked in the web and found the 'Smokefree 2006' campaign, signed up spontaneously and put my husband down as my helper. I also ordered the nonsmoker starter set and then told my husband about it. 'Wow, that's very sudden,' was his reaction and he wanted to know why I was doing it, which I couldn't really tell him. If I'd known what I had coming to me from May 1, I'm not sure if I would have signed up. I cried about everything. I got some help from my family doctor and my husband wrote me a personal dedication in my calendar every day. I think I've been in every possible situation in the last four weeks: celebrations, happiness, frustration, love, pity, suffering and I still persevered. I don't think I need cigarettes anymore, at least not physically. Mentally it's a bit different... every situation in which I would normally have smoked I now have to get through without cigarettes. Some of those more than once, before my sluggish brain finally got that it's just as possible without my beloved 'fags'. That doesn't mean it was easy. Every time I was just about to give up I said to myself: there will always be an excuse why now would be a good time to carry on smoking, and that's how I kept myself strong. For a smoker, there simply isn't a really good time to become a nonsmoker. I'm happy to be a nonsmoker." (Manuela, 40, Ludwigshafen)*

"I used nicotine patches for the first 7 days, but then stopped that because I had real problems sleeping. It was a bit difficult without the patch when I got up in the mornings or after eating because that's when I noticed a craving. After eating I now go for a walk with my husband, who stopped smoking 16 years ago. Our dog is

happy about the extra walks he's getting. At first it was also difficult at work – going out for a cigarette break and chatting about this and that. Now I can join my colleagues for a bit of a chat without having any addictive thoughts. I think I'll keep it up and I'm really glad that I took part in the 'Smokefree 2006' campaign." (Angelika, 37, Erpolzheim)*

"I never believed that I could manage it because I started a new job on May 2 and so I'd been smoking even more than usual before that. This time I managed without. Even though I had problems in my private life where I would usually have smoked, I managed those without, too – even though the craving was there. I'm going to keep it up because I really feel better." (Heiner, 39, Potsdam)*

"Thank you for your helpful messages! I found one sentence particularly important: (the gist of it was) The craving for a cigarette wears off again quickly, you just have to resist for this short moment. I really managed that! In 2066 I'll be 120 years old, healthy, fit and happy." (Laura, 58, Cottbus)*

"I'm proud of myself! I found the first two weeks really difficult. I didn't know what was wrong with me. Is it the menopause or is it withdrawal? I couldn't sleep, I was sweating heavily and I didn't have any energy. Although I'm in the restaurant business, with guests who smoke of course and a lot of stress at the weekend, I've stuck to it so far. I've set myself a new goal: I'm not going to smoke before my 50th birthday in October and, you know what, I'm going to stick to it!" (Getraude, 49, Schwetzingen)*

"I've had just about every withdrawal symptom you can have. Depression, insomnia, I just wanted to be alone and even thinking was too much for me. If you hadn't described everything in the emails, I wouldn't have known that they were withdrawal symptoms. I think I've managed it and I'll never smoke again. The smoke makes everything smell so awful and I feel much better without smoking.

After 22 years with cigarettes I had almost forgotten how good everything tastes and how lovely spring can smell. The flowers never smelt so intensively. Never before had I been out on to the balcony a dozen times to smell the flowers. Every time I think: what a miracle. I've been missing this pleasure all these years! Food is also tastier and better. The result is that I've put on 2 kilos. But I'll allow myself that to start with. I can lose weight anytime; I'm just going to enjoy everything first. Lots of other things have changed as well. I feel more stable, more determined, I can concentrate better and I've calmed down a lot. I see things much more relaxed now and I've even become more optimistic about a lot of things. I've become a proud nonsmoker and it's 99.99% that it's going to stay that way. I've won a prize, and that's the experience and the feelings I'm having right now. And my health!" (Ilse, 36, Tegernsee)*

"I didn't need some of the perseverance tips anymore and just thought: once you've flipped the switch in your head, it's relatively easy. I mean, if you really want it, you can do it. I'm also taking a lot more care of my body: lots of sport and outdoor exercise, healthy food, sleep and relaxation! What I find really nice is that my daughter Gundula (25) and her fiancé have also stopped smoking. They want to have a baby soon, perhaps next year. Smokefree – we're sticking to it!" (Natscha, 49, Neugersdorf)*

"First of all I want to thank my daughter, Isabel. She told me about the campaign. We looked on the Internet together. We made a deal about a year ago that I'd quit smoking on April 30, 2006 for the confirmation of my twins. I thought Isabel would forget about it! But she didn't! Day X came and I have to say that I had imagined it would be worse. I smoked from 1980 up to September 15, 1989 and then stopped. Five years later I started again. Why? Stupidity?! I'm going to try it forever this time." (Marianne, 41, Celle)*

"Yes, I can proudly say that I haven't smoked since May 1. I've got some circu-

lution problems and mood swings at the moment. But when you've been smoking 50–60 cigarettes a day, what can you expect from your body? But I think these will ease off soon. The numbers of craving attacks are getting fewer and fewer. I compare it in my mind to my victory over my other addiction – I've been dry for 10 years now – so it's really not so difficult to stick to it. If I'm not one of the winners, it's not the end of the world. I'm definitely among the winners – healthwise and financially. I'm not going to start smoking again and I don't need any nicotine replacement. The challenge on May 1 was the final impetus for me to quit smoking.” (Eberhard, 51, Greifswald)*

“Definitely an exciting, exasperating and nice time. Withdrawal on all levels. You meet yourself just as you are ...: clearer and more honest, not so fuzzy. Would have been great to win the prize and go on holiday with my children – that would really have been it. All the best to all of us.” (Rita, 37, Bad Nauheim)*

“My wife made my life misery because of my smoking for nearly 40 years. She gave up a year ago. Only after that did I reach the decision to finally stop. Now, at the age of 54, I'm (finally) determined to put the money to some better use.” (Siegbert, 54, Königswinter)*

“I've smoked heavily for many years. My job as chairwoman of the board of a media company is fast-paced, exciting, and not exactly conducive to no-smoking plans. I suddenly went from 200 to 0 on April 30, 2006 when I fell and knew immediately: I'd broken my leg. Within seconds I realized that this incident was going to put me out of action for weeks to come and I was, and still am, convinced of two things: first, God knew that it was going to take more than a cold to bring me to my senses, but rather something that would 'slow me down' long-term. Second, if I'm ever going to manage to stop smoking, it's now. While we were waiting for the ambulance I enjoyed smoking what I knew was going to be my last cigarette. After the first few days in hospital I started getting

the first cravings and I was tempted more than once to go out on the smokers' terrace with my crutches or in a wheelchair. I have to thank my room-mate, who also happened to be called SMOKE, that I haven't lost my self-control up to now. Mrs. Smoke gave up smoking herself 4 years ago. She has become a real friend, even though there's a 20-year age gap between us. We'll both be staying in the hospital for a few more days together and one thing is for sure: after that we both won't be smoking.” (Rosi, 44, Mainz)*

“I'm proud of myself! And I really notice that NOT smoking is healthier and gives me new energy – e.g. I haven't been taking the lift recently but the stairs instead and that with unusual ease – but it can also be a strain in certain situations. That's when it's important to not be weak. To strengthen my resolve I keep telling myself how good it is for me and how good it feels not to smoke anymore, and then I tell myself that this craving for a cigarette is only temporary and that it would be stupid to give in to it when I've managed so many days 'without'. It's not always easy, but it's worked every time up to now. And the envy and admiration of my still smoking colleagues gives me extra motivation. If any of them take me as an example and stop, I'll give them my support. Even without the prize, I still won from taking part in 'Smokefree 2006'.” (Anna, 35, Sinsheim)*

“The previous week my partner and I had split up – so the temptation was great. I'll admit that I was actually on the way to the gas station, but turned around. I thought: No, no man is worth that! And I'm going to stick to it, even though I'm sleeping badly and the craving keeps coming back. I and my health are worth it!” (Berta, 47, Altenberg)*

“I'm doing a course at the moment at a private university, which I'm paying for myself. The money I'm saving from not smoking is helping me achieve my goal. It's not easy not to smoke, though, when I've got exam stress. But I'm never going to give up the time I've already stuck to it.

I'm looking forward to a smokefree life." (Saskia, 40, Lauenburg)*

"If I hadn't found the 'Smokefree 2006' advert and signed up, I would probably still be smoking today. But yes, even I've been smokefree since 1st May. It's not always easy, but the physical changes are very rewarding. For example, walking up to the 2nd floor without having to gasp for breath. Some of the people around me are astounded by my new appearance." (Vera, 45, Magdeburg)*

"Stopping smoking has been absolutely worth it – in every way. I just feel much better, I've put on a few kilos which simply make me look healthier. No coughing or other morning complaints etc. It's great. Even though I get the odd craving, I can get over it. It is and will remain a question of mental attitude. Yesterday I counted up the number of UN-smoked cigarettes. Just thinking about it made me feel ill – how badly have I treated my body over the last 35 years." (Roman, 50, Langebrück)*

"Me and four friends decided at the end of April to quit smoking. We found out about the Smokefree campaign from the posters and so we smoked our last cigarettes in April. The first few days were tough, but since then the cravings have worn off a lot. At parties, after a nice meal or having a coffee I still fancy a cigarette, but so far I've been able to resist. Actually, my boyfriend has been encouraging me to give up smoking all year. He gave me a 'motivation calendar' at the New Year. For every day that I smoked max. 4 cigarettes I could stick a red dot on my calendar, for every day with max. 2 cigarettes a yellow dot, and a green dot for days with no cigarettes. For 10 consecutive red dots or 5 yellow dots or 2 green dots he gave me a little present. Now I can look forward to getting a surprise from him every two days." (Katrin, 29, Ahaus)*

*Names changed for data protection

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