

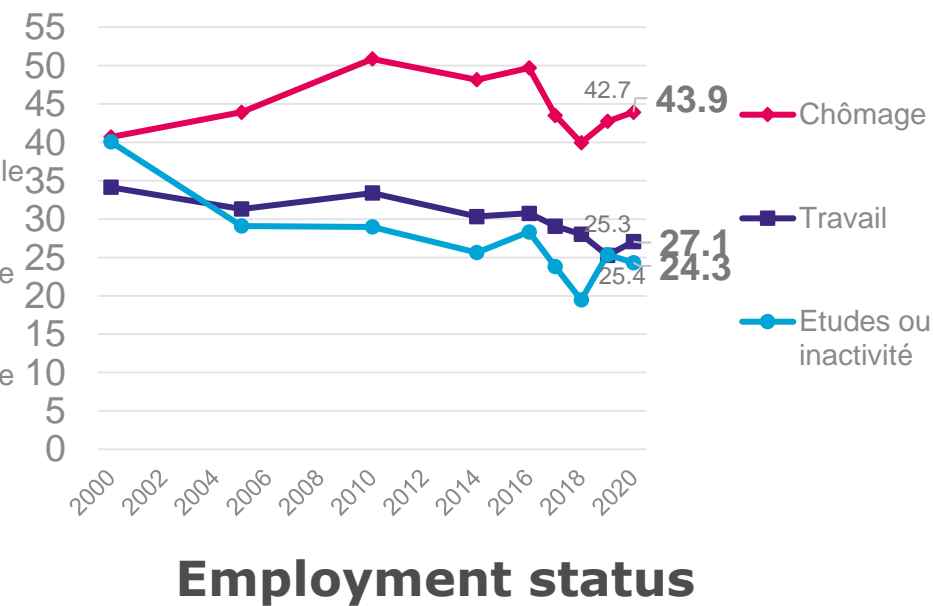
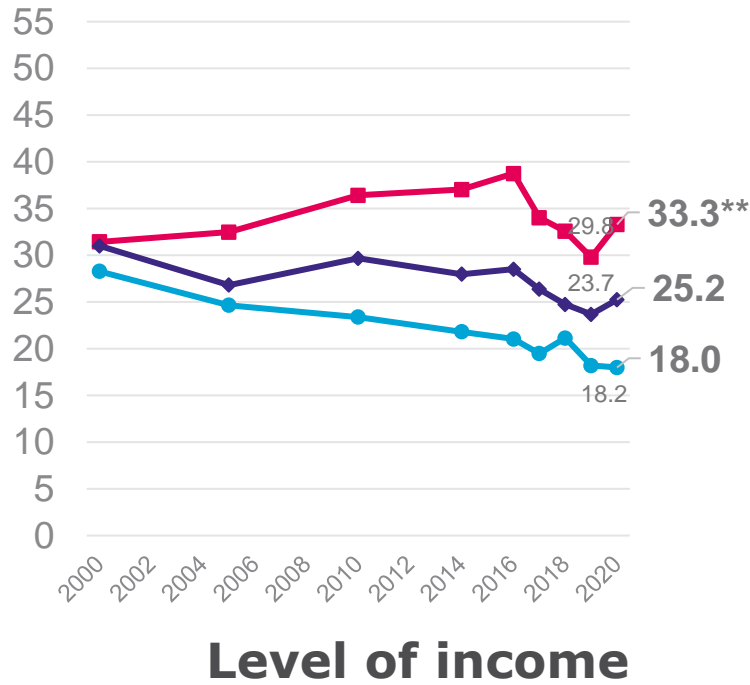
DIGITAL HEALTH TO REACH MOST VULNERABLE GROUPS: THE EXAMPLE OF TOBACCO CESSATION

Santé publique France, EuroHealthNet's digital seminar

7th December 2021

FRENCH CONTEXT ON TOBACCO SMOKING

- High daily smoking prevalence: 25.5% in 18-75 years-old (Health Barometer 2020)
- Inequalities regarding socio-economic situation



Source : Health Barometers 2000, 2005, 2010, 2014, 2016, 2017, 2018, 2019 and 2020, Santé publique France
 ** significant evolution between 2019 and 2020, p<0,01

HOW DO WE PROMOTE TOBACCO CESSATION IN DISADVANTAGED GROUPS?

1. How to reach them through media planning?

- Selection of the media consumed by these groups
- For TV and radio, select specific time slots (related to the programs)
- In digital, use of all the targeting tools

Contextual

*The websites they navigate on
Ex: Le Bon Coin (French
Craig's List)*

Behavioural

*The key words they use on
search engines
Ex: looking for sales, special
offers, social benefits (welfare,
housing,..)*

3rd parties data

*Buying data from other actors
to reach them
Ex: shopper data from low cost
retailers*

HOW DO WE PROMOTE TOBACCO CESSATION IN DISADVANTAGED GROUPS?

2. How to reach them through specific messages?

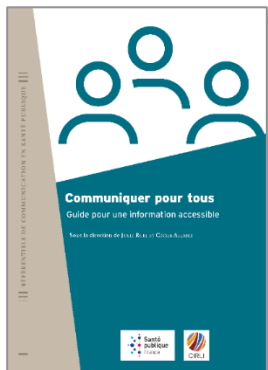
STYLE

All our messages are conceived to be **accessible by everyone**, included by people with no educational background, nor good French speaker
> No puns, no humor or sarcasm

Some of our communication elements are **dedicated to disadvantaged groups**: easy to read and understandable language, illustrations,...

CONTENT

The **benefits we highlight in our communications are the most relevant for our target**: the economic benefit, the freedom benefit...



3. How to reach them through specific devices?

- In 2021, focus on facilitating access to health professionals

Why?

- **Effectiveness:** brief advice from health professional increases the chances of success by 70%
- **65%** of respondents in a survey carried out in 2020 state they would go to free tobacco consultations if they existed (*Mois sans tabac post-test, n = 425*)

2 barriers :

- **Lack of knowledge:** smokers do not know their practitioner can help
- **Lack of accessibility:** tobacco cessation specialists consultations' are not reimbursed by the French Health insurance system

HOW DO WE PROMOTE TOBACCO CESSATION IN DISADVANTAGED GROUPS?

3. How to reach them through specific devices?

- In 2021, focus on facilitating access to health professionals

Free (or reimbursed) consultations already exist

Our quitline

GPs

**Exclusive
consultations
during Mois
sans tabac**

3. How to reach them through specific devices?

**Exclusive
consultations
during Mois
sans tabac**

- Reimbursed by the health insurance system
- 300 to 400 places in France (changing every year)
- No communication

→ Creation of a directory, available on Mois sans tabac website, so that participants may find their free consultation.

→ We aim at enlarging the directory next year to increase the offer



Votre rendez-vous avec un professionnel de santé



Etre bien accompagné, c'est la clé de la réussite. Plusieurs options s'offrent à vous, choisissez celle qui vous convient le mieux :

Dans un espace dédié « Mois Sans Tabac »

Uniquement pendant Mois sans tabac

Prise en charge à 100% par l'Assurance Maladie

[Prendre rendez-vous >](#)

Avec votre médecin

Prise en charge à 100% par l'Assurance Maladie et votre complémentaire

[Prendre rendez-vous >](#)

Auprès d'un tabacologue ou dans un centre de tabacologie

Prise en charge à 100% par l'Assurance Maladie et votre complémentaire

[Prendre rendez-vous >](#)

En appelant le 39 89

du lundi au samedi de 8h à 20h.

Service gratuit

[Prendre rendez-vous >](#)

L'annuaire des espaces dédiés #MoisSansTabac

← Retour

📍 8 rue louis braille

📍 France métropolitaine

Rechercher

Voici les 10 structures les plus proches

CSAPA Emergence Espace Tolbiac - MFPASS

Centre de soins spécialisé en addictologie

Consultation individuelle en présentiel

6, rue de Richemont
75013 Paris

01 53 82 81 70

Sélectionner ce lieu

Mairie de Gentilly

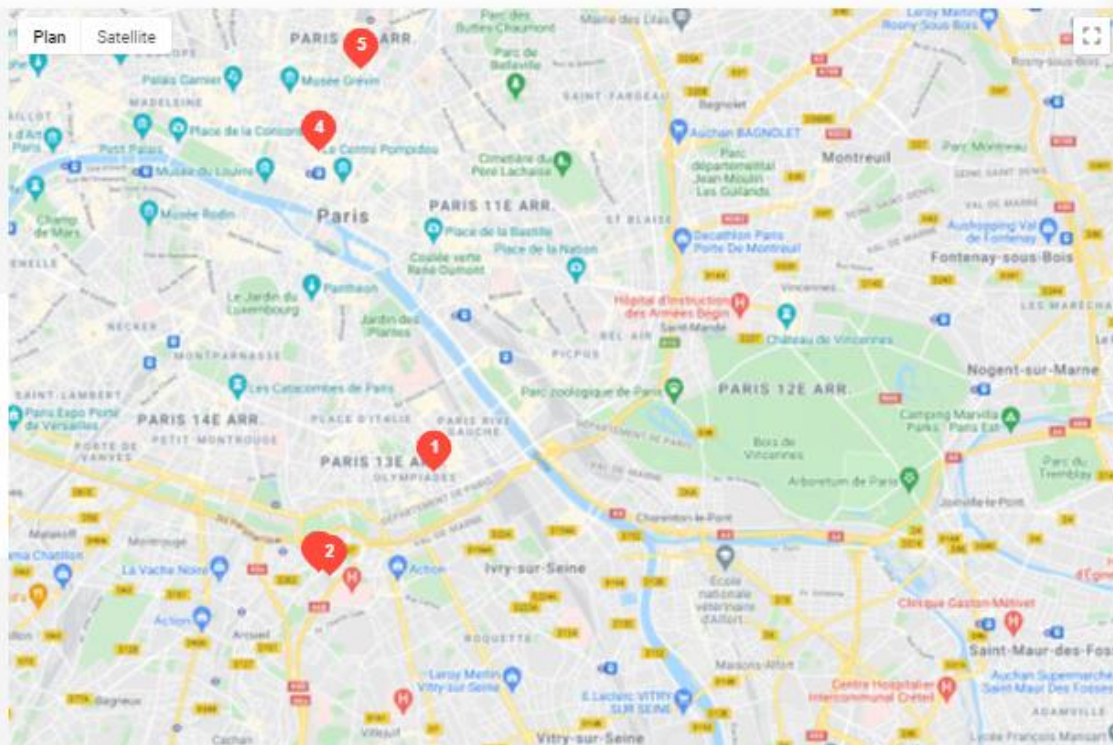
Centre municipal de santé

Atelier collectif en présentiel

57 rue Charles Frérot
94250 Gentilly

01 47 40 58 59

Sélectionner ce lieu





THANK YOU !

Contact: justine.avenel-roux@santepubliquefrance.fr