

TABLES

Table 1. The impact of different campaign types on monthly rates of calls to the English NHS Stop Smoking Helpline

Variable	Linear terms		Smooth terms	
	Rate Ratio ¹ (95% CI)	p ²	EDF ³	p
Negative	1.24 (1.11–1.40)	<0.001	3.83	<0.001
Positive	2.17 (1.74–2.70)	<0.001	7.73	<0.001

¹Rate Ratios and 95% confidence intervals reported for monthly calls associated with a 400 GRP increase in per capita exposure, adjusted for (log-transformed) cigarette costliness, tobacco control score and number of days in each month. ²p-value from a t-test on the parametric regression coefficients and F-test on smooth terms. ³The estimated degrees of freedom (EDF) is a measure of how 'wiggly' the smooth term is (i.e. EDF=1 corresponds to a linear effect).