

# New Year 2022

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## Communications Toolkit

This toolkit is designed to support the PHE New Year Better Health Campaign 2022. The PHE New Year Better Health Campaign 2022 takes place each new year and branding and materials will be provided and run by the PHE Better Health campaign.

This toolkit has been produced by Southampton Smokefree Solutions to be personalised for local providers of stop smoking services.

If you have any questions or queries, please do contact the team at [southampton.smokefreesolutions@nhs.net](mailto:southampton.smokefreesolutions@nhs.net)

## The campaign and its aim

Better Health and Help Us, Help You are the Government's flagship public health campaigns. In line with Government policy, they aim to contribute to improved health outcomes and focusing squarely on tackling disparities, supporting the levelling-up agenda.

An estimated 40% of the burden on health services in England might have been prevented through actions on the determinants of avoidable chronic conditions, including cardiovascular disease, diabetes, cancer and chronic obstructive pulmonary disease. These campaigns aim to encourage and empower the public to take action to look after their physical and mental health.

Better Health promotes evidence-based tools and advice to show adults and families the simple steps they can take to eat more healthily, increase their physical activity, care for their mental wellbeing and quit smoking.

The campaign encourages smokers to access support to quit smoking via their local stop smoking services, GP, Pharmacy, online or via the Stoptober or local service provider apps.

## 2022 campaign theme and its aim

**The PHE Better Health campaign will run from the 28<sup>th</sup> December to the 31<sup>st</sup> January (embargoed until the 28<sup>th</sup> December 2021) with the aim to trigger quit attempts by reminding people of the harms of smoking and signposting to support.**

*What's your big reason to quit smoking?*

Promotional materials for download will be available via the PHE Campaign Resource Centre <https://campaignresources.phe.gov.uk/resources/campaigns/133-better-health-quit-smoking/resources>

## Local promotion of New Year Better Health Campaign 2022

There are a range of activities which local organisations can do to extend the reach of the campaign and encourage more smokers into local services. Below are a suite of ideas and links to resources intended to support local organisations.

### Website branding and information

You can highlight and link to the PHE Better Health campaign materials/ website on your service/ organisation website. <https://www.nhs.uk/better-health/quit-smoking/>

You may also want to update the text to reflect the messages in the campaign

### Posters and leaflets

Resources will be made available to download via the PHE Campaign Resource Centre <https://campaignresources.phe.gov.uk/resources/campaigns/133-better-health-quit-smoking/resources> but if you do require additional resources please do not hesitate to contact Southampton Smokefree Solutions at [southampton.smokefreesolutions@nhs.net](mailto:southampton.smokefreesolutions@nhs.net).

### Contacting past service users and GP patients

Direct communication to smokers has been shown to significantly increase footfall to services. Below are some template text and emails which you can adapt locally:

- Suggested text to send to smokers: What's your big reason to quit smoking? Whatever your big reason for quitting, make this January your fresh start, for free support to quit smoking contact the team on [local contact information]
- Suggested email: What's your big reason to quit smoking? Healthier lungs? More money in your pocket or starting 2022 with more energy. Whatever your big reason for quitting, make this January your fresh start, for free support to quit smoking contact the team on [local contact information]

### Social Media

Public Health England and Better Health will be using #BetterHealth, #StopSmoking #MyBigReasonToQuitSmoking, #QuitSmoking to promote the campaign on NHS and Better Health's social media channels as well as being used across the country by Stop Smoking and Health/ Public Health services.

### Better Health Social Media Pages

@BetterHealthNHS

The section below includes template tweets and Facebook posts which you can adapt for local use. Resources may be made available closer to the campaign date by Public Health England which would supersede the below template of social media messaging

Should you require localised or additional resources to accompany service posts, please do contact the team at [southampton.smokefreesolutions@nhs.net](mailto:southampton.smokefreesolutions@nhs.net).



## Content

There's lots of big reasons to quit smoking this January. When you stop smoking your circulation improves giving you more energy to keep up with the ones you love. Whatever your big reason for quitting, make this January your fresh start.

There's lots of big reasons to quit smoking this January. There's big savings to be made. By quitting, you could have around £36 more in your pocket each week. Whatever your big reason for quitting, make this January your fresh start.

There's lots of big reasons to quit smoking this January. There's big health benefits! Stopping smoking reduces your risk of developing lung disease, heart disease and cancer. Whatever your big reason for quitting, make this January your fresh start.

Whatever your big reason for quitting, make this January your fresh start.

Will #2022 be the year you choose to [#quit](#) for good? **\*\*Service Phone Number\*\*** #Service area #BetterHealth #StopSmoking #QuitSmoking

Will #January be the month you choose to [#quit](#) for good? **\*\*Service Phone Number\*\*** #Service area #BetterHealth #StopSmoking #QuitSmoking

If you're [#craving](#), don't think of a lifetime without smoking, focus on not smoking for the next few mins/hours/days #MyBigReasonToQuitSmoking #BetterHealth #YouCanDolt #QuitTips #QuitSmoking

Visit our website (insert short code for your website) to find the locations of your nearest [#stopsmoking](#) clinic! #BetterHealth #MyBigReasonToQuitSmoking

[#DidYouKnow](#) within 72hrs of stopping smoking breathing gets easier & energy levels increase! [#Fitness](#) [#Health](#) [#Quit](#) #MyBigReasonToQuitSmoking #BetterHealth #YouCanDolt #QuitTips #QuitSmoking

Smoke & cigarette butts affect the [#environment](#) resulting in air, water & land pollution. Make the choice, go [#smokefree](#)! #MyBigReasonToQuitSmoking #BetterHealth #YouCanDolt #QuitTips #QuitSmoking

As soon as you [#quit](#) your body starts to repair itself. Breathing, taste & smell improve within days **\*\*Service Phone Number\*\*** #MyBigReasonToQuitSmoking #BetterHealth #YouCanDolt #QuitTips #QuitSmoking

Quitting & limiting exposure to smoke can have almost an instant beneficial impact on [#bloodpressure](#) & your [#heart](#). #MyBigReasonToQuitSmoking #BetterHealth #YouCanDolt #QuitTips #QuitSmoking

[#DidYouKnow](#) by quitting smoking you'll improve your fertility levels and your chance of a healthy [#pregnancy](#) & [#baby](#). #MyBigReasonToQuitSmoking #BetterHealth #YouCanDolt #QuitTips #QuitSmoking

Over 70% of smokers want to quit, many are scared to try. How would it feel to be [#smokefree](#) #MyBigReasonToQuitSmoking #BetterHealth #YouCanDolt #QuitTips #QuitSmoking

Do something today that your future self will thank you for. #Quit **\*\*Service Area\*\*** #MyBigReasonToQuitSmoking #BetterHealth #YouCanDolt #QuitTips #QuitSmoking



## Key local statistics

This section provides you with links to the data which can be used to localise PR.

- Find your local smoking prevalence including the number of smokers in your local authority here: [https://fingertips.phe.org.uk/profile/tobacco-control/data#page/1/gid/1938132886/pat/6/ati/302/are/E06000045/iid/92443/age/168/sex/4/cid/4/tbm/1/page-options/ovw-do-0\\_car-do-0](https://fingertips.phe.org.uk/profile/tobacco-control/data#page/1/gid/1938132886/pat/6/ati/302/are/E06000045/iid/92443/age/168/sex/4/cid/4/tbm/1/page-options/ovw-do-0_car-do-0)
- Find the difference in prevalence between socioeconomic groups in your local authority here: [https://fingertips.phe.org.uk/profile/tobacco-control/data#page/7/gid/1938132886/pat/6/ati/302/are/E06000045/iid/92443/age/168/sex/4/cid/4/tbm/1/page-options/car-do-0\\_ovw-do-0\\_ine-vo-0\\_ine-ao-0\\_ine-yo-1:2019:-1:-1\\_ine-ct-59\\_ine-pt-0](https://fingertips.phe.org.uk/profile/tobacco-control/data#page/7/gid/1938132886/pat/6/ati/302/are/E06000045/iid/92443/age/168/sex/4/cid/4/tbm/1/page-options/car-do-0_ovw-do-0_ine-vo-0_ine-ao-0_ine-yo-1:2019:-1:-1_ine-ct-59_ine-pt-0) (you may need to refresh this to make the data load).
- Smoking related mortality in your local authority can be found here: <https://fingertips.phe.org.uk/profile/tobacco-control/data#page/1/gid/1938132887/pat/6/ati/302/are/E06000045/iid/113/age/202/sex/4/cid/4/tbm/1/page-options/ovw-do-0> - divide the 'count' column by three to get your annual figure.
- Find your local figure on the number of smoking attributable hospital admissions each year here: [https://fingertips.phe.org.uk/profile/tobacco-control/data#page/1/gid/1938132888/pat/6/ati/302/are/E06000045/iid/1207/age/202/sex/4/cid/4/tbm/1/page-options/ovw-do-0\\_car-do-0](https://fingertips.phe.org.uk/profile/tobacco-control/data#page/1/gid/1938132888/pat/6/ati/302/are/E06000045/iid/1207/age/202/sex/4/cid/4/tbm/1/page-options/ovw-do-0_car-do-0)