



**Southampton  
Smokefree  
Solutions**

Supporting local health  
and care providers

# Stoptober 2022

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## Communications Toolkit

This toolkit is designed to support Stoptober 2022 and has been produced by Southampton Smokefree Solutions to be personalised for local organisations who provide stop smoking services.

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

## The campaign and its aim

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*October is fast approaching and it's time to start getting ready for the annual stop smoking campaign – **Stoptober**. Now in its 11<sup>th</sup> year, Stoptober is a great opportunity to encourage smokers to make a quit attempt and help them sustain it throughout October and beyond.*

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Stoptober is built on evidence that if a smoker can quit for 28 days, they are **five times** more likely to quit for good. Making smokers feel part of a nation-wide movement has also proven to be effective, and that is why Stoptober remains a staple feature on the annual campaign calendar.

Whilst Stoptober is aimed at all smokers nationally, this year they are specifically targeting smokers aged 25 to 50 from lower socio-economic groups who work in routine and manual jobs. The focus of the campaign will be 'You've got what it takes to quit this Stoptober'; encouraging smokers to quit not only by promoting the benefits of quitting, but also to give them confidence that they can quit successfully. The campaign will direct those making a quit attempt to the free support tools available on the [Better Health - Quit Smoking](#) website, including the NHS Quit Smoking app, daily email and SMS support, Facebook support group and the Personal Quit Plan. The website also provides information and advice on proven quitting methods, stop smoking aids, including further information on how vaping can help you to quit, as well as how to access expert support from local stop smoking services.

## Local promotion of Stoptober 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.

### Posters & Leaflets

Stoptober resources including posters and leaflets are available to order or download at <https://campaignresources.phe.gov.uk/resources/campaigns/152-stoptober-2022/overview>

### 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/>

### Marketing Ideas

Below are suggestions for localised activity that can take place throughout September and October and could be used as a basis for localisation of your Stoptober activities.

- Promotional face to face events in the local community
- Face to face promotions in local workplaces and community groups
- Promotional activities at primary and secondary care sites
- Support primary care flu jab provision
- Service arrange Thunderclap of key Stoptober social media post at a particular time and date with key partners for increased localised impact
- Stoptober (stopping smoking) myths and blog produced by service staff and published on both the website and social media channels
- Obtain statement of support or short video message from key local Health Professional in your area supporting the Stoptober campaign and promotion of the smokefree service.
- Where consent allows, contact clients who previously used the service encouraging re-engagement and sign up.
- Contact local radio stations and offer to partake in radio interviews promoting the service and the Stoptober campaign. Include local attraction radio stations and any within shopping centres etc.
- Develop a cross promotion partnership with a local business, e.g., local gym or leisure centre to offer promotional incentives once completed the 28-day challenge. E.g., quit and get fit
- Post in local target groups on social media e.g., new baby groups, community groups etc on Facebook
- Link with local charity or NHS organisation and create a pledge system for those completing the 28-day challenge. Quit and Commit- £1 a day donation
- Generate new social media imagery based on service successes i.e., numbers supported to quit, numbers of smokefree babies born etc.

- ‘What happens at a face-to-face session’ walk through video explaining the process for quitting with the service currently
- Check the service website is up to date with accurate information and update where required
- Run a ‘refer your friend’ competition with a prize/ voucher for both parties if the new client completes the 28-day challenge

### Social Media

NHS and Better Health will be using #Stoptober, #Stoptober2022 #StopSmokingStartMoving, #StopSmokingStartSaving, #StopSmokingBreatheEasier 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.

Please feel free to tag Southampton Smokefree Solutions:

Facebook: @southamptonSmokefreeSolutions

Instagram: @southamptonSmokefree

Twitter: @s\_smokefree

### Hashtags:

- #Stoptober
- #Stoptober2022
- #Health
- #StopSmokingStartSaving
- #StopSmokingStartMoving
- #StopSmokingBreatheEasier
- #QuitSmoking
- #StopSmoking
- #BetterHealth
- #Healthy
- #OnlineSupport
- #App
- #Free
- #Healthy\*\*LOCAL AREA\*\*
- #ProtectTheNHS



Possible social media Content

Stoptober is back to help you #stopsmoking. Join #Stoptober2022 and quit smoking from 1 Oct

#Stoptober #STOPSMOKING #QUITSMOKING #HEALTH #SERVICE

What will you start this #Stoptober? When you stop smoking, your body starts to fix itself and you could start doing so much more!

#Stoptober #STOPSMOKING #QUITSMOKING #HEALTH #SERVICE

When you stop smoking, you could save around £78 more in your pocket each week, that's over £300 in October (if smoking 20p/day)! #Stoptober2022 is the perfect time to find support when so many others are trying to #quit too!

#Stoptober #stopsmoking #support #stopsmokingbreatheeasier #health

Stopping smoking and limiting exposure to smoke can have an almost instant beneficial impact on your #bloodpressure and #heart. #Stoptober2022 #Quit

#Stoptober #STOPSMOKING #QUITSMOKING #HEALTH #SERVICE

Visit our website  [INSERT LOCAL WEBSITE ADDRESS](#) to find details of our next #virtual #stopsmoking support session! #Stoptober2022

Stopping smoking is the best thing you can do to improve your health and protect yourself from many diseases including cancers, heart disease and diabetes! Call (insert telephone number) and sign up to stop smoking this #Stoptober!

#Stoptober #STOPSMOKING #QUITSMOKING #HEALTH #SERVICE

Did you know that if you can quit for 28 days, you are five times more likely to quit for good!

#Stoptober #quitsmoking #support

[#DidYouKnow](#) by quitting smoking you'll improve your fertility levels and your chance of a healthy [#pregnancy](#) & [#baby](#). #Stoptober2022

#Stoptober #STOPSMOKING #QUITSMOKING #HEALTH #SERVICE

Do something today that your future self will thank you for. #Quit **\*\*Service Area\*\*** #Stoptober