



**Southampton  
Smokefree  
Solutions**

Supporting local health  
and care providers

# Stoptober 2021

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## Communications Toolkit

This toolkit is designed to support Stoptober 2021. Stoptober 2021 takes place annually in October 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 on [southampton.smokefreesolutions@nhs.net](mailto:southampton.smokefreesolutions@nhs.net) or 07773474305.

## The campaign and it's aims

Stoptober is a major annual event to encourage smokers to quit for 28 days in October - with the aim of stopping smoking permanently.

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.

## 2021 campaign theme and it's aims

**What will you start this Stoptober? Stop Smoking, Start Breathing, Stop Smoking, Start Moving, Stop Smoking, Start Saving**

We're delighted to announce that our annual mass participation stop smoking campaign, Stoptober, is back this October! This year is particularly special as we celebrate its 10th anniversary and the estimated two million smokers who have so far used the campaign moment to make a quit attempt.

This year's campaign, launching on 20 September, will reach smokers through a range of media including radio, video on demand and out-of-home display; with an emphasis on targeting smokers aged 25 to 55 from lower socio-economic groups. Messaging will focus on promoting the benefits of quitting and signpost to the range of stop smoking support tools available on the Better Health website, including an enhanced version of the Stoptober app which features new functionality.

Promotional materials for download will be available via the PHE Campaign Resource Centre <https://campaignresources.phe.gov.uk/resources/campaigns/126-stoptober-2021>

## Local promotion of Stoptober 2021

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/>



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

### Posters and leaflets

Resources are available to download via the PHE Campaign Resource Centre

<https://campaignresources.phe.gov.uk/resources/campaigns/126-stoptober-2021> but if you do require additional resources please do not hesitate to contact Southampton Smokefree Solutions on [southampton.smokefreesolutions@nhs.net](mailto:southampton.smokefreesolutions@nhs.net) or 07773474305.

### Contacting past service users and GP patients

Direct communication to smokers had 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 will you start this Stoptober? When you stop smoking, your body starts to fix itself and you start doing so much more. Join the thousands of people who are stopping smoking this Stoptober, for free support to quit smoking contact the team on [local contact information]

- Suggested email: What will you start this Stoptober? When you stop smoking, your body starts to fix itself and you start doing so much more. Your circulation starts to improve so you can **start moving**. You could save around £36 more in your pocket each week, so you can start **saving**. And you'll even notice you start to **breathe easier**, proof of all the good you're doing inside. Join the thousands of people who are stopping smoking this Stoptober, for free support to quit smoking contact the team on [local contact information]

### Social Media

Public Health England and Better Health will be using #Stoptober, #Stoptober2021

#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.

**Hashtags:** #Stoptober, #Stoptober2021 #StopSmokingStartMoving, #StopSmokingStartSaving, #StopSmokingBreatheEasier

### 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 resource to accompany service posts please do contact the team on [southampton.smokefreesolutions@nhs.net](mailto:southampton.smokefreesolutions@nhs.net) or 07773474305.



## Content

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

When you stop smoking your circulation starts to improve so you can start moving. #Stoptober2021 is the perfect time to find support when so many others are trying to #quit too!

When you stop smoking, you could save around £36 more in your pocket each week, so you can start saving! #Stoptober2021 is the perfect time to find support when so many others are trying to #quit too!

When you #stopsmoking you'll even notice you start to breathe easier, proof of all the good you're doing inside. #Stoptober2021 is the perfect time to find support when so many others are trying to #quit too!

Will #October be the month you choose to [#quit](#) for good? **\*\*Service Phone Number\*\*** #Service area #Stoptober #Stoptober2021

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

Visit our website (insert short code for your website) to find the locations of your nearest [#stopsmoking](#) clinic! #Stoptober #Stoptober2021

1/3 of all smokers make a Quit Attempt in a year, but as few as 2 or 3% succeed long term without help! Text QUIT to 66777 #Stoptober2021

[#DidYouKnow](#) within 72hrs of stopping smoking breathing gets easier & energy levels increase! [#Fitness](#) [#Health](#) [#Quit](#) #Stoptober

Smoke & cigarette butts affect the [#environment](#) resulting in air, water & land pollution. Make the choice, go [#smokefree](#)! #Stoptober2021

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

Quitting & limiting exposure to smoke can have almost an instant beneficial impact on [#bloodpressure](#) & your [#heart](#). #Stoptober

[#DidYouKnow](#) by quitting smoking you'll improve your fertility levels and your chance of a healthy [#pregnancy](#) & [#baby](#). #Stoptober2021

Over 70% of smokers want to quit, many are scared to try. How would it feel to be [#Smokefree](#) [#Quit](#) [#Health](#) #Stoptober

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



## 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)