

# World No Tobacco Day 2022

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## Communications Toolkit

This toolkit is designed to support World No Tobacco Day 2022. World No Tobacco Day takes place on Tuesday 31<sup>st</sup> May and is supported by the World Health Organisation (WHO).

This yearly celebration informs the public on the dangers of using tobacco, the business practices of tobacco companies, what WHO is doing to fight the tobacco epidemic, and what people around the world can do to claim their right to health and healthy living and to protect future generations.

The Member States of the WHO created World No Tobacco Day in 1987 to draw global attention to the tobacco epidemic and the preventable death and disease it causes. In 1987, the World Health Assembly passed Resolution WHA40.38, calling for 7 April 1988 to be a "a world no-smoking day." In 1988, Resolution WHA42.19 was passed, calling for the celebration of World No Tobacco Day, every year on 31 May.

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

## 2022 campaign theme and its aim

### **Tobacco: Threat to the environment**

This years campaign is focusing on the threat to the environment and highlights the harmful impact of the tobacco industry on the environment is vast and growing adding unnecessary pressure to our planet's already scarce resources and fragile ecosystems.

Tobacco kills over 8 million people every year and destroys the environment, further harming human health, through the cultivation, production, distribution, consumption, and post-consumer waste.

For further information please follow <https://www.who.int/campaigns/world-no-tobacco-day/2022>

## Local promotion of World No Tobacco Day 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 World Health Organisation campaign on your service/ organisation website

### Posters and leaflets

Resources are available via the World Health Organisation website which have been downloaded and added to this toolkit for ease.

### 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: Quitting tobacco and related products is hard, but with the right support and tools you can do it! Your doctor would like you to stop smoking today. Contact [local Stop Smoking Service name and number] and #CommittoQuit this World No Tobacco Day on the 31<sup>st</sup> May.
- Suggested email: Quitting tobacco and related products is hard, but with the right support and tools you can do it! You are losing a lot more than you think by using tobacco - your health, the health of your family and loved ones, the money your spending, your looks, and so much more. Quitters are truly winners. #CommitToQuit on 31<sup>st</sup> May, World No Tobacco Day [local contact information]



## Social Media

The World Health Organisation will be using #TobaccoExposed to promote the campaign on the World Health Organisations' social media channels as well as being used across the world by Stop Smoking and Health/ Public Health services. Feel free to tag in WHO and also Southampton Smokefree Solutions to any social media posts.

**Hashtags:** #NoTobacco #WorldNoTobaccoDay #WHO #TobaccoExposed

### **WHO Social Media Pages:**

WHO Twitter: @WHO

WHO Facebook: @WHO

### **Southampton Smokefree Solutions social media pages:**

SSS Twitter: @s\_smokefree

SSS Facebook: @southamptonSmokefreeSolutions

SSS Instagram: @southamptonSmokefree

The section below includes template tweets and Facebook posts which you can adapt. Should you require localised or additional resource to accompany service posts please do contact the team at [Southampton.smokefreesolutions@nhs.net](mailto:Southampton.smokefreesolutions@nhs.net)

Content
World No Tobacco Day is back to help you #quitsmoking. Join #WorldNoTobacco Day2022 and quit smoking on 31st May (insert short code for your website)
We're busy preparing for our #NoTobaccoDay activities across (#areaname). Lots of exciting events planned to help local smokers #quit
You are 3 times more likely to #quit with support from our service than going 'cold turkey' and what better time to quit than #NoTobaccoDay!
Write a list of the reasons you want to #quit keep it as a reminder for when times are tough #NTD2022
Quitting smoking can make amazing improvements to your #health, #quit this #NoTobaccoDay (insert short code for your website)
Did you take part in #NoTobaccoDay last year? What helped you through your quit attempt? #Smokefree #Quit
You can save loads of cash if you #quit smoking, over £3,300 a year! (insert short code for your website) #NTD2022
This year's theme for #NoTobaccoDay2022 is #TobaccoExposed! Make the decision to quit with support from our service #NTD2022
Want support to quit smoking this #NTD22, our advisers will be <b>**insert event details**</b> with free support to help you start a #smokefree life! #NoTobaccoDay
<b>#Factoftheday:</b> The risk of developing type 2 <a href="#">#diabetes</a> is 30-40% higher for regular smokers than for non-smokers #NoTobaccoDay2022
Changing habits and replacing them with new ones is key to being <a href="#">#smokefree</a> for life <b>**Service Phone Number**</b> <a href="#">#**Service Area**</a> #ProudtobeAQuitter #Health #NoTobaccoDay



Content
Quit smoking for your loved ones this World No Tobacco Day. Join #NoTobaccoDay2022 now! (insert short code for your website)
<a href="#">#Quitting</a> smoking means you are more likely to have a healthier pregnancy & baby. Our team are here to help <a href="#">#healthypregnancy</a> <a href="#">#NoTobaccoDay</a> <a href="#">#SmokefreeHomes</a>
#NoTobaccoDay2022 is the perfect time to find support when so many others are trying to <a href="#">#quit</a> too! (insert short code for your website)
It's never too late to sign up for free support, we look forward to supporting you in your <a href="#">#smokefree</a> journey <a href="#">#NoTobaccoDay2022</a>
Will <a href="#">#May</a> be the month you choose to <a href="#">#quit</a> for good? <b>**Service Phone Number**</b> <a href="#">#Service area</a> <a href="#">#NTD2022</a> <a href="#">#NoTobaccoDay</a>
If you're <a href="#">#craving</a> , don't think of a lifetime without smoking, focus on not smoking for the next few mins/hours/days <a href="#">#NoTobaccoDay2022</a>
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 <a href="#">#NoTobaccoDay2022</a>
<a href="#">#Healthy</a> snacks can help you handle urges to smoke, Eat4Health have some great tips & a free recipe book to download <a href="https://www.eat-4-health.co.uk/">https://www.eat-4-health.co.uk/</a>
<a href="#">#DidYouKnow</a> within 72hrs of stopping smoking breathing gets easier & energy levels increase! <a href="#">#Fitness</a> <a href="#">#Health</a> <a href="#">#Quit</a> <a href="#">#NoTobaccoDay</a>
Smoke & cigarette butts affect the <a href="#">#environment</a> resulting in air, water & land pollution. Make the choice, go <a href="#">#smokefree</a> ! <a href="#">#NoTobaccoDay2022</a>
As soon as you <a href="#">#quit</a> your body starts to repair itself. Breathing, taste & smell improve within days <b>**Service Phone Number**</b> <a href="#">#NTD2022</a> <a href="#">#ProudtobeaQuitter</a>
Quitting & limiting exposure to smoke can have almost an instant beneficial impact on <a href="#">#bloodpressure</a> & your <a href="#">#heart</a> . <a href="#">#NoTobaccoDay2022</a>
<a href="#">#DidYouKnow</a> by quitting smoking you'll improve your fertility levels and your chance of a healthy <a href="#">#pregnancy</a> & <a href="#">#baby</a> . <a href="#">#Health</a> <a href="#">#NoTobaccoDay</a>
Over 70% of smokers want to quit, many are scared to try. How would it feel to be <a href="#">#Smokefree</a> <a href="#">#Quit</a> <a href="#">#Health</a> <a href="#">#NoTobaccoDay2022</a> <a href="#">#ProudtobeaQuitter</a>
Do something today that your future self will thank you for. <a href="#">#Quit</a> <b>**Service Area**</b> <a href="#">#NoTobaccoDay2022</a> <b>**Service Phone Number**</b>
Make the choice and the decision to <a href="#">#quit</a> for good. It may not be easy but it is very much worth it! <a href="#">#Smokefree</a> <b>**Service Area**</b> <a href="#">#NTD2022</a> <a href="#">#NoTobaccoDay</a> <a href="#">#health</a>
Well done to all of you who made the brave decision to go <a href="#">#Smokefree</a> this <a href="#">#NoTobaccoDay</a> . Tell us how you get on, we'll continue to support you! <a href="#">#NTD2022</a> <a href="#">#Quit</a>