

Better Health - Stoptober 2023

Campaign Toolkit

**Campaign messages embargoed for use until 00:01 20th
September 2023**

**If you have any queries, please contact the Stoptober team at Freuds on
stoptober2023@freudsplus.com.**

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CAMPAIGN OVERVIEW

Since it first launched 12 years ago, Stoptober has helped over 2.5 million people make a quit attempt.¹ This year, the campaign is rallying the over 5 million smokers in England to join together to support each other and commit to quitting.

Stoptober is the Department of Health and Social Care's annual "stop smoking" campaign, coming under the umbrella brand Better Health. The campaign is driven by evidence that if smokers make it to 28 days smoke free, they are five times more likely to quit for good.²

This year, Stoptober is back with a new national campaign, '*When you stop smoking, good things start to happen*', reminding smokers of the many benefits of stopping smoking. While smoking rates have declined in recent years, over 5 million people in England still smoke and it remains the single biggest cause of preventable illness and death.³ The total cost from smoking to society in England is approximately £17 billion a year, this includes the cost to the NHS of treating diseases caused by smoking at approximately £1.9 billion a year.⁴

The campaign also offers smokers a range of proven tools and shares useful tips to help them on their quitting journey. Smokers can search 'Stoptober' to get free support, tools, information and advice on quitting smoking.

The launch date for the campaign is 20th September, with a release announcing new attitudinal data from a survey of over 3000 ex-smokers.⁵ Case studies, spokespeople and talent will also be out in force to encourage smokers to give quitting a go on the 1st October. New campaign assets have also been developed and are available on the CRC.

ATL advertising will run in England across VOD, radio, social, OOH and digital display from 20th September, and will be concentrated during the first two weeks of the campaign to generate rapid awareness and encourage participation in Stoptober from 1st October. This year, to maximise campaign exposure, we also have a single advertising slot in a televised Premier League football match (Spurs Vs Liverpool) on 30th September on Sky Sports.

¹ DHSC Monitoring Evaluation Data, 2021

² West & Stapleton, 2008, Clinical and public health significance of treatments to aid smoking cessation, European Respiratory Review, Volume 17, number 210, P201

³ i) Office for National Statistics, Adult Smoking Habits in the UK: 2022

<https://www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcare/healthandlifeexpectancies/bulletins/adultsmokinghabitsingreatbritain/2022>;

ii) OHID analysis. 2022. Based on smoking attributable mortality (new method) 2017-2019. Local Tobacco Control Profiles - Data - OHID (phe.org.uk)

ONS Adult smoking habits in the UK: 2019

<https://www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcare/healthandlifeexpectancies/bulletins/adultsmokinghabitsingreatbritain/2019#:~:text=In%20the%20UK%2C%20in%202019,2018%20to%2014.1%25%20in%202019.>

⁴ [1] HM Revenue and Customs, 2019. Disaggregation of HMRC tax receipts: methodological note.

<https://www.gov.uk/government/statistics/disaggregation-of-hmrc-tax-receipts>.

[2] HM Revenue and Customs, 2020. Measuring tax gaps 2020 edition - Tax gap estimates for 2018 to 2019.

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/907122/Measuring_tax_gaps_2020_edition.pdf

[3] OHID, 2020. Smoking Prevalence in adults (18+) - current smokers (APS) (2020 definition).

<https://fingertips.phe.org.uk/profile/tobaccocontrol/data#page/4/gid/1938132886/pat/159/par/K02000001/ati/15/are/E92000001/iid/92443/age/168/sex/4/cat/-1/ctp/-1/yr/1/cid/4/tbm/1/page-options/tre-do-1>

[4] Fidler J. A., Shahab L., West O., Jarvis M. J., McEwen A., Stapleton. A. et al. 'The smoking toolkit study': a national study of smoking and smoking cessation in England, BMC Public Health 2011: 11: 479

<https://bmcpubhealth.biomedcentral.com/articles/10.1186/1471-2458-11-479>

[5] OHID analysis. 2022. Based on 1, 2, 3 and 4. To estimate the average spend per smoker data on tobacco spending from the Smoking Toolkit Study was adjusted based on Government data on tobacco tax revenue and illicit tobacco, due to expected under-reporting. This data was also matched to income and smoking prevalence data to estimate how spend on tobacco varies across England

ASH Ready Reckoner 2023 <https://ash.org.uk/resources/view/ash-ready-reckoner>

⁵ Survey conducted by Censuswide, reaching 3000 Adults in England between 23.08.2023 - 31.08.2023.

There is a considerable overlap between our audience and the football audience, and this allows us to motivate and encourage participation ahead of Stoptober.

We are also working closely with partners including Local Authorities, the NHS, local stop smoking service providers, charities and the commercial sector to help extend the reach of the campaign locally.

No matter how many times someone has tried to quit in the past, Stoptober encourages all smokers to make a new quit attempt 1st October. Smokers can search 'Stoptober' to get free support, tools, information, and advice on quitting options.

CAMPAIGN TIMINGS

Stoptober's communications will be split into two communication pillars with specific messaging to inspire and rally communities from 20th of September to the 2nd of October.

Throughout October we will continue to support those that are taking part in Stoptober by providing free tools, information, and advice to help set them up for long-term success.

INSPIRE AND RALLY

Stoptober's 'inspire' communications will drive renewed vigour and a feeling of mass participation, with a wide media reach to drive greater campaign visibility. Through tailored digital content, partnerships and PR activity, we will also rally communities and drive a greater sense of 'people like me' having quit successfully with Stoptober. Aimed at all smokers, we target a core audience of 25–50-year-old smokers with a focus on routine and manual workers. The campaign highlights the many health benefits of quitting, such as feeling healthier, having more energy and breathing better, saving money and improved taste. It also signposts the variety of important resources available to support smokers in their quit attempt.

Smokers will be targeted via a new national advertising campaign on VOD, radio, social, OOH and digital channels. This year we also have a single advertising slot in a televised Premier League football match (Spurs Vs Liverpool) on 30th September. The national PR campaign launches on the 20th September with expert spokespeople such as Dr Dawn Harper and talent such as Bobby Norris (Only way is Essex) and Malin Andersson (Love Island) mobilised for earned media interviews to generate campaign awareness and encourage participation in Stoptober.

Campaign implementation tactics include targeted advertising through partners and regional channels.

SUPPORT & ACTION PHASE

From the 3rd of October, the campaign will shift to the support phase where social media, ECRM and PR activity will offer information, support and inspiration to sustain the quitting journey.

All messaging will direct those making a quit attempt to the free support tools available on the [Better Health - Stoptober website](#), including the NHS Quit Smoking Stoptober app, daily email and SMS support, Facebook Messenger support, Facebook support group and the Personal Quit Plan. The website also provides information and advice on proven quitting methods and stop smoking aids, including further information on how vaping can help you quit and how to access expert support from local Stop Smoking services.

A range of free resources are available for partners to order and download from the Campaign Resource Centre <https://campaignresources.dhsc.gov.uk/campaigns/stoptober-2023/> Resources include digital posters along with a range of digital and social media assets for use on local channels.

If you would like to tailor any resources, please email partnerships@dhsc.gov.uk

KEY MESSAGES:

These key messages can be routinely communicated from Wednesday 20th September 2023 until the end of October 2023 as part of this year's Stoptober campaign.

- This Stoptober, join the thousands of smokers committing to quitting from October 1st. For free support search Stoptober.
- When you stop smoking good things start to happen. There are many benefits to quitting such as having more energy, feeling healthier, breathing better and having extra money in your pocket.⁶
- The campaign is calling upon smokers England, to join the 2.5 million other people who have made a quit attempt since the campaign first launched in 2012.⁷
- New research from a Censuswide survey of ex-smokers finds that nearly all (95%) saw positive changes in their life soon after quitting.⁸
- Of those who noticed improvements, nearly one in three rated feeling healthier as the single best thing to happen to them since stopping smoking.
- Stoptober provides the information and support people need to quit smoking for 28 days, based on evidence showing that if you can make it to 28 days smoke free, you're five times more likely to quit for good.⁹
- We know we're stronger together. This Stoptober, join us and thousands of people who have quit smoking with Stoptober and start having more energy, feeling healthier and breathing better. You'll also have a bit more £ in your pocket to spend.
- On average smokers spend £38.59 a week on tobacco. That means they could have around £2,000 more to spend a year by quitting.¹⁰
- Stoptober offers a range of free quitting tools including: the NHS Quit Smoking app, Facebook messenger bot, Stoptober Facebook online communities, daily emails and SMS, and an online Personal Quit Plan tool. It provides information and advice on proven quitting methods: the range of stop smoking aids, including further information

⁶ Survey conducted by Censuswide, reaching 3000 Adults in England between 23.08.2023 - 31.08.2023. Censuswide abides by and employs members of the Market Research Society which is based on the ESOMAR principles.

⁷ DHSC Monitoring Evaluation Data, 2021

⁸ Survey conducted by Censuswide, reaching 3000 Adults in England between 23.08.2023 - 31.08.2023. Censuswide abides by and employs members of the Market Research Society which is based on the ESOMAR principles.

⁹ West & Stapleton, 2008, Clinical and public health significance of treatments to aid smoking cessation, European Respiratory Review, Volume 17, number 210, P201

¹⁰ ^[1] HM Revenue and Customs, 2019. Disaggregation of HMRC tax receipts: methodological note.

<https://www.gov.uk/government/statistics/disaggregation-of-hmrc-tax-receipts>.

^[2] HM Revenue and Customs, 2020. Measuring tax gaps 2020 edition - Tax gap estimates for 2018 to 2019.

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/907122/Measuring_tax_gaps_2020_edition.pdf

^[3] OHID, 2020. Smoking Prevalence in adults (18+) - current smokers (APS) (2020 definition).

<https://fingertips.phe.org.uk/profile/tobaccocontrol/data#page/4/gid/1938132886/pat/159/par/K02000001/ati/15/are/E92000001/iid/92443/age/168/sex/4/cat/-1/ctp/-1/yr/1/cid/4/tbm/1/page-options/tre-do-1>

^[4] Fidler J. A., Shahab L., West O., Jarvis M. J., McEwen A., Stapleton, A. et al. 'The smoking toolkit study': a national study of smoking and smoking cessation in England, BMC Public Health 2011: 11: 479

<https://bmcpublihealth.biomedcentral.com/articles/10.1186/1471-2458-11-479>

^[5] OHID analysis. 2022. Based on 1,2, 3 and 4. To estimate the average spend per smoker data on tobacco spending from the Smoking Toolkit Study was adjusted based on Government data on tobacco tax revenue and illicit tobacco, due to expected under-reporting. This data was also matched to income and smoking prevalence data to estimate how spend on tobacco varies across England

on how vaping can help you quit, and expert support from local Stop Smoking Services.

- Using stop smoking aids really helps when quitting and getting additional support from local stop smoking services boosts people's chances of success by three times., GPs and pharmacists can also give advice and tips to help smokers quit.

CALL TO ACTION:

20th September – 29th September: Join the thousands of smokers committing to quitting from 1st October. For free support, search Stoptober.

30th September: Stoptober starts tomorrow, join the thousands of smokers committing to quitting. For free support, search Stoptober.

1st October onwards: There's still time to join the thousands of smokers committing to quitting this October. For free support, search Stoptober.

STOPTOBER 2023: KEY FACTS AND STATS

- Stoptober has helped over 2.5 million people across England make quit attempts since its launch in 2012.¹¹
- When you quit smoking, some benefits happen very quickly – after just 48 hours your senses of taste and smell are improving. In addition, smokers found some of the top benefits they saw within 2 weeks of quitting included having more energy (45%), feeling healthier (42%) and breathing better (42%).
- If you can make it to 28 days smoke free, you're 5 times more likely to quit for good.¹²
- There are currently 5.3 million adult smokers in England (2022).¹³
- Smoking is the single biggest behavioural cause of preventable illness and death in England.¹⁴
- Every year around 64,000 people in England die from smoking.¹⁵ with many more living with debilitating smoking-related illnesses.
- 14.5% of men smoke in England, compared to 10.9% of women.¹⁶
- Smoking causes 64,000 preventable deaths a year in England.¹⁷
- Between 2019 and 2020, 448,000 hospital admissions were attributable to smoking in England.¹⁸

¹¹ DHSC Monitoring Evaluation Data, 2021

¹² West & Stapleton, 2008, Clinical and public health significance of treatments to aid smoking cessation, European Respiratory Review, Volume 17, number 210, P201

¹³ Office for National Statistics, Adult Smoking Habits in the UK: 2022

<https://www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcare/healthandlifeexpectancies/bulletins/adultsmokinghabitsingreatbritain/2022>

¹⁴ OHID. Health Profile for England. 2021. [Health Profile for England 2021 \(phe.org.uk\)](https://www.phe.org.uk/health-profile-for-england-2021)

¹⁵ OHID analysis. 2022. Based on smoking attributable mortality (new method) 2017-2019. [Local Tobacco Control Profiles - Data - OHID \(phe.org.uk\)](https://www.phe.org.uk/local-tobacco-control-profiles-data-ohid)

¹⁶ 2022 ONS data.

¹⁷ OHID analysis. 2022. Based on smoking attributable mortality (new method) 2017-2019. [Local Tobacco Control Profiles - Data - OHID \(phe.org.uk\)](https://www.phe.org.uk/local-tobacco-control-profiles-data-ohid)

¹⁸ OHID. Local Tobacco Control Profiles. Smoking attributable hospital admissions (new method).

<https://fingertips.phe.org.uk/profile/tobacco-control/data#page/4/qid/1938132888/pat/159/par/K02000001/ati/15/are/E92000001/iid/93753/age/202/sex/4/cat/-1/ctp/-1/yr/1/cid/4/tbm/1>

Smoking prevalence in England (ONS Annual Population Survey, 2022).¹⁹

- Current adult smoking prevalence in England (2022) is 12.7%, equating to 5.3m people.
- This a reduction from 13.0% in the previous year (2021) and continues the general downward trend since 2011.
- In 2022, 14.5% of men smoked compared with 10.9% of women.
- In 2022, the prevalence of smoking was highest in the East Midlands (14.0%) and lowest in the South-East region (11.5%).
- Smoking in the routine and manual occupation group in 2022 was 22.5%.

New attitudinal statistics (Censuswide Survey 2023)²⁰

- 95% of ex-smokers surveyed report significant positive changes in their lives since quitting smoking. Of those who noticed these positive changes, many noticed them in the first two weeks: noting improvement and a positive impact on their energy levels (45%), feeling healthier (37%) and breathing better (33%).
- Of those who have noticed improvements since quitting smoking nearly 1 in 3 (33%) say 'feeling healthier' is the best thing to happen to them since stopping smoking.
- Some additional positive changes that ex-smokers notice after going smokefree are: their taste coming back (25%), improvement in ability to exercise (22%), healthier looking skin (24%) and improvement in their bank account (34%).
- Some of the main support that has helped respondents to quit smoking includes family and friend support (29%), talking to others who have quit smoking (21%)
- The most helpful distractions from smoking include keeping hands busy (37%), changing your routine (37%) and going for walks (37%).

Additional Statistics

- Nearly 2 in 5 ex-smokers surveyed smoked less than 10 cigarettes a day, with over 44% of these only having to try quitting once before they quit altogether.
- If ex-smokers surveyed had to go through their quitting journey again, the key things they would do differently include finding other activities to release cravings (31%) and utilising stop smoking aids more effectively (29%).
- 22% of ex-smokers surveyed noted quitting alongside someone else would have made the biggest differences to their quitting journey.
- The biggest obstacles for respondents to successfully quit smoking include having difficulty not smoking in social situations (23%) and experiencing cravings (24%).

Regional Data

Survey research reveals smokers can see positive changes as soon as two weeks after quitting, including:

¹⁹ Office for National Statistics, Adult Smoking Habits in the UK: 2022

<https://www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcare/healthandlifeexpectancies/bulletins/adultsmokinghabitsingreatbritain/2022>

OHID Local Tobacco Control Profiles for England: statistical commentary, September 2023 update

<https://www.gov.uk/government/statistics/local-tobacco-control-profiles-september-2023-update/local-tobacco-control-profiles-for-england-statistical-commentary-september-2023-update>

²⁰ Survey conducted by Censuswide, reaching over 3000 Adults in England between 23.08.2023 - 31.08.2023. Censuswide abides by and employs members of the Market Research Society which is based on the ESOMAR principles.

Having more energy (45%)

- East of England (42%), Greater London (49%), East Midlands (39%), West Midlands (48%), North East (36%), North West (42%), South East (44%), South West (60%), Yorkshire and Humber (38%).

Feeling healthier (42%)

- East of England (43%), Greater London (43%), East Midlands (34%), West Midlands (42%), North East (37%), North West (47%), South East (44%), South West (47%), Yorkshire and Humber (34%).

Improved breathing (42%)

- East of England (43%), Greater London (49%), East Midlands (35%), West Midlands (41%), North East (37%), North West (40%), South East (45%), South West (47%), Yorkshire and Humber (35%).

Nearly all (95%) saw positive changes in their life as early as two weeks after quitting:

- East of England (95%), Greater London (95%), East Midlands (97%), West Midlands (94%), North East (95%), North West (92%), South East (92%), South West (91%), Yorkshire and Humber (95%).

Additional benefits to quitting, included:

Their sense of taste returning (25%)

- East of England (25%), Greater London (25%), East Midlands (28%), West Midlands (27%), North East (26%), North West (27%), South East (25%), South West (22%), Yorkshire and Humber (24%).

Improvement in their ability to exercise (22%)

- East of England (18%), Greater London (24%), East Midlands (19%), West Midlands (25%), North East (21%), North West (23%), South East (22%), South West (28%), Yorkshire and Humber (21%).

Healthier looking skin (24%)

- East of England (21%), Greater London (26%), East Midlands (26%), West Midlands (23%), North East (24%), North West (26%), South East (25%), South West (22%), Yorkshire and Humber (22%).

Saving money (34%)

- East of England (33%), Greater London (32%), East Midlands (33%), West Midlands (36%), North East (31%), North West (34%), South East (44%), South West (32%), Yorkshire and Humber (30%).

Some of the main things that helped respondents to quit smoking included:

Family and friend support (29%)

- East of England (31%), Greater London (30%), East Midlands (30%), West Midlands (28%), North East (27%), North West (27%), South East (25%), South West (30%), Yorkshire and Humber (29%).

Talking to others who have quit smoking (21%)

- East of England (26%), Greater London (22%), East Midlands (28%), West Midlands (17%), North East (24%), North West (16%), South East (14%), South West (24%), Yorkshire and Humber (23%).

Quitting during Stoptober (17%)

- East of England (19%), Greater London (19%), East Midlands (20%), West Midlands (17%), North East (16%), North West (16%), South East (9%), South West (17%), Yorkshire and Humber (18%).

Biggest distractions from smoking included:

Keeping their hands busy (37%)

- East of England (42%), Greater London (36%), East Midlands (43%), West Midlands (37%), North East (38%), North West (32%), South East (34%), South West (35%), Yorkshire and Humber (41%).

Changing their routine (37%)

- East of England (43%), Greater London (41%), East Midlands (39%), West Midlands (37%), North East (33%), North West (36%), South East (30%), South West (38%), Yorkshire and Humber (35%).

Going for walks (37%)

- East of England (42%), Greater London (38%), East Midlands (41%), West Midlands (38%), North East (42%), North West (34%), South East (30%), South West (38%), Yorkshire and Humber (34%).

Physical benefits to stopping smoking

- Stopping smoking can significantly improve your health in ways you might not expect.²¹²²²³ Once you stop smoking, some of the benefits are immediate and some are longer term:
 - After 20 minutes: Pulse rate starts to return to normal.
 - After 8 hours: Oxygen levels are recovering and harmful carbon monoxide in the blood is reduced by half.
 - After 48 hours: The body has flushed out all carbon monoxide, lungs start to clear out mucus and ability to taste and smell is improved.
 - After 72 hours: Bronchial tubes begin to relax, breathing becomes easier and energy levels increase.
 - After 2-12 weeks: Blood is pumping to the heart and muscles better because circulation has improved.
 - After 3-9 months: Coughs, wheezing and breathing problems improve as lung function increases by up to 10%
 - After 1 year: Risk of heart attack has halved compared to a smoker. And research suggests that people who have quit for a year are happier than those who continue to smoke.

²¹ Centers for Disease Control and Prevention, The Health Consequences of Smoking: a report of the Surgeon General, 2004

²² Centers for Disease Control and Prevention,

²³ Shahab, L, West R, Differences in happiness between smokers, ex-smokers and never smokers: cross-sectional findings from a national household survey Drug Alcohol Depend. 2012 Feb 1;121(1-2):38-44. doi: 10.1016

- After 10 years: Risk of death from lung cancer falls to half that of a smoker.
- After 15 years: Risk of heart attack falls to the same as someone who has never smoked.

Mental health benefits to stopping smoking

- Evidence shows that once people have got past the short-term withdrawal stage of quitting, they have reduced anxiety, depression and stress and increased positive mood compared with people who continue to smoke.²⁴
- For symptoms of anxiety and depression, stopping smoking is as effective as taking antidepressants. Just 6 weeks after quitting, people start feeling happier as well as healthier.²⁵

Financial benefits to stopping smoking

- On average, smokers in England can save £38 a week by quitting smoking. That's £167 per month and £2,000 per year from quitting smoking.²⁶

ASH Smokefree GB Survey 2023²⁷

- The proportion of the population using e-cigarettes in 2023 is 9.1%, the highest rate ever, equal to 4.7 million adults in Great Britain. 2.7 million (56%) are ex-smokers, 1.7 million (37%) are current smokers, 320,000 are never smokers.
- The main reasons given by current smokers for vaping are to cut down on smoking (19%), to try to help them quit (17%) and to prevent relapse (13%).
- The main reasons given by ex-smokers for vaping are to help them quit (31%); to prevent relapse (22%); because they enjoy the experience (14%); and to save money (12%).
- Four in ten smokers incorrectly believe vaping is as or more harmful than smoking, up from a third last year and one in five in 2019.
- A third of smokers understand that vaping is less harmful than smoking, but fewer than one in ten understand that they are a lot less harmful than smoking.
- Ex-smokers who vape (2.9 million) have the most accurate perceptions of harm, with 75% correctly identifying that vaping is less harmful than smoking.

CASE STUDIES

Once again for the forthcoming Stoptober campaign we are looking for ex-smokers to talk about their quitting experiences.

²⁴ <https://www.cochranelibrary.com/cdsr/doi/10.1002/14651858.CD013522.pub2/full#CD013522-abs-0002>

²⁵ <https://www.cochranelibrary.com/cdsr/doi/10.1002/14651858.CD013522.pub2/full#CD013522-abs-0002>

²⁶ [1] HM Revenue and Customs, 2019. Disaggregation of HMRC tax receipts: methodological note.

<https://www.gov.uk/government/statistics/disaggregation-of-hmrc-tax-receipts>.

[2] HM Revenue and Customs, 2020. Measuring tax gaps 2020 edition - Tax gap estimates for 2018 to 2019.

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/907122/Measuring_tax_gaps_2020_edition.pdf

[3] OHID, 2020. Smoking Prevalence in adults (18+) - current smokers (APS) (2020 definition).

<https://fingertips.phe.org.uk/profile/tobaccocontrol/data#page/4/gid/1938132886/pat/159/par/K02000001/ati/15/are/E92000001/iid/92443/age/168/sex/4/cat/-1/ctp/-1/yr/1/cid/4/tbm/1/page-options/tre-do-1>

[4] Fidler J. A., Shahab L., West O., Jarvis M. J., McEwen A., Stapleton. A. et al. 'The smoking toolkit study': a national study of smoking and smoking cessation in England, BMC Public Health 2011: 11: 479

<https://bmcpubhealth.biomedcentral.com/articles/10.1186/1471-2458-11-479>

[5] OHID analysis, 2022. Based on 1, 2, 3 and 4. To estimate the average spend per smoker data on tobacco spending from the Smoking Toolkit Study was adjusted based on Government data on tobacco tax revenue and illicit tobacco, due to expected under-reporting. This data was also matched to income and smoking prevalence data to estimate how spend on tobacco varies across England

²⁷ Action on Smoking and Health (ASH). Fact Sheet: Use of e-cigarettes (vapes) among adults in Great Britain. August 2023

<https://ash.org.uk/resources/view/use-of-e-cigarettes-among-adults-in-great-britain-2021>

Case studies are an important element to all Stoptober campaigns as they add the people element needed to help amplify the campaign messages and offer opportunities for greater in-depth coverage and discussion about the campaign. We are always looking for inspirational stories to use as case studies so do let us know if you have anyone in mind from your organisation who would be interested in taking part in media activity to share their journey. If you require any further information about case studies, please contact the Stoptober press team at Stoptober2023@freudsplus.com.

SPOKESPEOPLE

Media medics and experts will share key campaign messages through national and local media activity.

Case studies and Stoptober celebrity ambassadors will speak on behalf of those who smoke and have quit smoking – relaying personal stories and the benefits they have experienced since they have quit and inspiring others to quit.

If you require any further information about spokespeople, please contact the Stoptober press team at Stoptober2023@freudsplus.com.

SOCIAL MEDIA POSTS

95% of ex-smokers surveyed have revealed that they notice positive changes to their lives soon after quitting smoking! Learn more about the good things that happen after you quit #Stoptober

When you stop smoking, good things start to happen! Join the thousands of smokers who are committing to quitting with #Stoptober

We know we're stronger together. This Stoptober, join us and the thousands of people who committing to quitting smoking #Stoptober

Find a combination of quit-smoking tools and support that's right for you #Stoptober

Quitting smoking is much easier with the right support. There are lots of options to choose from #Stoptober

#Stoptober has supported over 2.5 million quit attempts. If you have a friend or family member who smokes, give them the support they need to quit. There's a full range of quitting support options

It's never too late to quit smoking. You will notice immediate improvements to your health when you stop. #Stoptober provides information and support to help you start your quitting journey

For 30th September only: Stoptober starts tomorrow! Join the thousands of smokers committing to quitting. There's lots of free support #Stoptober.

From 1 October: Stoptober has started. There's still time to join the thousands of smokers committing to quitting this October. There's lots of free support #Stoptober. Please use the campaign hashtag #Stoptober where you can.

LONG AND SHORT COPY

Please use the below as examples of long and short copy in your communications around the 2023 Stoptober campaign. It could be used in materials such as newsletters, emails, websites, e-bulletins or newsletters.

Long copy: 235 words

‘WHEN YOU STOP SMOKING, GOOD THINGS START TO HAPPEN’

Stoptober is back, calling on smokers in England to join the 2.5 million others who have made a quit attempt with the campaign since it first launched. Over 5 million adults in England still smoke, and it remains the biggest behavioural cause of preventable illness and death, with 64,000 deaths a year.

This year's Stoptober mass quit attempt is as important as ever, with quitting remaining one of the best things a smoker can do for their health. That's why this year's Stoptober campaign is encouraging smokers to join the thousands of others who are committing to quitting for the month of October – quit smoking for 28 days and you're five times more likely to quit for good. When you stop smoking good things start to happen - quitting will allow you to start moving better, breathe more easily and give you more money to spend.

Stoptober offers a range of free quitting tools including: the NHS Quit Smoking app, Facebook messenger bot, Stoptober Facebook online communities, daily emails and SMS, and an online Personal Quit Plan tool. It provides information and advice on proven quitting methods: the range of stop smoking aids, including further information on how vaping can help you quit, and expert support from local Stop Smoking Services. Just search 'Stoptober' for more information or visit the Better Health Quit Smoking Website.

Short copy: 112 words

WHEN YOU STOP SMOKING, GOOD THINGS START TO HAPPEN’

Stoptober is back and is calling on the over 5 million smokers in England to join the thousands of smokers who are committing to quitting this October. This year's Stoptober mass quit attempt is as important as ever, with quitting remaining one of the best things a smoker can do for their health. When you stop smoking good things start to happen - quitting will allow you to start moving better, breathe more easily and give you more money to spend.

Stoptober offers a range of free quitting tools. Just search 'Stoptober' for more information or visit the Better Health Quit Smoking Website.