

New Year 2024: Good things happen when you stop smoking.

Communications Toolkit

This toolkit is designed to support the New Year Better Health Campaign 2024. This is an annual, national campaign and branding and materials are provided. Capitalising on the New Year moment when we know there is greater intent for smokers to make a quit attempt, the campaign promotes the many benefits of quitting and signposts to a range of quitting support and information on the [Better Health website](#).

The campaign will be delivered through TV, video-on-demand, radio, out-of-home advertising and search. There will also be a national PR moment on 28th December focusing on the generational harms of smoking, highlighting that children are up to three times as likely to start smoking if their parents smoke.

Southampton Smokefree Solutions have produced this toolkit 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

The campaign and its aim

Better Health is one of 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.

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 PHE Better Health campaign will run from the 27th December to the 31st January with the aim to trigger quit attempts by reminding people of the harms of smoking and signposting to support.

“Good things happen when you stop smoking”.

Promotional materials for download are available via the Campaign Resource Centre <https://campaignresources.dhsc.gov.uk/>.

Local promotion of New Year Better Health Campaign 2024

There are a range of activities which local organisations can do to extend the reach of the campaign and encourage more smokers into your 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 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 are available to download via the 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.

Contacting past service users

Direct communication with smokers has been shown to significantly increase footfall to services.

Suggested text or email to send to smokers: *"Did you know you are 3x more likely to quit smoking with support & medication and we can offer you this at (name of location). To book an appointment....."*

Social Media

Better Health will be using #BetterHealth, #StopSmoking # #QuitSmoking

#GoodThingsHappenWhenYouQuitSmoking 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. Should you require localised or additional resources to accompany service posts, please do contact the team at southampton.smokefreesolutions@nhs.net.



Content

There are lots of 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 reason for quitting, make this January your fresh start.

There are lots of 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 reason for quitting, make this January your fresh start.

Will #2024 be the year you choose to [#quit](#) for good? ****Service Phone Number**** #Southampton #BetterHealth #StopSmoking #QuitSmoking #GoodThingsHappenWhenYouQuitSmoking

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

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

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

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

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

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

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

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

Do something today that your future self will thank you for. [#Quit](#) #Southampton #BetterHealth #YouCanDolt #QuitTips #QuitSmoking #GoodThingsHappenWhenYouQuitSmoking