



# No Smoking Day

# Partner toolkit

March 2024



# Contents

<b>Overview</b>	<b>03</b>
<b>Key messages</b>	<b>06</b>
<b>Partner-led activity</b>	<b>08</b>
<b>How you can support No Smoking Day</b>	<b>09</b>
<b>Partner assets</b>	<b>10</b>
<b>Suggested social posts</b>	<b>12</b>
<b>Suggested long copy</b>	<b>13</b>



# Overview

**No Smoking Day, which takes place on the second Wednesday of March each year, is a great opportunity for partners across the country to unite in encouraging and supporting the nation's 5.3 million smokers to make a quit attempt. Established in 1984, this year marks the 40th anniversary of No Smoking Day. Since this time smoking prevalence has reduced by two thirds, but there is still some way to go to achieve our ambition of becoming a smoke-free nation by 2030.**

That's why we are inviting you to support our latest quit smoking campaign this No Smoking Day (Wednesday 13 March 2024). This toolkit outlines the national campaign activity that is taking place along with key messages and a range of campaign assets to support your activity locally.

There are three key strands of campaign activity taking place around No Smoking Day this year:

1. TV and radio advertising
2. PR activity
3. Partner-led activity (using this toolkit)



# Tv and radio advertising

**National paid media activity will run across TV, video-on-demand and radio, launching on 11 March and running until the end of March.**

The adverts are based on a highly effective 'tobacco health harms' creative developed by Fresh in the North East, featuring a case study who shares her experience of being diagnosed with cancer from smoking and the impact that had on her and her family.

Whilst timed to coincide with No Smoking Day, the ads will not specifically reference the day itself but will land hard hitting messages including the fact that up to 2 in 3 smokers will die as a result of long-term smoking.



# PR activity

**The PR moment launches on No Smoking Day itself (Wednesday 13 March) and will be supported by a range of expert spokespeople and ex-smokers who will share their personal stories of quitting.**

A press release will be published to all national, regional and consumer media using the latest stats and facts about smoking, emphasising the harms of smoking and presenting data that looks back over the past 40 years of No Smoking Day. We have also been gathering case studies for use with media and you may wish to use the key messages contained within this toolkit to help undertake local PR activity.



# Key messages

The following key messages can be used to create local content.

For ease, we've split them into 'hope' and 'harms' messages:



## Hope messages

- Quitting smoking is the best thing you can do for your health.
- It's never too late to quit smoking. When you stop smoking, there are almost immediate improvements to your health.
- It's much easier to stop smoking when you get the right support and there are lots of options to choose from.
- Getting expert support from your local stop smoking services means you're three times as likely to quit for good.
- Better Health offers a range of free quitting support, including the NHS Quit Smoking app, local stop smoking service look-up tool, as well as advice on stop smoking aids including information on how vaping can help you quit smoking.
- Nicotine vapes are one of the most effective stop smoking aids. Almost two-thirds of people who use a vape along with support from their local Stop Smoking Service successfully quit smoking.
- 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.

# Key messages

The following key messages can be used to create local content.

For ease, we've split them into 'harms' and 'hope' messages:



## Harms messages

- Smoking has a huge impact on an individual's health – up two in three smokers will die as a result of long-term smoking<sup>1</sup>.
- Smoking costs lives and the NHS; one in four hospital beds in the country is currently occupied by a smoker<sup>2</sup>.
- Smoking is still the single largest preventable cause of death in England – estimated to account for 64,000 deaths annually. Almost every minute of every day someone is admitted to hospital with a smoking-related disease. In 2022-23, there were an estimated 408,700 hospital admissions in England due to smoking<sup>3</sup>.
- Research shows that most people who smoke, start smoking in adolescence and early uptake of smoking is linked to being more likely to smoke in later years<sup>4</sup>. 83% of smokers start before the age of 20<sup>5</sup>.
- Teenagers are nearly three times as likely to smoke if their caregivers or friends do (13.6% vs 5.0% when care givers smoke and 12.6% vs 4.3% if friends do)<sup>6</sup>.

1. [https://bmcmmedicine.biomedcentral.com/articles/10.1186/s12916-015-0281-z?utm\\_campaign=BMCF\\_TrendMD\\_2019\\_BMCmedicine&utm\\_source=TrendMD&utm\\_medium=cpc](https://bmcmmedicine.biomedcentral.com/articles/10.1186/s12916-015-0281-z?utm_campaign=BMCF_TrendMD_2019_BMCmedicine&utm_source=TrendMD&utm_medium=cpc)

2. <https://www.brit-thoracic.org.uk/quality-improvement/clinical-audit/bts-national-audit-reports/>

3. NHS England: <https://digital.nhs.uk/data-and-information/publications/statistical/statistics-on-public-health/2023>

4. <https://thorax.bmj.com/content/69/9/873.short>

5. <https://www.gov.uk/government/publications/health-matters-smoking-and-quitting-in-england/smoking-and-quitting-in-england>

6. Report using data from the Millennium Cohort Study: <http://www.tobaccoinduceddiseases.org/Risk-factors-for-adolescent-smoking-uptake-Analysis-of-nprospective-data-from-the,152321,0,2.html>

# Partner-led activity

This toolkit and associated partner assets have been designed to help you raise awareness of No Smoking Day and encourage smokers to make a quit attempt through your own local channels. You can start using these materials right away. The creative approach is based on the insight that most smokers want to quit but lack the confidence to do so. Our overarching proposition is:

**You know** you want to quit.  
**We know you can.**

It's never too late to quit smoking.

Search 'smokefree' to get free quitting support this No Smoking Day.

Searching 'smokefree' will take you to the NHS Better Health website which includes lots of information about the benefits of quitting and the support available, including a facility to search for their local stop smoking service – <https://www.nhs.uk/better-health/quit-smoking>.





# How you can support No Smoking Day

**Whether you're a Local Authority, NHS Trust, charity, service provider or employer, there are lots of opportunities to support No Smoking Day.**

**In previous quit smoking campaigns, some examples of effective partner activity have included:**

- Scheduling content for newsletters, websites and intranets
- Planning social media content/takeovers
- Creating displays/sharing assets with partners in your area for use in their premises (e.g. digital screens, notice boards etc.)
- Organising community outreach activities
- Undertaking PR activity with local media
- Raising awareness of the day amongst healthcare professionals

At a local level, you may wish to use No Smoking Day as an opportunity to signpost local stop smoking services and promote details of these within local communications.



# Posters and digital assets

We have developed a range of posters and digital assets that you can use:

- on your outdoor areas and digital screens
- in your washrooms and on your notice boards
- in your internal communication sharing with your customers, members or branches

They include:

- Poster A4
- Screensaver 16x9
- Email signature

To download the assets, [click here](#).



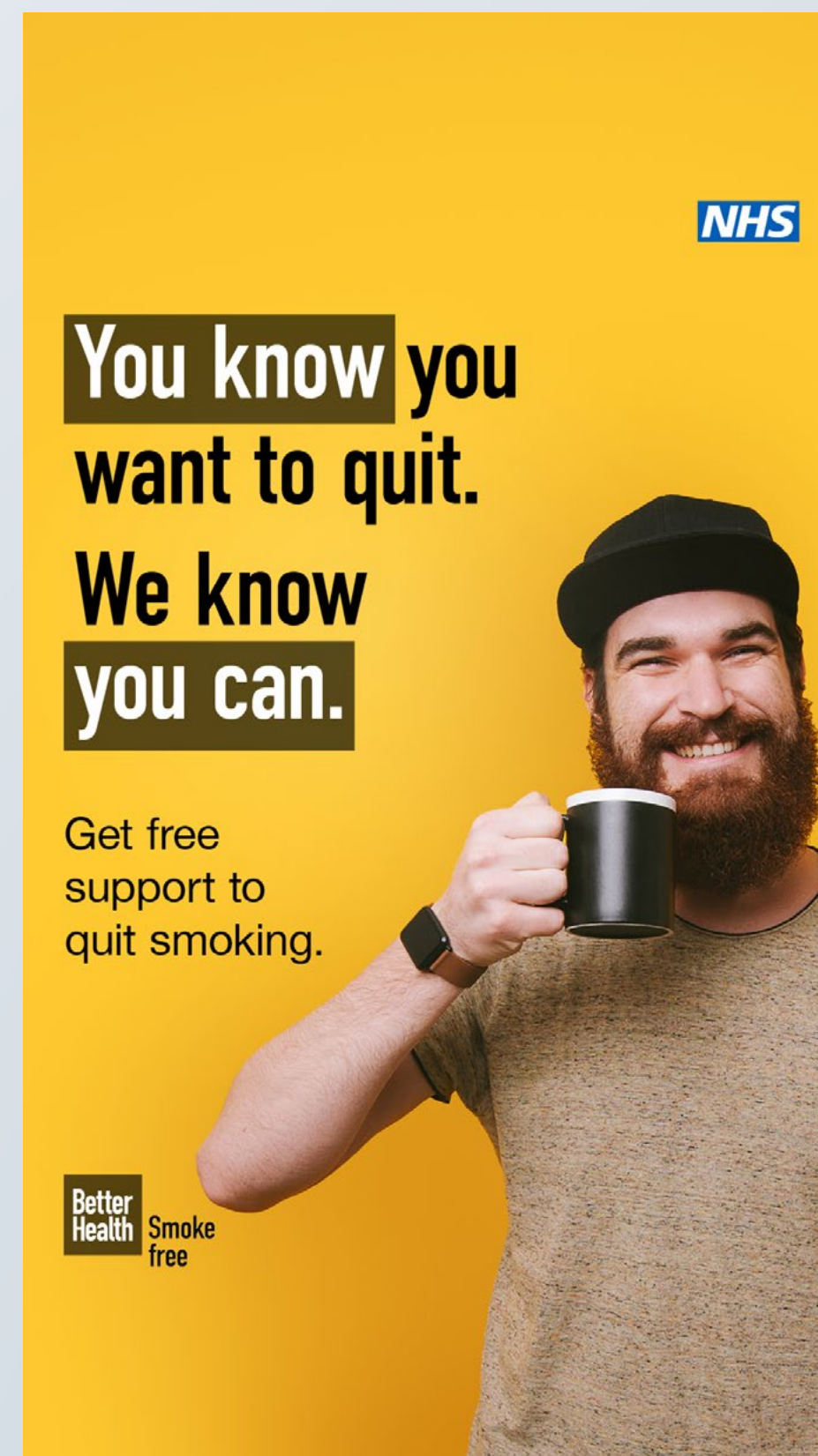
# Social media assets

We have developed a range of social assets that you can use on social media feeds, websites, blogs or newsletters.

They include:

- Static assets available in three formats (1:1, 16:9, 9:16) for each creative
- Animated assets available as 1:1 with three different messages:
  - Support to quit smoking
  - Tips for quitting
  - Benefits of quitting

To download the assets, [click here](#).



# Suggested social posts

It's never too late to quit smoking. When you stop smoking, there are almost immediate improvements to your health. You can quit smoking this No Smoking Day – Wednesday 13 March

<https://www.nhs.uk/better-health/quit-smoking/>

Getting expert support from your local stop smoking services means you're three times as likely to quit for good. You can quit smoking this No Smoking Day – Wednesday 13 March

<https://www.nhs.uk/better-health/quit-smoking/>

It's never too late to quit smoking and we've got lots of tips to help you succeed. You can quit smoking this No Smoking Day – Wednesday 13 March

<https://www.nhs.uk/better-health/quit-smoking/>

Almost every minute of every day someone is admitted to hospital with a smoking-related disease. It's much easier to stop smoking when you get the right support and there are lots of options to choose from. You can quit smoking this No Smoking Day – Wednesday 13 March

<https://www.nhs.uk/better-health/quit-smoking/>

Smoking is still the single largest preventable cause of death in England – estimated to account for 64,000 deaths each year. It's never too late to quit. You can quit smoking this No Smoking Day – Wednesday 13 March

<https://www.nhs.uk/better-health/quit-smoking/>

Quitting smoking is one of the most important things you can do not just for your own health, but also for your family. You can quit smoking this No Smoking Day – Wednesday 13 March

<https://www.nhs.uk/better-health/quit-smoking/>

**#NoSmokingDay**

# Suggested long copy

The 40th anniversary of No Smoking Day, a time for us to unite and offer encouragement and support to those on their quitting journey, is swiftly approaching on 13 March.

There are over 5.3 million adults in England who still smoke, and smoking remains the single largest preventable cause of death in England. In fact, up to two in three smokers will die as a result of long-term smoking.

Almost every minute of every day someone is admitted to hospital in England with a smoking-related disease and in 2022-23, there were an estimated 400,000 hospital admissions in England due to smoking and one in four hospital patients is a smoker. Despite the clear health risks of smoking, it's estimated that nearly 50 million cigarettes are smoked every day in England – around nine cigarettes a day per smoker.

However, smoking rates have reduced considerably since the first year of No Smoking Day 40 years ago and this year's No Smoking Day campaign aims to continue this pattern and encourage people to quit by offering free proven NHS resources and advice.

Be part of the change and help build a smokefree generation. For free support to quit smoking, search smokefree.

# Thank you!

**For supporting No Smoking Day.**

We hope you've found this toolkit useful.

We'd love to see any examples of local activity and also hear your feedback on the campaign – please email [partnerships@dhsc.gov.uk](mailto:partnerships@dhsc.gov.uk).

