

STOP TOBER

NHS



Stoptober

Partner toolkit

October 2024

**Better
Health**

**Let's
do this**

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Campaign overview

Stoptober is the Department of Health and Social Care's annual stop smoking campaign, based on evidence that if a smoker makes it to 28 days smoke-free, they are five times more likely to quit for good. Since it first launched in 2012, Stoptober has helped over 2.5 million people make a quit smoking attempt. With your help, this year we aim to encourage the remaining 5 million smokers in England to give quitting a go this October and support them to quit successfully.

While smoking rates have declined in recent years, over 5 million people in England still smoke and smoking remains the single biggest cause of preventable ill health and death. The total cost from smoking to society in England is approximately £21.8 billion each year, which includes a cost to the NHS of approximately £1.9 billion per year to treat smoking-related diseases.

The latest data shows that using willpower alone remains the most common approach to quitting smoking, despite being proven to be the least effective. Stoptober is a great opportunity to promote the range of national and local support available and, as a result, increase the number of successful quit attempts.

Searching 'Stoptober' directs smokers to the [Better Health website](#), where they can access a range of free support, tools, information and advice on quitting smoking. There is also a postcode lookup tool to help them find their local stop smoking service.

Stoptober is a little different this year as there will be no national paid media campaign, so your support is more important than ever.

We've created a range of campaign assets to help you promote Stoptober locally. These can be edited to include local service details, etc. The assets focus on reminding smokers of what Stoptober is all about – that if you quit smoking for Stoptober (i.e. 28 days) you are five times more likely to quit for good. We have also created assets promoting useful quitting tips, the health benefits of quitting and the support available.

We also strongly encourage you to create your own communications such as PR, case studies, blogs and displays, particularly to encourage smokers to access quitting support.

Meanwhile, we are working on plans for future campaigns in 24/25 and will share more details shortly. Make sure you and your colleagues are signed up for email updates from the [Campaign Resource Centre](#).

How you can support Stoptober

Whether you're a Local Authority, ICB, NHS Trust, charity, service provider or employer, there are lots of opportunities to support Stoptober.

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, noticeboards, etc).
- Organising community outreach activities.
- Undertaking PR activity with local media.
- Raising awareness of the day amongst healthcare professionals.
- At a local level, we strongly recommend using Stoptober as an opportunity to signpost to local stop smoking services and promote details of these within local communications.

Whilst Stoptober officially starts on 1 October, we encourage you to start raising awareness of the campaign and encouraging smokers to prepare for their quit attempt around two weeks in advance (i.e. from mid-September).



Key messages

Key messages

- Stop smoking for the 28 days of Stoptober and you're five times more likely to quit for good.
- Over 2.5 million people have quit smoking with Stoptober – join thousands of other smokers committing to quit this October.
- Quitting smoking is the best thing you can do for your health. When you stop there are almost immediate improvements to your health.
- It's never too late to quit smoking. Even if you've tried quitting before, give it another go this Stoptober.
- There's no need to go it alone – it's much easier to stop smoking when you get the right support and there are lots of options to choose from.
- Getting free expert support from your local stop smoking service is proven to give you the best chance of quitting successfully. Some are now able to offer free vape starter kits too.
- Better Health offers a range of free quitting support including the NHS Quit Smoking app, a 28-day email programme, a 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.



Facts and stats

- There are currently 5.3 million adult smokers in England. (i)
- Since 2011, adult smoking prevalence has dropped from 19.8% to 12.7%. (i)
- More men smoke than women (14.5% vs 10.9%). (ii)
- Smoking is the single biggest behavioural cause of preventable illness and death in England. Every year around 64,000 people in England die from smoking, with many more living with debilitating smoking-related illnesses. (iii)
- 2 out of 3 smokers will die from smoking unless they quit. (iv)
- Smokers lose on average 10 years of life, or around 1 year for every 4 years of smoking after the age of 30. (v)
- The prevalence of current smokers in England is highest in the East Midlands (14%) and lowest in the South East region (11.5%). (vi)
- The annual cost of smoking to society in England is £21.8 billion. (vii)
- The most common trigger for quitting smoking is a future health concern, followed by cost, a current health concern or a comment by family/friends.
- Most smokers try to quit with no support, followed by using a vape, NRT products, prescribed medication or accessing a local stop smoking service.
- When you quit smoking the benefits start almost immediately. After just 8 hours harmful carbon monoxide levels in your blood will have reduced by half. After 48 hours your senses of taste and smell are improving. After 2 to 12 weeks circulation will have improved, and after 3 to 9 months lung function increases by up to 10%.
- The average price of a packet of cigarettes is £15.84, which equates to smokers spending on average £59.54 a week on tobacco. That means they could save around £3,000 a year by quitting. (viii)
- 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. (ix)
- 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. (ix)

Campaign assets

We have developed a range of assets for you to promote Stoptober across your channels including A4 posters, social assets, digital screen assets and email signatures.

The campaign theme stresses the behavioural science upon which Stoptober was founded, namely that if you can get to 28 days smoke-free, your chances of quitting permanently are significantly increased. This is expressed as **'Stop smoking for Stoptober and you're 5 times more likely to quit for good'**.

The campaign resources feature a person with their hand raised and showing a five-finger gesture to drive home the key message and show people how Stoptober can be the first step towards quitting smoking for good.

You can support the campaign by:

- Using our assets in your social feeds and websites
- Printing and displaying posters
- Using the digital screen assets in your places of work/waiting areas
- Sharing key message through your local communication channels.



Localising assets

The assets we've created are all editable, so you can add in your own 'call to action' to direct people to local stop smoking services or websites, as well as your own logo.

In order to localise these assets, you will need Creative Cloud and Adobe InDesign. Please keep your message as short as you can so it does not interfere with any imagery or other copy on the document. The copy has been set to Arial for ease of use and we strongly advise that the copy is set to black for accessibility purposes.

You can also add in your own logo (replacing the Better Health logo in the bottom left). Again, this can be done using Creative Cloud and Adobe InDesign. Please ensure that your logo is no bigger than the box on the assets. We'd also recommend making sure your logo does not clash with the background colours.

STOP TOBER

NHS

Stop smoking for Stoptober and you're 5 times more likely to quit for good.

YOUR CTA GOES HERE

Your logo goes here

Suggested social media posts

Below are some ideas for social media posts you may wish to use before and during Stoptober. Many of these suggestions signpost to the Better Health website, but feel free to include links to local services and websites should you wish to.

Preparing for Stoptober

On 1 October

- #Stoptober is back! Join thousands of other people preparing to quit smoking this October. Visit NHS Better Health for lots of free advice and support to help you plan your quitting journey.
- Quit smoking for 28 days this #Stoptober and you're 5 times more likely to quit for good! Visit NHS Better Health for free quit smoking support.
- Over 2.5 million people have successfully quit smoking with #Stoptober. Visit NHS Better Health for lots of free advice and support to help you plan your quit attempt this October.
- It's never too late to quit smoking and you will notice almost immediate improvements to your health when you stop. #Stoptober is a great time to join others giving quitting a go from 1 October!
- You're far more likely to quit smoking successfully with the right support. Discover what's available at NHS Better Health and prepare to quit for good this #Stoptober!
- Getting support from your local stop smoking service gives you the best chance of quitting smoking successfully. Visit NHS Better Health to find your nearest service and get ready to quit for good this #Stoptober!
- NHS Better Health has a range of tools to help you quit for good this #Stoptober. Download the NHS quit smoking app, register for daily email support or read information about using a vape to quit smoking – there are lots of options to help you!

- #Stoptober is here! Congratulations to everyone who is starting day one of their quit smoking journey – don't forget there's lots of information to help you at NHS Better Health.
- #Stoptober starts today! It's not too late to join thousands of other people quitting smoking this October. Make it to 28 days smoke-free and you're 5 times more likely to quit for good! Get free support here: NHS Better Health.

Suggested social media posts

Throughout October

End of Stoptober

- If you've Quit Smoking for #Stoptober here are some tips to help you on your quitting journey. [use 'quitting tips' animation]
- Quitting smoking is easier with support – you don't need to go it alone! See what help is available below. [use 'quitting support' animation]
- If you've Quit Smoking for #Stoptober, your longer-term risks of cancer, lung disease, heart disease and stroke will significantly reduce. See the other health benefits below! [use 'benefits' animation]
- Have you Quit Smoking for #Stoptober? If so, let us know how it's going!
- Did you know that the average smoker can save around £59 a week by quitting smoking? That's £3,000 a year! If you've quit for #Stoptober you're not only making huge improvements to your health but also your finances!
- Quit Smoking for #Stoptober? More oxygen will be getting to your skin, making it brighter, and your teeth will no longer be getting stained with tar.
- Using a vape to Quit Smoking for #Stoptober? Nicotine vaping is substantially less harmful than smoking and is one of the most effective tools for quitting smoking.
- Quitting smoking for #Stoptober? Why not join the Quit Smoking Facebook support group to get tips from others and share your experience?

Template article/press release copy

This template can be used to create your own article or press release.

'STOP SMOKING FOR STOPTOBER AND YOU'RE FIVE TIMES MORE LIKELY TO QUIT FOR GOOD'

Stoptober is back, calling on smokers in England to join the 2.5 million others who have made a quit attempt with the campaign previously.

Over 5 million adults in England still smoke. Smoking causes 64,000 deaths a year, making it the biggest cause of preventable illness and death. Quitting smoking is one of the best things you can do for your 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.

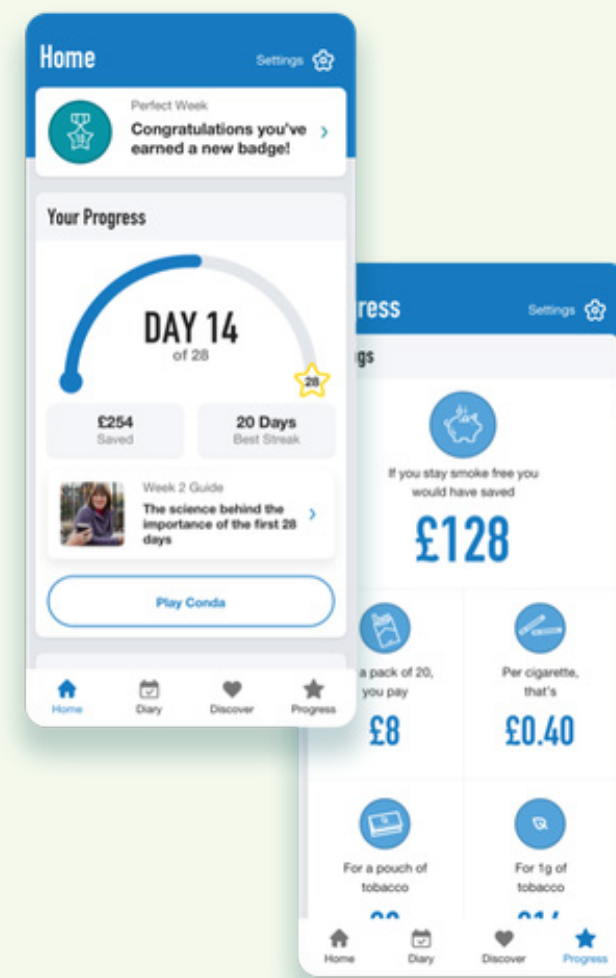
Stoptober offers a range of free quitting tools including the NHS Quit Smoking app, daily email support, Facebook support group, information about quitting smoking with a vape and expert support from local stop smoking services. Simply search 'Stoptober' for more information or visit the Better Health Quit Smoking Website.

[insert details here of local quit smoking support/quotes from local spokespeople].

Better Health Quit Smoking tools

Better Health has a range of content and tools to help smokers make a successful quit attempt, all of which can be accessed at www.nhs.uk/better-health/quit-smoking.

Here's a summary of what's available:



NHS Quit Smoking app

Our quit smoking app is available to download for free on the Apple App Store or Google Play. Based on a 28-day quit programme, the app allows you to:

- track your progress
- see how much money you're saving
- get daily support

Get a free Personal Quit Plan

Quitting smoking is easier with the right support. Give up for 28 days, and you're 5 times more likely to quit for good – get your plan now!

Personal Quit Plan

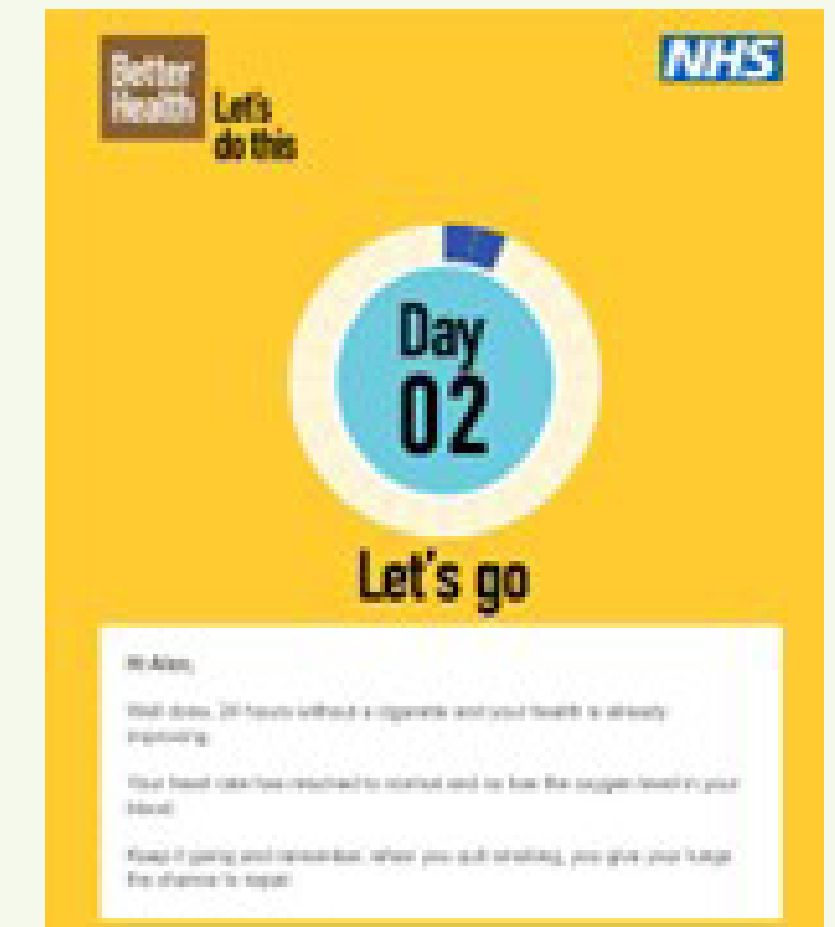
Quit smoking with your free personal quit plan

You're more likely to stop smoking with the right support, so find the combination that's right for you in 4 easy steps.

Start

Personal Quit Plan

Answer 3 easy questions to find the combination of support that's right for you in a free personal quit plan.



Daily email support

Smokers can sign up for daily email support to get tips and advice direct to their inbox throughout their 28-day quit smoking journey, and occasional emails after that to help keep them on track.

Better Health quit smoking tools



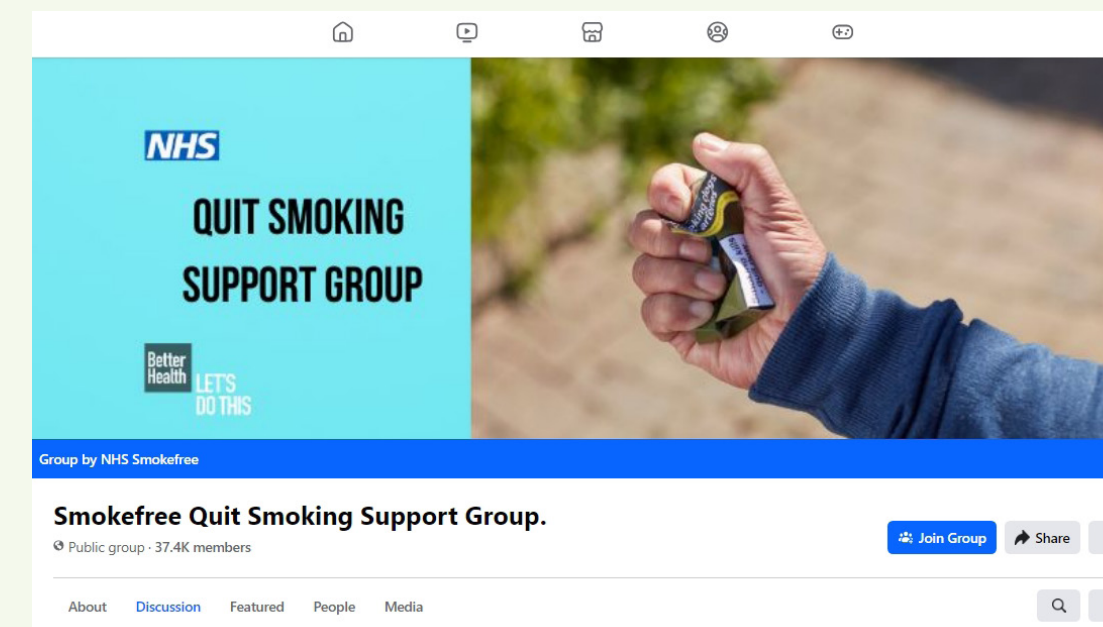
Information about vaping to quit smoking

On the Better Health website, you will find the facts on vaping, based on scientific evidence and research, plus advice on how to use vapes as a tool to quit smoking. We've also recently added a 'vaping myth buster' section.

A screenshot of the NHS website's 'Find stop smoking support services' page. The page has a light blue header with 'Home > NHS services'. The main heading is 'Find stop smoking support services'. Below this is a text input field with the placeholder 'Enter a town, city or postcode in England'. There are two buttons: a green 'Search' button and a grey 'Use your location' button.

Local stop smoking service lookup tool

Along with the service lookup tool itself, the website provides information about what to expect when accessing a local stop smoking service and how they can give you the best chance of quitting successfully.



Facebook Quit Smoking support group

Smokers don't need to go it alone – they can join others going through the same thing in a friendly and supportive environment. Our Facebook support group has over 37,000 members.

Evaluation

Evaluating campaigns is important to ensure future activity is as effective as possible and allows us to demonstrate the impact they have. We would really appreciate your help with this in the following ways:

Share examples of local activity

We love to see examples of local activity, whether that's a quick email explaining what you've done, photos of displays or screenshots of online activity. We're also really interested to see any metrics you have captured, such as website visits or social media reach/interaction. These can be sent to partnerships@dhsc.gov.uk.

Monitor stop smoking service data

If you're using Stoptober as an opportunity to promote local stop smoking services, it would be great to see any change in the number of smokers accessing them – e.g. an uptick in sign-ups during the month of October compared to prior months. Again, this information can be sent to partnerships@dhsc.gov.uk

Complete our evaluation survey

Towards the end of October, we will get in touch with a short online survey. This is your opportunity to share feedback on the assets and resources we've provided, along with details of your local activity. We will also ask about future campaigns to identify areas where we can make improvements.

Request trackable links

If you are signposting people to the Better Health website from your online communications, we are able to provide unique links which enable you track the user journey and help with your evaluation. Please email partnerships@dhsc.gov.uk if you would like more information.

References

- (i) ONS. 2022. Adult smoking habits in the UK: 2022. [Adult smoking habits in the UK – Office for National Statistics \(ons.gov.uk\)](https://www.ons.gov.uk/people-and-population/health-and-life-expectancy/adult-smoking-habits-in-the-uk)
- (ii) Smoking Toolkit Study. 2024. <https://smokinginengland.info/graphs/annual-findings>
- (iii) OHID. Health Profile for England. 2021. [Health Profile for England 2021 \(phe.org.uk\)](https://www.phe.org.uk/publications/health-profile-for-england-2021)
- (iv) E. Banks, G. Joshy, M.F. Weber, B. Liu, R. Grenfell, S. Egger, E. Paige, A.D. Lopez, F. Sitas, V. Beral. Tobacco smoking and all-cause mortality in a large Australian cohort study: findings from a mature epidemic with current low smoking prevalence. BMC Medicine 2015: volume 13, number 38. [Tobacco smoking and all-cause mortality in a large Australian cohort study: findings from a mature epidemic with current low smoking prevalence – PMC \(nih.gov\)](https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4581111/)
- (v) Royal College of Physicians. 2018. Hiding in plain sight: Treating tobacco dependency in the NHS. [Hiding in plain sight: Treating tobacco dependency in the NHS | RCP London](https://www.rcplondon.ac.uk/projects/outputs/hiding-in-plain-sight-treating-tobacco-dependency-in-the-nhs)
- (vi) 2023. Local tobacco control profiles for England: statistical commentary, September 2023 update. <https://www.gov.uk/government/statistics/local-tobacco-control-profiles-september-2023-update>
- (vii) ASH. 2023. ASH Ready Reckoner. [ASH Ready Reckoner – ASH](https://www.ash.org.uk/ready-reckoner)
- (viii) ONS. 2022. RPI: Ave price – Cigarettes 20 king size filter. [RPI: Ave price – Cigarettes 20 king size filter – Office for National Statistics \(ons.gov.uk\)](https://www.ons.gov.uk/economy/price-and-inflation/rpi)
- (ix) Cochrane Reviews. 2021. Smoking cessation for improving mental health. <https://www.cochranelibrary.com/cdsr/doi/10.1002/14651858.CD013522.pub2/full#CD013522-abs-0002>

Get in touch

To support Stoptober.

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.

