



**Southampton  
Smokefree  
Solutions**

**Better Health  
2025**


# Toolkit

This toolkit is designed to support the Better Health Quit Smoking campaign. The resources promote the benefits of quitting smoking and signpost to a range of support, reflecting our local options.

# Background

Smoking remains the leading cause of preventable illness, death and disability and a leading driver of health inequalities in England. Tackling tobacco dependency is one of the most effective ways of eliminating health inequalities. Stop smoking services are extremely cost-effective and play an important role, alongside other tobacco control policies, in driving down rates of smoking at national and local levels.


The Department of Health and Social Care's Better Health is the overarching brand for government health campaigns. Better Health campaigns are intensively researched and tested and can be adapted for local requirements where necessary. Please get in touch if you need any support with this.



People who smoke need information on locally available support. Marketing is critical to enable people to identify what is available and what would work for them. A simple website or noticeboard that sets out the range of options, including self-support, and has links to other sources of information is recommended to let local people who smoke know where you are and what is available.

Communication campaigns are a highly effective behaviour change intervention that can motivate people who smoke to try to stop smoking and to access the most effective stop-smoking aids and support. Locally targeted behaviour change campaigns will inform and motivate people to access interventions. Health and social care professionals are a highly effective part of communicating health messages and explaining the links between smoking and illness.

Resources include wallet cards, posters, animations, and key messages. They can be used all year round to suit your local activity.



**Better Health** Smoke free **NHS**

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

Get free support to quit smoking.



**Better Health** Smoke free **NHS**

**You know you want to quit.**  
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Get free support to quit smoking.



**NHS**

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

It's never too late to quit smoking.  
For free quitting support search 'smokefree'.



**Better Health** Smoke free

QUIT-PO-2



# Local promotion - posters

General posters can be [downloaded here](#)



GP based posters can be [downloaded here](#)



Pharmacy based posters can be [downloaded here](#)



# '2' in '3' Tobacco Harms

## '2 in 3' tobacco harms poster

A downloadable A4 poster featuring the statistic that up to 2 in 3 long-term smokers die from smoking. It signposts the NHS Quit Smoking App, and the zip folder contains versions with and without bleed/cropmarks f...

 Campaign Resource Centre

## '2 in 3' tobacco harms digital screen

A downloadable 16x9 digital screen graphic featuring the statistic that up to 2 in 3 long-term smokers die from smoking. It signposts the NHS Quit Smoking App.

 Campaign Resource Centre

## '2 in 3' tobacco harms social static

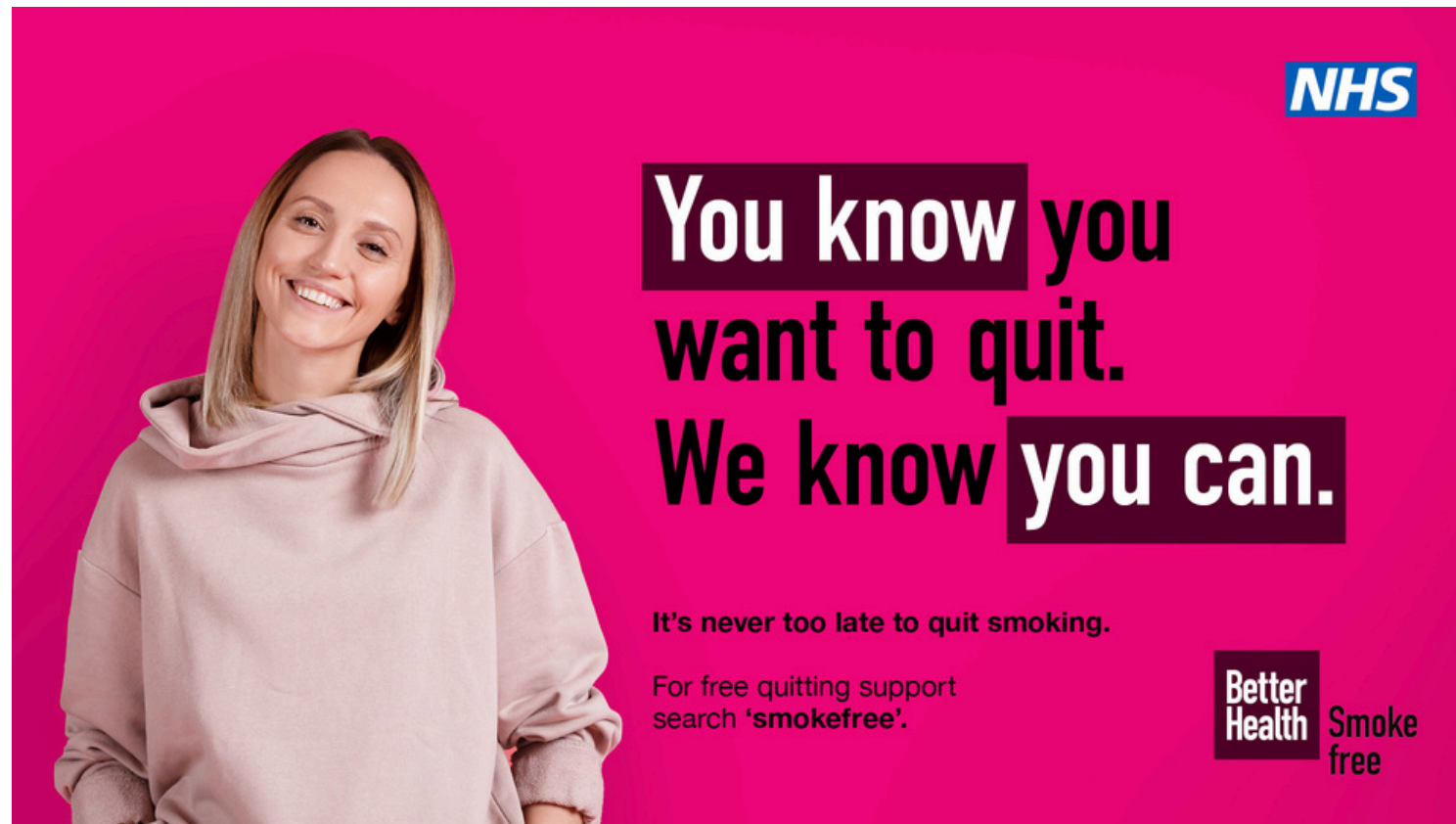
A downloadable social static JPEG available in 1x1, 9x16 and 16x9 dimensions. It features the statistic that up to 2 in 3 long-term smokers die from smoking and signposts the NHS Quit Smoking App for support.

 Campaign Resource Centre



# Local promotion - digital screens

Digital screens can be [downloaded here](#)



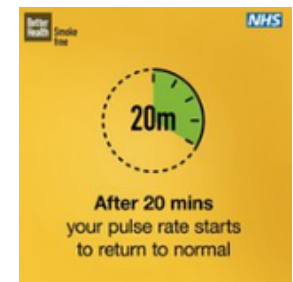


# Local promotion - social media

Static social media images can be [downloaded here](#)



Social media animation - 'benefits of quitting' can be [downloaded here](#)






Social media animation - 'support to quit' can be [downloaded here](#)






Social media animation - 'tips to quit' can be [downloaded here](#)



# Sample social media content

<p>We believe in you and are here to support you every step of the way. With our help, you can quit smoking and enjoy a healthier life. You've got this! #QuitSmoking #WeBelieveInYou</p>	
<p>Quitting smoking is tough, but you don't have to do it alone. Our NHS Stop Smoking team offers free support and advice. Take the first step towards a smoke-free life; contact the team today on XXXX #QuitSmoking #BetterHealth</p>	
<p>With our free support and resources, you can overcome the challenges of quitting and enjoy a healthier, smoke-free life. Let's take this journey together! #QuitSmoking #Support</p>	

# Sample social media content

Ready to quit smoking? Get free help with our Stop Smoking Service! Our team can offer support and tools to make quitting easier. Start your journey to a healthier life today. #QuitSmoking #HealthyLife #StopSmoking	
Want to quit but not sure how? Check out these stop smoking tips on how to quit smoking for good! For free help and support to quit, contact us today #StopSmokingTips #Health #QuitTips	
You know you want to quit. We know you can. The benefits of quitting may start sooner than you may think! #QuitSmoking #Support #SmokeFree #Health	

# Social media tips

<p><b>Hashtags</b> are crucial on social media as they categorise content, enhance discoverability, and encourage engagement by connecting posts to broader conversations or trends. They enable users to search for specific topics and participate in discussions, thus increasing the reach and visibility of posts. However, the ideal maximum number of hashtags per post varies by platform; generally, it's recommended to use up to 3-5 on Twitter, 5-10 on Instagram, and 2-3 on Facebook and LinkedIn to avoid overwhelming the audience and maintain the post's readability.</p>	<p>#StopSmoking #Smokefree #QuitSmoking #Support #BetterHealth #Health #HealthyLife #Southampton #StopSmokingSupport #QuitForGood #GP #Pharmacy #FreeHelpToQuit</p>
<p><b>Tagging</b> organisations on social media boosts engagement by directly involving them in the conversation, which can lead to increased visibility through their followers.</p>	<p>@s_smokefree (X) @SouthamptonSmokefree (Instagram) Southampton Smokefree Solutions (Facebook)</p>

# Pharmacotherapy Videos

## Nicotine-free medicines educational video

A video in 01:23 and 00:15 length formats explaining how nicotine-free medicines can be used to quit smoking. We recommend using longer form for websites and shorter form for social media. Both files are MP4....

 Campaign Resource Centre



## Nicotine replacement therapies educational video

A video in 01:39 and 00:15 length formats explaining how nicotine replacement therapies can be used to quit smoking. We recommend using longer form for websites and shorter form for social media. Both...

 Campaign Resource Centre



## Nicotine vapes educational video

A video in 02:02 and 00:15 length formats explaining how nicotine vapes can be used to quit smoking. We recommend using longer form for websites and shorter form for social media. Both files are MP4. Our long...

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Should you require localised or additional resources to accompany service posts, please contact the team at [Southampton.SmokeFreeSolutions@nhs.net](mailto:Southampton.SmokeFreeSolutions@nhs.net) or call 0800 999 1485