Communications Toolkit

About Stoptober 2016

Stoptober, the 28 day stop smoking campaign from Public Health England which encourages and supports smokers across the country towards quitting for good, returns for a fifth year.

Stoptober has made a big impact on our local community already after a successful 2015 saw 1,422 smokers in Wirral sign up to quit smoking for good. Stoptober has also helped to lower smoking rates to 18.9% in Wirral, although some areas in the borough still have rates as high as 32%

This year there are two tasks for the campaign:

1. To inspire and engage as many smokers as possible to make a quit attempt from 1st October and maintain it for 28 days. We will encourage people to change their behaviour by joining Stoptober, a mass quitting campaign that boosts motivation to quit and provides personal day-to-day support and products to maximise people’s chance of success.
2. To ensure Stoptober triggers quitting with a new marketing approach that shifts the emphasis from sign-ups to participation.

Campaign activity

Based on insight into what works best with our potential quitting audience, this year’s campaign will focus heavily on Facebook as the primary social media channel. There will not be any TV or out of home advertising, however e-CRM, PR, commercial and public sector partnerships support will form vital components to raise awareness and drive participation (rather than sign-ups).

The campaign creative is split into four stages to maximize impact on Facebook.

20th - 21st Sept Announce Phase

Letting consumers know that Stoptober is back
22nd - 29th Sept Trigger Phase

Getting consumers interested in participating in Stoptober. The goal of this phase is to direct smokers to the Stoptober website where they can find details on how to participate in Stoptober.

30th Sept - 3rd Oct Activate Phase

Creating engagement on social media and feeling of mass participation. A good luck film has been produced to provide quitters with an uplifting and motivating final message as they begin Stoptober. You are also encouraged to sign up to the Stoptober Thunderclap using Facebook and Twitter. The Thunderclap will send an automated message from your account(s) to mark the start of October and to support smokers taking part in Stoptober.

1st Oct – 28th Oct Support Phase

Maintaining consumers interest and motivation throughout the 28 day quitting journey. During October PHE will be sharing encouraging messages for those taking part via their social media channels. These social media updates will drive traffic back to the Stoptober website where consumers can choose the support methods which they feel may work best of them. The social media updates will also highlight some key milestones all those taking part in Stoptober will accomplish if they stick to the 28 days Smokefree, and congratulations messages for 28th October to mark the end of Stoptober.

How smokers participate without signing up
Stoptober owned channels

Social Media:

Facebook: www.facebook.com/stoptober

Twitter: www.twitter.com/stoptober

The official hashtag for Stoptober is #Stoptober2016 and we encourage all partners to use the hashtag across Twitter and Facebook to create the feeling of ‘mass participation’.

Website: https://www.nhs.uk/oneyou/stoptober/home

When posting/tweeting please use the unique URL http://po.st/Stop16_Wirral which PHE have created for our area.

Upon visiting the website users will be presented with a range of quitting methods from which they can choose their way to quit.

Wirral Council owned channels

Social Media:

Facebook: www.facebook.com/wirralcouncil

Twitter: www.twitter.com/WirralCouncil

Wirral Councils smoking cessation service:

ABL Wirral: 0151 541 5656, text ABL to 60777, e-mail wiccg.ablwirral@nhs.net or visit www.ablwirral.co.uk

Key messages

The key messages below should be routinely communicated throughout Stoptober to raise awareness of and encourage smokers to take part in this year’s 28-day quit attempt.

About Stoptober

- England’s seven million smokers are being encouraged to take part in this year’s Stoptober, the 28-day stop smoking challenge from Public Health England, starting on 1 October
- Research shows that smokers who make it to 28 days smokefree are 5 times more likely to stay quit for good
- Search ‘Stoptober’ online to find out about a range of free and proven support available to help you start your quitting journey for 28 days and beyond
Why take part?

- If you are a smoker, stopping smoking is the best thing you can do for your own health and the health of those around you. You will start to see the benefits very quickly, not only to your health but also to the money in your pocket.
- Over 14,800,000 smokers in England have already quit for good; by taking part in Stoptober, you can become one of 15 million ex-smokers.
- Nearly a million people have taken part in Stoptober since it began in 2012.
- There has never been a better time to stop smoking: Quitting success rates are the highest ever; cigarette packs are losing their attractiveness with the introduction of standardised packaging; and e-cigarettes, which many smokers find helpful for quitting, are now more tightly regulated than ever before to assure their safety and quality.

Stoptober support for quitting advice

- Everyone’s quitting journey is different, however you choose to quit, Stoptober can support you.
- By searching ‘Stoptober’ online, you can find the right quitting method for you. Support includes the app, email and social media support including Facebook Messenger, which is new to the support package for this year. There is also information about the free expert face-to-face support that your local Stop Smoking Service or Pharmacy team can offer, as well as detail on the different types of stop smoking aids available including medicines and e-cigarettes.

What are stop smoking medicines?

- Nicotine Replacement Therapy (NRT) gives you some of the nicotine that you would have received from cigarettes, but without all the harmful stuff like carbon monoxide and tar.
- Using NRT can double your chances of quitting smoking. These products, which include tablets, patches, gum, lozenges, inhalators and nasal sprays, have been used by millions of smokers to help them stop.
- NRT products can be bought over the counter or obtained on NHS prescription. In addition, two non-nicotine containing stop smoking medicines, Varenicline (Champix) and Bupropion (Zyban) are available on prescription.
- All stop smoking medicines are effective treatments to help you stop smoking. You can get advice from your pharmacy, doctor or local Stop Smoking Service to help you decide which is right for you.

E-cigarettes

- Experts have estimated that using an e-cigarette is around 95% less harmful to your health than smoking.
- E-cigarettes are particularly effective when combined with expert support from local Stop Smoking Services – two thirds of smokers who choose this route manage to quit successfully.
E-cigarettes are now the most popular stop smoking aid in England and the evidence indicates that they can help smokers to quit. If you are using an e-cigarette, Stoptober will give you additional support to help make your quit attempt successful.

Key messages specifically for Wirral

- Free, local, easy to access and personalised face-to-face advice and support is available from a range of healthcare professionals including local ABL Wirral’s Stop Smoking Service, pharmacies and GPs
- Smokers are up to four times more likely to quit successfully with expert support from stop smoking services
- To find out more about local stop smoking services, ask your pharmacy team or GP. Or contact ABL Wirral on 0151 541 5656, text ABL to 60777 or email wiccg.ablwirral@nhs.net

Employer message

- The costs of smoking to business in lost productivity are enormous. Businesses in England lose billions of pounds a year due to smoking breaks and smoking-related sick days

How you can get involved

This toolkit has been developed to provide information and resources to organisations or groups wishing to promote the campaign via their channels to improve participation rates of smokers in Wirral.

Promotion of the campaign from local partners will be important in helping to make 2016 the most successful Stoptober campaign to date.

Your support in sharing Stoptober content on your channels as well as posting your own Stoptober related content would be great to help us to spread the word.

There are lots of ways that you can promote the campaign to your staff and service users.

- The Stoptober Facebook and Twitter pages will post/tweet the good luck film on the morning of Friday 30th September. We ask that you visit their social pages and ‘share’ this via your organisations Facebook page and ‘retweet’ on your Twitter page. If possible, please do so on Friday 30th of September.
- Sign up to the Stoptober Thunderclap using Facebook and Twitter
- Communicate Stoptobers key messages
- Signpost quitters to ABL Wirral’s stop smoking service
- Retweet/share @WirralCouncil tweets and Facebook posts
- Display campaign materials in public areas and staff rooms
- Place digital adverts on website and intranet pages
- Feature stories in newsletters and bulletins
• When posting/tweeting please use the #Stoptober2016 hashtag and Wirral’s unique URL http://po.st/Stop16_Wirral which PHE have created for our area. If you are aware of case studies you may wish to include them in your promotional activities
• Share any planned Stoptober activities with Wirral Council

Templates

Ready-to-use copy

Long copy

Stoptober - the 28-day quit smoking campaign – is back.

Based on research that if you stop smoking for 28-days you are five times more likely to quit for good, England’s seven million smokers are being encouraged to take part in this year’s Stoptober campaign, starting on 1 October.

Visit the Stoptober website to find out about a range of free and proven support available to help you start your quitting journey for 28 days and beyond.

From the app, email and social media support including Facebook Messenger, to more information about the expert face to face support that your local Stop Smoking Service, ABL Wirral, can offer, as well as the different types of stop smoking aids available to you; including medicines – Stoptober is here to help you.

Everyone’s quitting journey is different, but you will not be alone. Nearly a million people have taken part since Stoptober began five years ago, so join in with the biggest stop smoking challenge of its kind, search Stoptober and find the right support for you.

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Short Copy

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Join in with the biggest stop smoking challenge of its kind, search Stoptober now.
Campaign materials and resources (included in attached zip file)

Local resources

- Cost and health infographics, email signature, web banner - created by Healthier Futures
- Stoptober plasma screens x 3

National resources

- Stoptober A4 poster
- Workplace productivity calculator - gives cost of smoke breaks and sick days

Further Stoptober campaign materials can also be downloaded from PHE’s Campaign Resource website. If you require any assistance downloading the files, please email partnerships@phe.gov.uk

The full edition of PHE’s Health Matters on ‘Tobacco standard packs – seizing the moment to support smokers to quit’ can be viewed here and contains some useful information and resources to use.

Further information

For further information about Stoptober 2016 and how you can get involved locally, please contact louisemcnee@Wirral.gov.uk

KEEP INFORMED ABOUT OUR LOCAL PUBLIC HEALTH CAMPAIGNS

To make sure you don’t miss out on future campaign briefings and communication toolkits, join our campaign mailing list by emailing your name, job title and organisation to louisemcnee@Wirral.gov.uk