‘Stoptober’

Smokefree Campaign

Communications Toolkit

September 2012
This document is aimed at Smokefree partners and stakeholders wishing to be involved in Stoptober 2012. It outlines key information, messaging, contact details and assets for utilisation throughout the campaign.

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Executive summary

On 1 October, the Department of Health will be launching a mass participation stop smoking attempt across England, called Stoptober. The campaign will seek to encourage as many smokers as possible to attempt to go smokefree for 28-days throughout October.

Over 8 million people in England smoke. While smoking rates have declined over past decades, the rate of decline has slowed in recent years. 21% of adults in England continue to smoke, and the Department of Health aims to reduce smoking prevalence among all adults to 18.5% by 2015.

Stoptober will provide a range of free advice and support throughout people’s stop smoking attempt, and is based on research that smokers are five times more likely to stay smokefree if they successfully make it through the first four weeks.

The campaign is a through the line initiative, which will feature a new Stoptober mobile phone app and Stoptober support pack and includes TV, radio, print and online advertising, social media engagement as well as a full PR campaign and national media partnership.

Support from local partners is invaluable in providing advice to smokers wishing to become smokefree. This toolkit has been developed to provide information and resources to organisations or groups wishing to promote Stoptober and help more people sign up to the 28-day smokefree challenge.

This first edition of the toolkit contains communication advice, facts and statistics, key messages and press release templates to help you share campaign information with your stakeholders, partners and local media. It also includes campaign resources and a timeline to help you in planning your communications activities.

This toolkit may be used by Local Authorities, local charities, NHS communicators, companies, charities, support groups, or any organisation with an interest in helping people stop smoking.

We do hope you are able to support this campaign. By working in partnership, we hope to get everyone in England talking about Stoptober and as many smokers as possible attempting to stop smoking through the new 28-day programme.

Good luck with your activities and thank you in advance for all your help.
Campaign overview – Stoptober

Stoptober will begin on 1 October 2012 and provides a wide range of support, guidance and encouragement for smokers wishing to attempt to go smokefree for 28 days. Stoptober is a positive and supportive campaign to help people achieve their stop smoking goal.

Stoptober is a through the line initiative, incorporating TV, radio, print and online advertising, social media, a regional roadshow, ongoing customer communications and partnership support - as well a full PR campaign and national media partnership.

It will centre around a new Stoptober pack, mobile phone app and 28-day text support programme. These will be available for participants to order and download through www.smokefree.nhs.uk/Stoptober. A range of other collateral including posters, information cards and in-pharmacy assets will be available on the NHS Smokefree Resource Centre www.smokefree.nhs.uk/resources.

The marketing campaign will launch on 8 September, calling for the public to begin thinking about a stop smoking attempt and preparing themselves for Monday 1 October and the start of Stoptober. The campaign will be supported by a number of celebrities who will promote Stoptober and encourage people to take part.

Target audience

• Stoptober will target all smokers in England, with the primary audience being the two thirds of smokers who want to quit

• Whilst the campaign will target all smokers, it will focus on the groups with highest prevalence, particularly smokers in routine and manual jobs
Key messages

The key messages below will be routinely communicated throughout the campaign to help explain the reasons why the new 28-day stop smoking programme will help people wishing to be smokefree.

Key campaign messages are:

• Stoptober is the first mass quit attempt of its kind encouraging the UK’s 8million smokers to stop smoking for 28 days

• If you can stop smoking for 28 days, you are five times more likely to stay quit

• Whilst 68% of smokers tell us they want to quit, relatively few (38%) actually make an attempt. Those taking part in Stoptober will be provided with a detailed 28-day step-by-step programme to support them in their smokefree attempt:
  o For more information and to join the biggest stop smoking challenge of its kind, visit smokefree.nhs.uk/Stoptober

• Those who stop smoking for 28 days and longer will begin to experience financial, physical and health benefits including better sense of taste and smell and a reduced risk of lung cancer and heart disease

• The Stoptober programme is based on the gathering of data and research into the motivations, challenges and the realities of attempting to stop smoking

Facts & statistics

• Over 8 million people in England smoke. While smoking rates have declined over past decades, the rate of decline has slowed in recent years

• The tobacco control plan sets up an ‘ambition’ to reduce smoking prevalence among all adults in England from its current level of 21%, to 18.5% by 2015.

• Most smokers have tried to quit and failed before. Although there are almost 5 million attempts to quit each year in England, only around 7% of quitters succeed in stopping for one year

• Whilst 68% of smokers tell us they want to quit, relatively few (38%) actually make an attempt

• Smoking is the biggest cause of premature death in England and each year it accounts for over 100,000 deaths in the UK and one in two long-term smokers will die prematurely from a smoking disease
Tone

• Stoptober is a new initiative with a positive and supportive tone of voice. Language used reflects this, like ‘Well done! You’ve shown amazing willpower to make it to two weeks. Now just keep going.’

• We know attempting to stop smoking can be very challenging and free support, motivation and advice are available throughout Stoptober for those attempting the 28-day programme

• Messages can include:
  o It’s like October but without Cigarettes
  o Join the 28 day challenge
  o There’s lots of free support to help you stay on track

All details of Stoptober are embargoed until Saturday 8 September when the campaign is announced. Please do not release any information to the press or public until this date.
Resources

Planning your communications activity

This campaign may fit in with other communications activity you have planned, or may present some stand-alone opportunities. To help you plan effectively, please see some suggestions below to help you get the most out of the activity.

• **Put it on the agenda**

  Dedicate some time at an upcoming team meeting to consider how this Stoptober fits with your organisational activity and objectives. Prior to promoting the campaign it may be useful to think about which of your audiences this information will be of interest to and how your organisation can best support Stoptober.

• **Appoint a lead**

  If possible, appoint a lead to co-ordinate any planned activity around this campaign. This person could be responsible for managing activity plans and timelines.

• **Get the right support in place**

  Consider what resources you will need in advance, and how you can maximise the skills and experience of the group/team members. For example, if you are organising an event, you may want to order campaign leaflets to give out to attendees and draft a press release to send to local media. You could also promote the campaign online, for example via facebook or twitter (please see the ‘Social media’ section below).

  If your team doesn’t have the resources to carry out all of the communications activity described in this pack, prioritise what you can do.

• **Get the timing right**

  Below are some key campaign timings to help you plan your local activity.

  Stoptober will be announced on Saturday 8 September with Chief Medical Officer highlighting the need for the campaign. This will signal the start of three weeks of awareness raising and recruitment among the general public.

  Stoptober will begin on Monday 1 October with case studies who have completed the 28-day smokefree programme and celebrity supporters encouraging participants to keep motivated throughout and bring energy and excitement to the campaign.
Key campaign dates

<table>
<thead>
<tr>
<th>Date</th>
<th>Campaign activity</th>
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<tr>
<td>8 Sept</td>
<td>Campaign launch</td>
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<tr>
<td>8 Sept onwards</td>
<td>Regional Stoptober roadshow</td>
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<tr>
<td>8 Sept onwards</td>
<td>Social media activity</td>
</tr>
<tr>
<td>10 Sept onwards</td>
<td>Advertising to appear across TV, radio, print and online</td>
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<tr>
<td>1 Oct</td>
<td>Stoptober begins and national PR activity</td>
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<tr>
<td>1 – 28 Oct</td>
<td>On-going PR activity throughout Stoptober</td>
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<td>28 Oct</td>
<td>End of Stoptober</td>
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Media enquiries and support

Department of Health Media Centre will be co-ordinating the announcement of the campaign on 8 September. All national, regional, local and stakeholder media is embargoed until the 8 September, and will be led by Media Centre.

From the 8 September all regional and local stakeholders are encouraged to utilise Stoptober to encourage smokers in their area to attempt the stop smoking programme. Stoptober can also be used to engage smokers with local NHS Stop Smoking Services.

Media Centre is available to support any media engagement and promotion of Stoptober and advise on how best to use Stoptober in your communications.

If you are responsible for regional and local stop smoking communications and would like any further support or guidance, please contact Tanya Holden at Media Centre on Tanya.Holden@dh.gsi.gov.uk or 020 7210 5724.

Alternatively, if you are a partner organisation supporting Stoptober or wish to find out more about the campaign, please contact stoptober@dh.gsi.gov.uk.
Quotes

Stoptober is being supported by a number of spokespeople. The following quotes can be used in your stakeholder and local media at select times throughout the campaign.

The below quote from Chief Medical Officer Professor Dame Sally Davies is strictly embargoed until Saturday 8 September, but can be used in media on or after this date.

Chief Medical Officer Professor Dame Sally Davies said:

“We are launching Stoptober on 1 October because smoking is still the biggest cause of premature death in England, taking more than 100,000 lives in the UK every year.

“This is the first time that we have launched a mass quit attempt like Stoptober. I would encourage people who want to quit to get involved. To join, look for Stoptober online, or ask your local pharmacist and get your free support pack and lots of other helpful hints and tips.”

Mentors

Three celebrity mentors are providing expert advice and encouragement for people taking part in Stoptober. These quotes can also be used from Monday 1 October to support your local media engagement by highlighting the benefits of stopping smoking.

Ian Wright, ex-England footballer, TV presenter and radio host, will be encouraging people to enjoy the health benefits from not smoking:

“Everyone knows stopping smoking is not easy and that is why people need the support of a campaign like Stoptober. Stopping smoking is about relying on your mental strength and improving your physical well being – believe in yourself and you will see the results.

“I want people to think how much better they will feel from not smoking – and the benefits will become noticeable throughout the 28 days of Stoptober.”

Kate Walsh, entrepreneur, TV presenter and Apprentice contestant, will be highlighting the money saving opportunities from stopping smoking:

"I am really excited about being a part of this national Stoptober campaign and plan to guide and advise those taking part in the 28-day stop smoking programme with money saving tips.

“I can show people that by not smoking, you will be able to save for some little luxuries like a family holiday, Christmas or a special occasion. Smoking is an expensive habit and many people will be shocked to know how much money they can save.”
Gary Cockerill, celebrity make-up artist will be providing advice on how not smoking can improve your looks and well being:

"Stoptober is a fantastic initiative and I want to inspire both men and women to stop smoking by showing them the benefits to their skin, hair and nails by living smokefree. Even after just one week of stopping smoking individuals will notice a difference in their appearance."
Templates

Advance press release: embargoed until Saturday 8 September 2012

STOPTOBER CHALLENGE FOR NATION'S SMOKERS

National campaign calls for all smokers to join a 28-day quitting challenge

During October, the nation’s eight million smokers are being encouraged to take part in the first ever mass quit attempt launched by the Department of Health – Stoptober.

We know that if you can stop smoking for 28 days you are five times more likely to stay smokefree, and Stoptober leads smokers through a detailed step-by-step programme to help them achieve this goal.

Many famous faces, employers, councils and local stop smoking services will support the brand new stop smoking campaign in a bid to get people to quit.

The new campaign is supported by a preparation pack, 28 day Quit Calendar and Health & Wealth wheel.

Smokers will also receive support and encouragement through a daily messaging service, inspiration from celebrity mentors, and expert advice via:

- Stoptober app (available via Smartphone)
- Motivational text messages
- Facebook page

As well as the financial benefits of stopping smoking, those undertaking the 28 day programme will experience physical improvements including a better sense of smell and taste and more energy.

Longer term, those who stop smoking reduce their risk of heart disease and lung cancer as well as protecting others from their secondhand smoke. Smoking is the biggest cause of premature death in England and each year it accounts for over 100,000 deaths in the UK and one in two long-term smokers will die prematurely from a smoking disease.

Stoptober 2012 kicks off on Monday 1 October and runs for 28 days. For more information and to join the biggest stop smoking challenge of its kind, visit smokefree.nhs.uk/Stoptober.

- Ends -

For further information contact the Department of Health Press Office on 0207 210 4990

Notes to Editors:

- Promotion of the campaign goes live from 8 September and includes regional and national media partnerships and TV advertising, posters, cards and in-pharmacy literature
Template press release for local and regional communications

Please feel free to drop in facts/stats that are locally relevant, including the number of smokers within your locality; how many people have been helped by the local NHS Stop Smoking Service or how you are supporting Stoptober within your local area.

STOPTOBER CHALLENGE FOR <insert name of area/region>'S SMOKERS
National campaign calls for all smokers in <insert name of area/region> to join a 28-day quitting challenge

During October, smokers in <insert name of area/region> are being encouraged to take part in the first ever mass quit attempt launched by the Department of Health – Stoptober.

We know that if you can stop smoking for 28 days you are five times more likely to stay smokefree, and Stoptober leads smokers through a detailed step-by-step programme to help them achieve this goal.

Many famous faces, organisations, employers and <insert name of local council/stop smoking service> are supporting the brand new stop smoking campaign in a bid to get people to quit.

The new campaign includes a preparation pack, 28-day Quit Calendar and Health & Wealth wheel.

Smokers will also receive support and encouragement through a daily messaging service, inspiration from celebrity mentors, and expert advice via:

- Stoptober app (available via Smartphone)
- Motivational text messages
- Facebook page

As well as the financial benefits of stopping smoking, those undertaking the 28 day programme will experience physical improvements including a better sense of smell and taste and more energy.

Longer term, those who stop smoking reduce their risk of heart disease and lung cancer as well as protecting others from their secondhand smoke.

Smoking is one of the biggest cause of premature death in <insert name of area/region> and each year it accounts for over 100,000 deaths in the UK and one in two long-term smokers will die prematurely from a smoking disease.

Stoptober 2012 kicks off on Monday 1 October and runs for 28 days. For more information and to join the biggest stop smoking challenge of its kind, visit smokefree.nhs.uk/Stoptober.

- Ends -
For further information on how Stoptober is being promoted in <insert name of area/region> contact <insert name and contact details>

Emails, bulletins, website and newsletter copy

Below are some examples of short and longer copy that you could use when communicating with your audiences about Stoptober.

This can be used across a range of channels, for example websites, e-bulletins, newsletters, local media or for social media purposes. Simply cut and paste this copy, add the relevant local information and share with your publications.

100 words

This autumn <insert name of organisation/group> is supporting the first ever mass quit smoking attempt launched by the Department of Health, called Stoptober.

Research shows that if you can stop smoking for 28 days you are five times more likely to stay smokefree and Stoptober leads smokers through a detailed step-by-step programme to help them achieve this goal.

Smoking is the biggest cause of premature death in England and each year it accounts for over 100,000 deaths in the UK.

Stoptober 2012 kicks off on Monday 1 October and runs for 28 days. For more information and to join the biggest stop smoking challenge of its kind, visit smokefree.nhs.uk/Stoptober.

200 words

This October, the nation’s eight million smokers are being encouraged to take part in the first ever mass quit attempt launched by the Department of Health, called Stoptober.

<Insert name of organisation/group> is supporting this brand new stop smoking campaign in a bid to help the people of <insert name of town/region> to quit.

Research shows that if you can stop smoking for 28 days you are five times more likely to stay smokefree and Stoptober leads smokers through a detailed step-by-step programme to help them achieve this goal.

The new campaign is supported by a Stoptober mobile phone app, facebook page and a stop smoking pack.

Along with the financial benefits of stopping smoking, those undertaking the 28-day programme will experience physical improvements including a better sense of smell and taste and more energy.
Smoking is the biggest cause of premature death in England and each year it accounts for over 100,000 deaths in the UK and one in two long-term smokers will die prematurely from a smoking disease.

Stoptober 2012 kicks off on Monday 1 October and runs for 28 days. For more information and to join the biggest stop smoking challenge of its kind, visit smokefree.nhs.uk/Stoptober.

400 words

This October, England’s eight million smokers are being encouraged to take part in the first ever mass quit attempt launched by the Department of Health, called Stoptober.

<Insert name of organisation/group> is supporting this new national campaign that leads smokers through a detailed 28-day programme to help them achieve their stop smoking goal.

Research shows that if you can stop smoking for 28 days you are five times more likely to stay smokefree.

Stoptober is providing smokers with the motivation, encouragement and advise needed to quit for good.

<Insert name of organisation/group> will be joining an array of <delete as appropriate> celebrities, employers, councils and local stop smoking services to support the new stop smoking campaign in a bid to get people to quit.

<Insert quote from local spokesperson>

“We want to help as many people as possible at/in <name of town/region/organisation> to become smokefree”, says <insert name and job title/position of spokesperson>. “We know how difficult trying to stop smoking can be for many people.

“Stoptober offers smokers a supportive and encouraging process to follow to help become smokefree within a month. It encourages smokers to share their experiences and tap into all the social and support that is available to help them in their quit attempt.”

Smokers will receive advice and encouragement through a daily messaging service, and expert advice through the Stoptober mobile phone app and Smokefree facebook page.

It will also provide participants with a new preparation pack, 28 day Quit Calendar and Health & Wealth wheel that can be ordered through the Stoptober website. The benefits from not smoking are numerous. As well as the financial benefits of stopping smoking, those undertaking the 28 day programme will experience physical improvements including a better sense of smell and taste and more energy. Longer term, those who stop smoking reduce their risk of heart disease and lung cancer and protect others from their secondhand smoke.
Smoking is the biggest cause of premature death in England and each year it accounts for over 100,000 deaths in the UK and one in two long-term smokers will die prematurely from a smoking disease.

Stoptober 2012 kicks off on Monday 1 October and runs for 28 days. For more information and to join the biggest stop smoking challenge of its kind, visit www.smokefree.nhs.uk/Stoptober.

Template Letter to the Editor

Below is a template Letter to the Editor that can be issued to your local or regional newspaper to alert them to the campaign. You may also wish to tailor the copy to include, or reflect, your own organisation’s experience in relation to stopping smoking.

Dear <sir or madam>,

I am writing to inform your readers of a new campaign called Stoptober that will support smokers wishing to quit through a detailed 28-day programme to help them become smokefree.

Stoptober begins on Monday 1 October and is the first mass quit smoking attempt in the UK. Launched by the Department of Health with the support of organisations, charities and Stop Smoking Services in <insert name of area/region>. It will provide guidance, encouragement and advice to people wishing to stop smoking.

Research shows that if you can stop smoking for 28 days you are five times more likely to stay smokefree.

Smoking is the biggest cause of premature death in England and each year it accounts for over 100,000 deaths in the UK.

If you would like more information and to join the biggest stop smoking challenge of its kind, visit www.smokefree.nhs.uk/Stoptober.

Let’s help make <insert name of area/region> smokefree!

Yours faithfully,

<Insert your name and the organisation's name>
Template media notice

If you are planning any photo, filming or interview opportunities for local media, to promote Stoptober please find a template notice available for you to adapt and send out to your press contacts.

<INSERT NAME: of image or person> IS AVAILABLE FOR
<INTERVIEW/PHOTOGRAPH: delete as appropriate> AT <INSERT NAME OF VENUE>

<Insert name> will be available for photographs and to speak about the importance of a new 28-day stop smoking campaign - Stoptober.

<Insert name> will be attending <insert more detailed address> at <insert time> on <insert date>.

Contact <insert name> on <insert contact details> for more details or for extra information on Stoptober.

Campaign materials and support

- Stoptober website address is www.smokefree.nhs.uk/Stoptober
- The Smokefree Facebook page will be used to provide support to quitters during Stoptober www.facebook.com/NHSSmokefree
- Stoptober twitter hashtag is #Stoptober
- The Stoptober app can be used online at www.smokefree.nhs.uk/Stoptober and will be available from the App store and Google Play
- The Stoptober Pack can be ordered through www.smokefree.nhs.uk/Stoptober
- Campaign leaflets, posters and other collateral can be ordered from www.smokefree.nhs.uk/resources
Case Studies

Case studies are an important element to any media relations as they add the human dimension needed to help raise awareness of the campaign issues and can help encourage conversations about particular topics. They also offer opportunities for greater in-depth coverage and discussion about campaign subjects.

Highlighting local people’s first hand experiences of trying to stop smoking will be valuable media assets for Stoptober. Good case studies for this campaign will include somebody who has recently given up smoking or is helping someone to do so. Talking about their motivations for quitting, how they found the process and the benefits they have found from stopping smoking will all help provide interesting media stories.

Below are some suggested questions and points to consider before speaking to your local case study leads.

Approach case studies sensitively and do explain what their role will involve, check they are comfortable speaking with the media, ensure they approve any copy written about them and get them to complete and sign a consent form.

Some key points to include when you draft a written account about a case study:

- Name, age, location
- What are their motivations for wanting to stop smoking?
- Have they tried to stop smoking before?
- What did they find the most challenging part of trying to stop smoking before?
- Are they using any NRT to help them with their Stoptober quit attempt?
- How do they think stopping smoking will improve their life?

If the case studies agree to be interviewed by journalists, make sure you identify which types of media they are happy speaking with (i.e. they may not want to be involved with radio interviews, but will talk to a local print journalist). Make sure they are aware of the campaign key messages and that they are comfortable with them.

Stoptober case studies

In order to provide personal insights and reflections on Stoptober, we have been working with a group of smokers as they attempt the 28-day programme. Their stories and feedback will be used from Monday 1 October to promote Stoptober through a variety of national, regional and social media.

The case studies will have completed their 28 smokefree days by 17 September. If you could like any information on the case studies, please contact Chris Mounsey-Thear on chris.mounsey-thear@freud.com or 020 3003 6679.
Local spokespeople

Along with local case studies, individuals with the appropriate knowledge and authority in relation to stop smoking can be valuable as local spokespeople and for Stoptober.

The spokespeople will act as advocates for Stoptober in the local media and promote the range of services that are available to support smokers, both locally and nationally, in their 28-day quit attempt.

All spokespeople should have a good knowledge of the campaign’s key messages (see page 5 of this document), including:

- be familiar with the Stoptober campaign
- be familiar with the benefits of the 28-day quit attempt
- know where local smokers can find more information on Stoptober
- be familiar with how local NHS Stop Smoking Services are supporting Stoptober

Suitable spokespeople for Stoptober could include:

- Regional Director of Public Health
- Local GP
- Local Stop Smoking Service representative
- Local health charity representative
- Representative from a local employer or organisation supporting Stoptober

For any guidance or support when selecting or briefing local spokespeople, please contact Tanya Holden at Media Centre on Tanya.Holden@dh.gsi.gov.uk or 020 7210 5724.

Stoptober roadshow

A regional roadshow will be touring England from Thursday 13 September to Saturday 13 October 2012.

The roadshow will be raising awareness of Stoptober, driving local recruitment to the 28-day stop smoking programme and highlighting local stop smoking support services.

For more details of the roadshow, please contact Laura McGrath on laura.mcgrath@emo.uk.com or 0117 311 9000.
Partnerships

Stoptober is being supported by a number of nationwide organisations, companies and charities. They will be promoting the 28-day smokefree campaign through a variety of channels to employees, customers and stakeholders.

Among the partners, 34 employers will be reaching over 700,000 of their employees with Stoptober messaging. 3,000 branches of major pharmacies will be distributing over 500,000 Stoptober leaflets to customers, and Housing Associations will directly reach 264,000 tenants across England.

Commercial partners:

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<th>Amec</th>
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<td>Booker</td>
<td>Boots Alliance</td>
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<td>British Airways</td>
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<td>Centrica (British Gas)</td>
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<td>Unilever</td>
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<td>William Hill</td>
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Housing Association partners:

- Amicus Horizon
- Gallions
- Hanover
- Metropolitan
- Your Homes Newcastle (YHN)

NGO partners:

- Asthma UK
- British Heart Foundation
- British Lung Foundation
- Cancer Research UK
- Diabetes UK
- Roy Castle Foundation
- Stroke Association

For more information on the support partner organisations are providing, please contact Wendy Manuel on wendy.manuel@23red.com or 020 7843 5905.
Media partnerships

The Sun newspaper and Absolute Radio have been confirmed as media partners for Stoptober.

The Sun will feature seven large advertorials and six banner adverts from 10 September to 29 October to raise awareness of the campaign and drive recruitment to Stoptober. This will be supplemented by a substantial digital presence on the website. The print and website space will be filled with a selection of content including case studies of real life quitters and messages of support and advice from three celebrity mentors and key campaign messages.

The Absolute Radio partnership will feature their highest profile DJ, Christian O’Connell, fronting the activity and will directly engage listeners by highlighting their personal motivations for wanting to stop smoking and following their journey through October.
Social Media

As many organisations are active online and social media is now a routinely used communications method, it would be fantastic if you could use these channels to talk about Stoptober and encourage people to participate.

Your group or organisation may already have a website, a presence on facebook or twitter, a YouTube channel, LinkedIn profiles, a blog or might distribute regular e-alerts, RSS feeds or SMS, which you may want to use for communications activity for Stoptober.

Here are some tips to getting the most out of your communications through social media:

**Creating online content – five top tips**

When creating content for use online, whether it is for your own website, or for use on another site, follow these five golden rules:

- Keep it short – the snappier you can be in making your point, the better
- Keep it informal – the language you use online should be conversational and ‘chatty’, to draw people in and make it more appealing to read
- Break up the text – a few relevant and well placed images can make a web page, a facebook page, or a twitter update more inviting. For example, use photos taken at a recent event or campaign images once available
- Keep it varied – balance text with facts and stats with anecdotes or real life examples
- Keep it topical – use information that is relevant
Social media calendar

Below is a social media calendar, which highlights some key dates of the campaign and some example facebook posts and twitter messages to help you engage with your audiences about the campaign.

You could also re-tweet newsworthy or interesting tweets by other people or organisations about Stoptober and trying to stop smoking.

**Twitter**

<table>
<thead>
<tr>
<th>Date</th>
<th>tweets</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 Sept</td>
<td>Today a new campaign #Stoptober is launched to support people through a 28-day stop smoking attempt. For info visit smokefree.nhs.uk/Stoptober.</td>
</tr>
<tr>
<td>21 Sept</td>
<td>Just 10 days to go until #Stoptober! RT to let your friends know that you are stopping smoking for October.</td>
</tr>
<tr>
<td>1 Oct</td>
<td>#Stoptober starts today! If you want to stop smoking sign up at smokefree.nhs.uk/Stoptober.</td>
</tr>
<tr>
<td>w/c 8 Oct</td>
<td>It’s not too late to sign up to #Stoptober if you want to stop smoking, visit smokefree.nhs.uk/Stoptober.</td>
</tr>
<tr>
<td>w/c 29 Oct</td>
<td>Well done to all those who have completed #Stoptober. 28 days smokefree is an amazing effort!</td>
</tr>
</tbody>
</table>

**Facebook**

<table>
<thead>
<tr>
<th>Date</th>
<th>Posts</th>
</tr>
</thead>
<tbody>
<tr>
<td>w/c 10 Sept</td>
<td>Have you heard about Stoptober? It’s a 28-day stop smoking challenge to help England’s smokers stay smokefree. Find out more at smokefree.nhs.uk/Stoptober.</td>
</tr>
<tr>
<td>w/c 18 Sept</td>
<td>Stoptober starts in two weeks! If you plan to join in, now is a great time to talk to your GP or pharmacist about your options and start planning.</td>
</tr>
<tr>
<td>w/c 25 Sept</td>
<td>It’s not too late to order your free Stoptober Pack, and get ready for the stop smoking challenge. You can order your Stoptober Pack from smokefree.nhs.uk/Stoptober.</td>
</tr>
<tr>
<td>w/c 1 Oct</td>
<td>Stoptober starts today! Good luck to everyone taking part. Share your messages of support for your friends and family taking on the 28-day stop smoking challenge!</td>
</tr>
</tbody>
</table>
Social media advice

- Use the #Stoptober hashtag within all tweets and encourage people to use the same – this will help the topic to ‘trend’ and appear on more feeds

- Do engage with people who reply to your tweets/posts with questions or comments on operational questions, e.g. when, where how, where to sign up or find more information etc

- If you are unsure of the answer to a question from someone on twitter or facebook, direct them to the smokefree.nhs.uk/Stoptober website or to the NHS Smokefree helpline 0800 022 4332, where they can contact someone who may be able to help

- Interact with relevant partners and follow their twitter feeds – for example direct message local media outlets, local authorities, etc and ask them to re-tweet messages

- If your followers or local organisations tweet about the campaign, please re-tweet their message to make sure it reaches all of your followers too
Further engagement opportunities

On top of the wide range of national, regional and local engagement described above, further media resources are being planned, to help promote Stoptober throughout October.

Celebrity supporters

A number of celebrities have agreed to support Stoptober and encourage smokers to attempt the 28-day stop smoking programme. They are having photographs taken showing their support of Stoptober and will be used in national and regional media. They have been chosen specifically because they have all been affected by smoking in some way and wish to encourage as many people as possible to take part in Stoptober.

The photographs will be available from the first day of Stoptober - Monday 1 October.

Recipe

Smoking can affect your taste buds and Stoptober participants will begin to notice more subtle tastes returning as they progress through the first two weeks of their smokefree challenge.

To highlight this, a celebrity chef is providing a new recipe for Stoptober participants to cook as they begin to enjoy more and more flavours through not smoking.

Details of the recipe are to be confirmed and will be available for use in national, regional and social media during Stoptober.

Smoking in culture

To highlight the influence smoking has from a cultural level in this country, a piece of research is looking to be conducted into its prominence in today’s televisual and film culture. This will be used to further promote Stoptober throughout October.

The final details of the above activities and resources are to be confirmed, but if you have any questions in the meantime, please contact Chris Mounsey-Thear on chris.mounsey-thear@freud.com or 020 3003 6679.
Campaign checklist

This toolkit has been provided to help you to raise awareness of Stoptober in your local area. The pack includes advice, information and templates to help you communicate with local media, partners and a range of other audiences.

We hope that you are able to support Stoptober locally and encourage smokers wishing to quit to take part in the 28-day smokefree programme.

Below is a checklist of the key activity you may like to undertake to support the campaign:

Checklist of activity

- Use the resources available to plan and co-ordinate your communications activity
- Use the template copy to help you draft articles about the campaign for newsletters, on websites or via your social media networks
- Feature key messages and facts and stats in communications about the campaign where relevant
- Refer to the ‘Resources’ section of this document for guidance on planning and co-ordinating your communications activity
- Use the case study tips to help you develop your own case studies
- Write to newspaper editors, using the letter template, to highlight the importance of this campaign
- Use your social media networks, e.g. facebook and twitter, to provide regular updates and information on the campaign
- Recruitment and awareness raising activity starts from the campaign announcement on Saturday 8 September, with the Stoptober 28-day programme starting on Monday 1 October
- All information on Stoptober is embargoed until the campaign announcement on Saturday 8 September
Thank-you and feedback

We appreciate all of your work to promote the Stoptober campaign in your region. Your valuable support will help more people attempt the 28-day Stoptober programme, remain smokefree and, ultimately, help to save more lives.

If you run a successful local campaign we would love to hear from you so that we can look to use your story as a case study to reference in future smokefree campaigns.

Please send any positive feedback to the Smokefree team at smokefree@dh.gsi.gov.uk
Appendix

Stoptober questions and answers

Q. What is the campaign?
Stoptober is a national stop smoking initiative spearheaded by the Department of Health, which will launch on Monday 1 October to encourage the nation’s population of smokers to stop smoking for 28 days (and beyond).

Q. Why is Stoptober being launched?
Research has shown that if a smoker can stop smoking for 28 days, they are five times more likely to remain smokefree. This is the first national mass stop smoking campaign of this scale in the UK.

Q. What is the campaign trying to achieve?
The campaign aims to encourage as many smokers as possible in England to stop smoking for 28 days, to demonstrate how they can benefit from the health and wealth improvements in their lives after this time.

Q. How will it do this?
The harms of smoking are not something new and the media is saturated with facts and stats centred around these dangers. The Stoptober campaign will use a tailored programme of support that addresses the individual’s motivation to stop smoking. Promotion of the campaign includes celebrity mentors, case studies of ex-smokers who have undertaken the 28-day stop smoking programme ahead of the October launch and a wealth of advice and support for those looking to stop smoking, to engage smokers and encourage them to take part in the programme.

Q: What is different about this campaign?
This is the first time the Department of Health is calling for the nation’s smokers to stop smoking at the one time. Stoptober is based on the gathering of data and research into the motivations, challenges and the realities of attempting to stop smoking, providing a tailored support programme for individuals.

Q. Who are you targeting?
This particular campaign is targeting all smokers but with a particular emphasis on routine and manual workers, where there is a high percentage of smokers.

Q. How long is the campaign running for?
Stoptober will be announced to the public on Saturday 8 September and will officially launch on Monday 1 October and run for 28 days.

Q. Can people take part if they don’t want to start on Monday 1 October?
Yes. Smokers can join Stoptober at any time during the campaign period. People will be able to sign up for support until mid-November.
Q. What proof do you have that 28-day quit works long term?
A paper by R West and J Stapleton entitled ‘Clinical and public health significance of treatments to aid smoking cessation’, (Eur Respir Rev 2008; 17: 110, 199–204), shows that if smokers can stop for 28 days they are five times more likely to stop smoking for good.

Q. What will the 28-day app include? What will people see, how much support will they get? What if they quit on day 5…?
The Stoptober app is available for smartphones as well as online at www.smokefree.nhs.uk/stoptober.

The app provides daily support for anyone who is joining in Stoptober. Using the app is completely free and will help keep people on track by showing the benefits of stopping, with badges for important milestones, such as circulation improving or making it through a week, and a counter to show much money has been saved.

Users can set their own quit date, tell the app about their smoking habits and motivations for stopping and get free, personalised support to help keep them on track. It will even reward users for their success, and help them manage their cravings.

If individuals are struggling and relapse, there will be additional messages sent to them to spur them on with their stop smoking journey and highlight local NHS stop smoking services for further support.

Q. What do the roadshows hope to achieve?
The roadshows, lead by EMO, are integral to the recruitment across the regions and will encourage people to sign up to Stoptober and pledge their commitment to take part in the 28 day stop smoking programme.

Q Have previous campaigns reduced the number of people smoking?
Smoking rates have not declined by much since 2007. Today, around 20% of adults in England smoke. Given the how detrimental smoking is to health, the Government is committed to encouraging smokers to quit. Stoptober is just one of the things we are doing to support this.