

World No Tobacco Day social media toolkit

May 2022

This document provides information and materials to raise awareness as to the availability of local stop smoking support services in Lancashire and to promote World No Tobacco Day which will take place on Tuesday 31st May 2022.

The campaign aims to provide clear, consistent and accurate messaging to build awareness around the associated health benefits of quitting, including the reduced impacts of stress, and to signpost to the range of accessible support services.

The following information is contained below:

- Campaign overview
- Key messages
- Suggested social media posts

To request additional resources, including posters which can be made available on request, or if you have any questions or queries about the content of this toolkit, please contact quitsquad.comms@lscft.nhs.uk

Please note, the information and resources in this toolkit apply to the area of Lancashire and to the Quit Squad community stop smoking service only.

The existence of this smoking cessation service does not apply to residents in Cumbria, Blackpool or Blackburn with Darwen due to the different commissioning arrangements.

For further information on the provision of stop smoking support services in Cumbria, Blackpool and Blackburn with Darwen, please see further information below:

Residents of Cumbria can access stop smoking support from Smoke Free Cumbria by visiting: <https://cumbria.gov.uk/healthandwellbeing/stopsmoking.asp>

Residents of Blackpool can access local stop smoking support from Smokefree Blackpool by contacting a free helpline number on 0808 1964324 or by visiting: <https://www.bfwh.nhs.uk/our-services/stop-smoking-service/>

Residents of Blackburn with Darwen can access local stop smoking support from re:refresh by visiting: <https://refreshbwd.com/stay-healthy/quit-smoking/>

KEY MESSAGES

Overarching core messages

- In Lancashire, Quit Squad is a dedicated smoking cessation service who provide specialist advice and support.
- The Quit Squad stop smoking service has specially trained advisors who are friendly, approachable and will not judge you.
- They provide 12 weeks of support and advice to help people to stop smoking including information on coping with triggers, habits, stress and weight gain.
- There are a variety of different products available on prescription to aid quitting. Treatments are free if you do not pay for prescriptions.
- Local residents can access the service directly by using the Freephone number 0800 328 6297 (Office hours 9:00am – 5:00pm, Mon - Fri), registering at <https://bit.ly/3N2lcAg> or accessing 24/7 stop smoking support via the My Quit Route app.
- Referrals from GP practices, practice nurses, other health professionals and hospitals are also accepted. Forms are available on request.
- Pregnant women can access 24/7 stop smoking support to quit during pregnancy by downloading the Quit for Us app.
- Make a #SmokeFreePromise at <https://bit.ly/39U7KRV> to keep your home or car smokefree.
- There is a lot of support available to help you to stop smoking and getting the right support can boost your chances of success by up to 3 times.
- There has never been a more important time to quit.

Specific messages to support improved health

- Quit smoking medications can double your chances of quitting for good.
- 20 minutes after quitting, your pulse rate returns to normal and your heart works less hard.
- After 48 hours, your lungs are clearing of mucus and you can smell and taste better.
- After 72 hours, your breathing becomes easier and you feel more energetic
- If you can stop smoking for 28-days, you are 5 times more likely to stay smoke free for good.
- After 3 – 9 months, your lungs are working 10% better and you are coughing less.
- After 1 year, your risk of a heart attack halves and research shows you're likely to feel happier.
- 10 years, the risk of lung cancer falls to half that of a smoker
- 15 years, risk of heart attack falls to the same as someone who has never smoked.
- Research found that smokers who quit for 6 weeks or more are happier and experience less anxiety and depression than those who continue to smoke.

Environmental information sources:

<https://ash.org.uk/wp-content/uploads/2019/10/Tobacco-Environment.pdf>

<https://www.gov.uk/government/news/government-explores-next-steps-to-clean-up-tobacco-litter-in-england>

SOCIAL MEDIA POSTS AND ARTWORK

You can download the ASH World No Tobacco Day Communications Toolkit at <https://ash.org.uk/wp-content/uploads/2022/05/World-No-Tobacco-Day-toolkit-FINAL.pdf>

Below are some examples of suggested social media posts for Facebook, Twitter and Instagram that should be used when communicating with audiences about the campaign.

Please use the copies below for promotion via social media channels alongside the accompanying artwork (see links below)

My Quit Route

<https://drive.google.com/drive/folders/1wrjBmlsvLe-as8MNWeWtg18Te0wncyd5?usp=sharing>




Connect with Quit Squad

<https://www.quitsquad.nhs.uk/connect-with-quit-squad->

SmokeFree Lancashire

<https://drive.google.com/drive/folders/1DJg2LdlcqlhQ8aHWN9H5enge-Cn5lyBn?usp=sharing>

For use on Facebook, Twitter and Instagram:

| Suggested posts | Suggested image |
|--|---|
| <p> Cigarette filters are the most commonly littered item in England.</p> <p> They litter our streets and pollute our rivers and oceans.</p> <p> Help improve your environment and make a promise to keep it smokefree at https://bit.ly/39U7KRV</p> | <p>Betty Bee Earth or SmokeFree Spaces logo</p> |

| | |
|---|--|
| #WorldNoTobaccoDay | |
| <p>Help improve your environment and protect your children and young people from exposure to direct, second-hand and third-hand smoke. 🏠</p> <p>Promise to keep your school SmokeFree <input type="checkbox"/> https://bit.ly/39U7KRV</p> <p>Ready to #stopsmoking? Register now <input type="checkbox"/> https://bit.ly/3N2IcAg</p> <p>#WorldNoTobaccoDay</p> | SmokeFree Schools illustration or logo |
| <p>✓ Take that first step towards improving your health.</p> <p>🎥 The benefits of quitting smoking are immediate: https://youtu.be/qAfrEYCGP8g</p> <p>#ConnectwithQuitSquad <input type="checkbox"/> https://bit.ly/3N2IcAg</p> <p>#WorldNoTobaccoDay</p> | |
| <p>📱 The My Quit Route app offers expert guidance and help to quit smoking that can be accessed 24/7, whenever it's needed.</p> <p>Improve your health. Download now at <input type="checkbox"/> www.myquitroute.com</p> <p>#WorldNoTobaccoDay</p> | My Quit Route QR code |

🗣️ Every cigarette you smoke when you are pregnant, harms your unborn baby.

📌 Cigarettes can restrict the essential oxygen supply to your baby.

Protect your baby and improve your own health. 🤔

#ConnectwithQuitSquad ➡️ <https://bit.ly/39U7KRV>

#WorldNoTobaccoDay

#ConnectwithQuitSquad Clare