

Stoptober 2022 Social media toolkit

This document provides information and materials to raise awareness as to the availability of local stop smoking support services in Lancashire and encourage smokers to quit smoking.

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/3CxyV1c> 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/3wuuh04> 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.
- If you can make it to 28 days smoke free, you're 5 times more likely to quit for good

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.
- 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

- 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

SOCIAL MEDIA POSTS AND ARTWORK

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. Accompanying artwork and the Better Health Stoptober 2022 campaign toolkit is available from <https://campaignresources.phe.gov.uk/resources/campaigns/152-stoptober-2022/resources>

For use on Facebook, Twitter and Instagram:

Suggested posts
<p> Thinking about #stoppingsmoking?</p> <p> Why not use #Stoptober as a time to start your quitting journey.</p> <p> #ConnectwithQuitSquad https://bit.ly/3CxyV1c and let @LancsQuitSquad support you.</p> <p> You've got what it takes to quit smoking!!</p>
<p> Looking to improve your health by quitting smoking this #Stoptober?</p> <p>It's much easier with the right support.</p> <p>Boost your chances of success by up to 3 times with local support from @LancsQuitSquad </p> <p>https://bit.ly/3CxyV1c</p> <p>You've got what it takes to quit smoking!! </p>

We know we're stronger together 🤝

This #Stoptober, join @LancsQuitSquad and other #Lancashire residents who have quit smoking.

👤 Start moving and breathing more easily. You'll also have more money to spend 💰

<https://bit.ly/3CxyV1c>

You've got what it takes to quit smoking! 👍

📣 #Stoptober is nearly here!

Did you know that if you can quit smoking for 28 days you are 5 times more likely to quit for good?

Contact @LancsQuitSquad

☎ 0800 328 6297

🖨 <https://bit.ly/3CxyV1c>

📱 Download #MyQuitRoute

You've got what it takes to quit!!

😊 Did you know that @LancsQuitSquad offers a range of free quitting support to help you quit this #Stoptober?

📱 This includes the #MyQuitRoute which offers expert guidance and help that can be accessed 24/7, whenever it's needed.

Download now at [↓](#)

www.myquitroute.com

🤝 You've got what it takes to quit this #Stoptober

📄 Quitting smoking brings immediate health benefits, even if you have an existing smoking-related disease

📺 <https://youtu.be/qAfrEYCGP8g>

Register with @LancsQuitSquad to quit [↓](#)

<https://bit.ly/3CxyV1c>

💰 This #Stoptober gift yourself a wealthier bank account.

If you smoke 20 a day (costing £12.71 on average), you could be spending:

- ▶ **£88.97 a week**
- ▶ **£386.60 a month**
- ▶ **£4639.15 a year**

Quit this Stoptober with @LancsQuitSquad ↓

<https://bit.ly/3CxyV1c>

REFERENCES

Mental health benefits of stopping smoking: DHSC Monitoring Evaluation Data, 2021

Chemicals in secondhand smoke:

<https://www.cochranelibrary.com/cdsr/doi/10.1002/14651858.CD013522.pub2/full#CD013522-abs-0002>

Cost of 20 cigarettes (as at August 2022):

<https://www.ons.gov.uk/economy/inflationandpriceindices/timeseries/czmp>