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| Better Health Quit Smoking Toolkit January 2023 |

**CONTENTS**

The following information is included in this toolkit:

* Overview
* Key messages
* Facts and stats
* Long and short copy
* Suggested social copy
* Example press release

**OVERVIEW**

This Toolkit aims to give partners information and tools to help them promote stop smoking messages within their communities, with the help of Better Health Quit Smoking resources available on the Campaign Resource Centre. Smokers are prompted to improve their chances of quitting with free proven NHS resources and advice.

This toolkit contains the following information:

* Key messages
* Facts and stats
* Example press release
* Long and short copy
* Social media posts

All messaging directs those making a quit attempt to the free support available on the Better Health Quit Smoking website, including the NHS Quit Smoking app, Facebook support group, Personal Quit Plan and local stop smoking service look-up tool, along with advice on stop smoking aids, including information on how vaping can help you quit smoking.

A range of free resources are available for partners to order and download from the [Campaign Resource Centre](https://campaignresources.phe.gov.uk/resources/campaigns/133-better-health-quit-smoking/resources).

These include various posters, social media assets, digital screens, website graphics and email signatures, plus the option to order printed copies of our NHS Quit Smoking wallet card.

**KEY MESSAGES**

The key messages below can be used to encourage smokers to make a quit attempt and raise awareness of the support and tools available to help them quit successfully this January (and beyond):

* Thousands of others have quit smoking and you can too – make this January your fresh start.
* Stopping smoking is one of the best things you will ever do for your health.
* The sooner you quit, the sooner you'll notice improvements to your health.
* It’s never too late to quit – stopping smoking brings immediate benefits to health, including for people with an existing smoking-related disease.
* On average a smoker could save £38 a week by quitting smoking. That’s around £2000 a year[[1]](#footnote-2)
* Around 5.4 million adults in England smoke[[2]](#footnote-3) and it is the single biggest behavioural cause of preventable illness and death in England.[[3]](#footnote-4)
* Expert support from local stop smoking services gives people the best chance of success.
* There’s a range of free support for those looking to quit, including the NHS Quit Smoking app, Facebook support group, an online Personal Quit Plan and local stop smoking service look-up tool, as well as advice on stop smoking aids including information on how vaping can help you quit smoking.

**Call to action:**

For tips and support to quit smoking, search “Smoke Free” or visit the Better Health Quit Smoking website [Quit smoking - Better Health - NHS (www.nhs.uk)](https://www.nhs.uk/better-health/quit-smoking/).

**FACTS AND STATS**

**Physical benefits of stopping smoking**

Stopping smoking can significantly improve your health in ways you might not expect. Once you stop smoking, some of the benefits are immediate and some are longer term:

* After 20 minutes: Pulse rate starts to return to normal.
* After 8 hours: Oxygen levels are recovering and harmful carbon monoxide in the blood is reduced by half.
* After 48 hours: The body has flushed out all carbon monoxide, lungs start to clear out mucus and ability to taste and smell is improved.
* After 72 hours: Bronchial tubes begin to relax, breathing becomes easier and energy levels increase.
* After 2-12 weeks: Blood is pumping to the heart and muscles better because e circulation has improved.
* After 3-9 months: Coughs, wheezing and breathing problems improve as lung function increases by up to 10%.
* After 1 year: Risk of heart attack has halved compared to a smoker. And research suggests that people who have quit for a year are happier than those who continue to smoke.
* After 10 years: Risk of death from lung cancer falls to half that of a smoker.
* After 15 years: Risk of heart attack falls to the same as someone who has never smoked.

**Mental health benefits to stopping smoking**

* 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.[[4]](#footnote-5)

**Financial benefits to stopping smoking**

On average, smokers in England can save £38 a week by quitting smoking. That’s £167 per month and £2,000 per year from quitting smoking.1

**Additional smoking data**

* Smoking causes 64,000 preventable deaths a year.[[5]](#footnote-6)
* Between 2019 and 2020, 448,000 hospital admissions were attributable to smoking in England.[[6]](#footnote-7)

**LONG AND SHORT COPY**

Below are examples of long and short copy that you may wish to use in materials such as newsletters, emails, websites or e-bulletins.

**Long copy**

As 2023 approaches, many of us are looking at making some New Year’s Resolutions. Thousands of others have quit smoking and you can too – so make this January your fresh start.

If you smoke and want to stop, there’sfree proven NHS tools and support to help you quit.

Stopping smoking brings multiple benefits to health, some immediate and others that build over time. These include having more energy and being able to breathe more easily. You’ll also have more money in your pocket; the average smoker is able to save around £38 a week when they quit - that’s £2,000 a year.

If you’ve decided to quit smoking this January, here are ten top tips to help you succeed:

1. Pick a quit date and add it to your calendar
2. List your reasons to quit
3. Use stop smoking aids to help manage cravings
4. Change your routine if you smoke at certain times of day
5. Tell people you are quitting
6. If you’ve tried to quit before, remember what worked
7. Have a plan if you are tempted to smoke
8. List your smoking triggers and how to avoid them
9. Keep cravings at bay by keeping busy
10. Exercise away the urge

Need more motivation? There’s a range of free support for those looking to quit, including the NHS Quit Smoking app, Facebook support group, an online Personal Quit Plan and local stop smoking service look-up tool, as well as advice on stop smoking aids including information on how vaping can help you quit smoking.

Search “Smoke Free” for more information or visit the Better Health Quit Smoking website [Quit smoking - Better Health - NHS (www.nhs.uk)](https://www.nhs.uk/better-health/quit-smoking/).

**Short copy**

As 2023 approaches, many of us are looking at making some New Year’s Resolutions.

Giving up smoking is one of the best things you can do for good for your health. If you want to stop, there’s free proven NHS tools and support to help you quit this January.

If you’ve decided to quit smoking this January, here are three top tips to help you succeed:

* Pick a quit date and add it to your calendar
* List your reasons to quit
* Use stop smoking aids to help manage cravings

Search “Smoke Free” for more information or visit the Better Health Quit Smoking website [Quit smoking - Better Health - NHS (www.nhs.uk)](https://www.nhs.uk/better-health/quit-smoking/).

**SUGGESTED SOCIAL COPY AND ASSETS**

If you’d like to encourage people to stop smoking this January via your social media channels, here are some suggested posts. We’ve also created some new social media assets promoting the top ten quitting tips available here: <https://campaignresources.phe.gov.uk/resources/campaigns/133/resources/6544>

*Thinking of quitting smoking? Make January your fresh start. There’s lots of free support to quit.*

[*Quit smoking - Better Health - NHS (www.nhs.uk)*](https://www.nhs.uk/better-health/quit-smoking/)

*Thousands of others have quit smoking and you can too – make this January your fresh start.*

[*Quit smoking - Better Health - NHS (www.nhs.uk)*](https://www.nhs.uk/better-health/quit-smoking/)

*Decided to quit smoking this January? Here are our top 3 tips: pick a quit date and add it to your calendar, list your reasons to quit and use stop smoking aids to help manage cravings*

[*Quit smoking - Better Health - NHS (www.nhs.uk)*](https://www.nhs.uk/better-health/quit-smoking/)

*Did you know stopping smoking is one of the best things you'll ever do for your health? Get free help and support to quit smoking this January.*

[*Quit smoking - Better Health - NHS (www.nhs.uk)*](https://www.nhs.uk/better-health/quit-smoking/)

*Whether it's for your family, your health or to save money, keep reminding yourself of your reasons to quit. It will help keep you focused along the way.*

[*Quit smoking - Better Health - NHS (www.nhs.uk)*](https://www.nhs.uk/better-health/quit-smoking/)

**PRESS RELEASE EXAMPLE**

*(Suggested draft quotes are included. Please amend these to correspond with your spokespeople’s concerns and stories).*

As the New Year approaches, XXX [name of organisation] is encouraging smokers to make a resolution worth keeping – quit smoking. There are around 5.4 million adults in England who still smoke, and it remains the leading preventable cause of premature death. Stopping smoking is one of the best things smokers can do for their health, and it's never too late to quit.

Stop smoking experts recommend these ten top tips for those who plan to quit this January:

1. Pick a quit date and add it to your calendar
2. List your reasons to quit
3. Use stop smoking aids to help manage cravings
4. Change your routine if you smoke at certain times of day
5. Tell people you are quitting
6. If you’ve tried to quit before, remember what worked
7. Have a plan if you are tempted to smoke
8. List your smoking triggers and how to avoid them
9. Keep cravings at bay by keeping busy
10. Exercise away the urge

There are financial benefits to quitting smoking too. On average a smoker can save around £38 a week by quitting smoking. That’s around £2,000 a year.

**[organisation spokesperson] said*:*** *“New Year is a time when many people decide to quit smoking. Quitting smoking will not only improve your health but also help with money in your pocket. Planning ahead and making use of the free support services that are available can help you quit smoking for good.”*

**[Name of local stop smoking adviser] said: *“****There’s a range of support available including* *stop smoking aids, digital tools and expert help from local stop smoking services to help your quit-smoking journey. There are also several ways that you can get ready to quit such as being prepared for triggers, making changes to your routine to resist cravings and getting support from your friends and family to keep going. These tools and support can help boost your chances of quitting for good.”*

**[Health professional eg local GP] said:** *“Smoking is still the leading preventable cause of premature death. Every cigarette smoked damages the lungs and airways, making it harder to breathe. As a Doctor I urge every smoker to make a New Year’s resolution to quit this January. It’s never too late to quit – stopping smoking brings immediate benefits to health, including for people with an existing smoking-related disease. If you want to quit smoking this January, there are lots of free resources and support from the NHS which can help you quit for good - you won’t be alone in your New Year’s resolution.”*

**[Name of case study] said:** *“I smoked X cigarettes a day for Y years and gave up Z year[s] ago. I feel so much better since I’ve quit smoking for good – I’m breathing better and have a lot more energy. Quitting smoking is definitely the best thing I’ve ever done for my health. I’d encourage anyone thinking of quitting to give it a go this January.”*

For those looking to quit, there is free support online, including the NHS Quit Smoking app, Facebook support group and an online Personal Quit Plan, as well as advice on stop smoking aids, vaping to quit smoking and free expert support from local Stop Smoking Services. Search “Smoke Free” or visit the Better Health Quit Smoking website [Quit smoking - Better Health - NHS (www.nhs.uk)](https://www.nhs.uk/better-health/quit-smoking/).

ENDS

Notes to editors:

* The proportion of adults who smoke in England is 13.0%, which equates to around 5.4 million people[[7]](#footnote-8)
* Smoking causes 64,000 preventable deaths a year (2019)[[8]](#footnote-9)
* Between 2019 and 2020, 448,000 hospital admissions were attributable to smoking in England[[9]](#footnote-10)

1. HM Revenue and Customs, 2019. Disaggregation of HMRC tax receipts: methodological note. [https://www.gov.uk/government/statistics/disaggregation-of-hmrc-tax-receipts](https://eur03.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.gov.uk%2Fgovernment%2Fstatistics%2Fdisaggregation-of-hmrc-tax-receipts&data=05%7C01%7CJoel.Moffat%40dhsc.gov.uk%7C61dcb2821c694b70ace708da6340d973%7C61278c3091a84c318c1fef4de8973a1c%7C1%7C0%7C637931427427345479%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=FMqmdKQ7gn7SUf9VKmX8dg4aexzlyLa8XAF5KTcpDtU%3D&reserved=0).

   HM Revenue and Customs, 2020. Measuring tax gaps 2020 edition - Tax gap estimates for 2018 to 2019. <https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/907122/Measuring_tax_gaps_2020_edition.pdf>

   OHID, 2020. Smoking Prevalence in adults (18+) - current smokers (APS) (2020 definition). <https://fingertips.phe.org.uk/profile/tobaccocontrol/data#page/4/gid/1938132886/pat/159/par/K02000001/ati/15/are/E92000001/iid/92443/age/168/sex/4/cat/-1/ctp/-1/yrr/1/cid/4/tbm/1/page-options/tre-do-1>

   Fidler J. A., Shahab L., West O., Jarvis M. J., McEwen A., Stapleton. A. et al. 'The smoking toolkit study': a national study of smoking and smoking cessation in England, BMC Public Health 2011: 11: 479

   <https://bmcpublichealth.biomedcentral.com/articles/10.1186/1471-2458-11-479>

   OHID analysis. 2022. Based on the four sources above. To estimate the average spend per smoker data on tobacco spending from the Smoking Toolkit Study was adjusted based on Government data on tobacco tax revenue and illicit tobacco, due to expected under-reporting. This data was also matched to income and smoking prevalence data to estimate how spend on tobacco varies across England [↑](#footnote-ref-2)
2. Census 2021: [Adult smoking habits in the UK - Office for National Statistics (ons.gov.uk)](https://www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcare/healthandlifeexpectancies/bulletins/adultsmokinghabitsingreatbritain/2021) [↑](#footnote-ref-3)
3. OHID. Health Profile for England. 2021. [Health Profile for England 2021 (phe.org.uk)](https://fingertips.phe.org.uk/static-reports/health-profile-for-england/hpfe_report.html) [↑](#footnote-ref-4)
4. Smoking cessation for improving mental health, Cochrane Library,  <https://www.cochranelibrary.com/cdsr/doi/10.1002/14651858.CD013522.pub2/full#CD013522-abs-0002>  [↑](#footnote-ref-5)
5. OHID analysis. 2022. Based on smoking attributable mortality (new method) 2017-2019. [Local Tobacco Control Profiles - Data - OHID (phe.org.uk)](https://fingertips.phe.org.uk/profile/tobacco-control/data#page/4/gid/1938132885/pat/159/par/K02000001/ati/15/are/E92000001/iid/93748/age/202/sex/4/cat/-1/ctp/-1/yrr/3/cid/4/tbm/1/page-options/car-do-0.%202021) [↑](#footnote-ref-6)
6. OHID. Local Tobacco Control Profiles. Smoking attributable hospital admissions (new method). https://fingertips.phe.org.uk/profile/tobacco-control/data#page/4/gid/1938132888/pat/159/par/K02000001/ati/15/are/E92000001/iid/93753/age/202/sex/4/cat/-1/ctp/-1/yrr/1/cid/4/tbm/1 [↑](#footnote-ref-7)
7. Census 2021: [Adult smoking habits in the UK - Office for National Statistics (ons.gov.uk)](https://www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcare/healthandlifeexpectancies/bulletins/adultsmokinghabitsingreatbritain/2021) [↑](#footnote-ref-8)
8. OHID analysis. 2022. Based on smoking attributable mortality (new method) 2017-2019. [Local Tobacco Control Profiles - Data - OHID (phe.org.uk)](https://fingertips.phe.org.uk/profile/tobacco-control/data#page/4/gid/1938132885/pat/159/par/K02000001/ati/15/are/E92000001/iid/93748/age/202/sex/4/cat/-1/ctp/-1/yrr/3/cid/4/tbm/1/page-options/car-do-0.%202021) [↑](#footnote-ref-9)
9. OHID. Local Tobacco Control Profiles. Smoking attributable hospital admissions (new method). https://fingertips.phe.org.uk/profile/tobacco-control/data#page/4/gid/1938132888/pat/159/par/K02000001/ati/15/are/E92000001/iid/93753/age/202/sex/4/cat/-1/ctp/-1/yrr/1/cid/4/tbm/1 [↑](#footnote-ref-10)