

# London Smoking Cessation Transformation Programme

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## Supporting Londoners to quit smoking

**August 2018**

### Welcome to the latest update from the London Smoking Cessation Transformation Programme (LSCTP).



Welcome to the latest version of the LSCTP newsletter.

In March 2018, the marketing and communications campaign to direct smokers to a pilot (phase 1) London wide Stop Smoking helpline completed on time and as planned. At the end of the pilot, the LSCTP Board commissioned an independent review of the Stop Smoking London (SSL) Service.

The findings and recommendations from this review have helped identify opportunities to build on and strengthen our current work and has been integral in informing our thinking around developments to the Programme in order to achieve our aim of supporting London boroughs to transform and improve the way their residents access stop smoking support. Moving forward the Programme will be adopting a more test, learn and adapt approach to service delivery and will enhance London wide advertising campaigns with sub-regional pilots.

Today, I am delighted that thirty-one London boroughs jointly commission and participate in the Programme, which contributes to a broader stop smoking and tobacco control landscape seeking to reduce prevalence.

Earlier this year, I was delighted to welcome Meroe Bleasdille, as the new Programme Manager, ADPH London Smoking Cessation Transformation Programme. Meroe joined us at an exciting time and has been instrumental in taking forward the findings from the review.

London DsPH have now agreed that in 2018/19 the Programme will:

1. Remain focused on reducing the prevalence of smoking in London.
2. Continue to improve public awareness, access to and therefore uptake of all Stop Smoking Services.
3. Continue to build upon the Programme's asset base and innovate services, creating greater synergy between regional and local Stop Smoking Services.
4. Develop and provide evidence based SSL Service reflecting the needs and lifestyles of London smokers.
5. Create a Stop Smoking social movement across London that supports smokers to quit permanently.

To find out more about the Programme journey and ambition please click [here](#).

I look forward to working with you towards a smoke-free London throughout 2018 and beyond.

**Somen Banerjee**

Director of Public Health, London Borough of Tower Hamlets | London Association of Directors of Public Health Lead for Tobacco

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## London Stop Smoking Helpline

Our telephone support to London smokers remains available via NHS Smokefree and the national helpline number - **0300 123 1044**.

Callers to the helpline are asked a series of questions to determine the level of stop smoking support they need. If they are from London and meet the eligibility criteria, they are offered the opportunity to sign up to the specialist four week telephone-based service. By encouraging smokers to call this number, together we can support and motivate them through their quit journey. Importantly the review of the pilot found that once smokers are engaged with the stop smoking helpline four week proactive behavioural support and are contactable we see a quit rate higher than the national average.

If you would like to make your local smokers aware of this helpline you may like to tweet:

**Want to stop smoking but need some help? Call the London Stop Smoking Helpline on 0300 123 1044.**

Please also use all your communications channels to promote the phone number and [London Stop Smoking Web Portal](#).

Remember to include the number and portal address when updating your local leaflets. We can provide draft text for newsletters and briefings to front line staff if you need them.

Remember to follow us on Twitter @StopSmokingLon and include us when you are tweeting about smoking cessation.

If you have suggestions about new ways we can promote the service, please email [Paul Morris](#).

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## London Stop Smoking Web Portal review

During the quieter summer months, we were presented with an excellent opportunity to review the functionality and interface aesthetics of the [London Stop Smoking Web Portal](#). A big thank you to everyone who volunteered to be part of the usability review of the Portal.

Earlier this month, we appointed a new supplier to refresh the website, they will use the feedback received from the review in order to ensure that we now create a more powerful asset that is relevant for London smokers.

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## Pilot (phase 1) campaign material and new campaign (phase 2) - autumn 2018

The supporting campaign materials from the pilot can still be used for any local activity over the next few weeks; these remain available on the [ADPH London Smoking cessation webpage](#). These can be downloaded and printed for display in public places across London. You will find the most recent "Reach for the Phone"

posters [here](#). However, as we are planning a new campaign we would advise that you only print what you will need for any local activity that is happening shortly. **If you would like more information about these, please contact [Paul Morris](#) at Lambeth Communications.**

The new PR marketing campaign to promote London Stop Smoking Services will be launched in the autumn. While campaign planning is taking place, this is a great opportunity for you to inform and influence direction.

If you have an idea, or would like to make a suggestion about a channel, media or asset we should consider because it has been successful for you in the past, please contact [Paul Morris](#) at Lambeth Communications.

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## Joint LSCTP and ASH commissioning survey of local Stop Smoking Services

We are actively encouraging all of London's commissioners to complete and return the joint LSCTP and ASH commissioning survey of local Stop Smoking Services as soon as possible. This can be accessed [here](#).

The LSCTP have worked closely with ASH to ensure that we are able to combine both our needs in to one survey and so prevent local commissioners in London having to complete two different surveys collecting similar information.

The information gathered from this survey about the local Stop Smoking Services landscape will be crucial as we move forward with the Programme and will firm up our understanding of the London Stop Smoking Service landscape.

Responses from this survey will inform developments to SSL Services and will be shared with you all in the New Year.

**The deadline for completion of this survey is the 31<sup>st</sup> August 2018.**

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## New Programme resources

The following new documents have been uploaded to the [ADPH London Smoking cessation webpage](#) for your information:

1. [The LSCTP Journey and Ambition slide set 2018/19](#)
2. [LSCTP Frequently Asked Questions Document](#)

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## Programme Updates

We always like to hear what you think about our updates, if you have any comments or ideas for future content please contact [Carla Naidoo](#), LSCTP Stakeholder Communications.

Should you no longer wish to receive these updates or would like to nominate someone else in your team to be the recipient please contact [Carla Naidoo](#).

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**ONE  
YOU**



**STOP  
SMOKING**

**LONDON**