

London Smoking Cessation Transformation Programme

Supporting Londoners to quit smoking

January 2019

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



Thank you for your continued support of the Programme throughout 2018. Your support has been instrumental in allowing us to remain focused on reducing the prevalence of smoking in London and continuing to improve public awareness, access to and therefore uptake of all London Stop Smoking Services.

Since the November launch of the Stop Smoking London campaign “Amazing Things Happen” we have been delighted with the overwhelmingly positive response that we have received. Thank you for all of your feedback, which we continue to seek to improve the offer.

As we begin 2019, we are mindful of the learning from the smoker insight work that we undertook in the summer. This highlighted that in January many smokers plan or make a New Year resolution to begin their stop smoking journey.

As a result, we have now put plans in place to increase the visibility and buzz around the “Amazing Things Happen” campaign in order to facilitate more supported stop smoking attempts this month. You can read more about our plans in this update.

We are also planning for the future of the Programme. This year we are looking to identify ways to better partner with you to increase our reach as we jointly work towards a smoke-free London. We will be telling you more about some of these plans in future Programme updates.

Finally, I would like to take this opportunity to wish you all a Happy New Year.

Somen Banerjee

Director of Public Health, London Borough of Tower Hamlets | London Association of Directors of Public Health Lead for Smoking Cessation and Tobacco Control

“Amazing Things Happen” Campaign

The ‘Amazing Things Happen’ campaign aims to encourage smokers to visit the new [Stop Smoking London website](#), to engage with local and regional support, to set a quit date and to start their supported stop smoking journey.

The activity plan for the entire duration of the “Amazing Things Happen” campaign can be found in the [October/November Programme update](#).

Since the campaign launched in mid-November, many London smokers will have seen the campaign across their digital network including on social media and through display adverts.

We currently estimate that in the first three weeks of the campaign, 300,000 London smokers would have seen the digital adverts, with 3,600 of those clicking through to find out more. This activity will continue across the digital realm until March 31st 2019.

Our [stakeholder toolkit](#) has everything in it that you will need to promote the campaign locally, including a press release, campaign imagery and the posters which can all be downloaded for local use.

We would really like to hear from you on how you are using these resources locally. Please do email [Samantha Lasbury](#) to let her know about your plans and how they are received.

“Amazing Things Happen” New Year Campaign Plans

To ensure that we are in a position to continue to reach London smokers, especially in the New Year resolution period we are, with your help, aiming to create a real buzz around the Stop Smoking London campaign this month.

To help us to do this we are running a series of additional campaign activities, which includes:

GPs and pharmacies direct mailing

In December, we commenced a direct mailing to all GPs and pharmacies in participating London boroughs, this mailing has now been sent to 3,143 GP practices and pharmacies across London.

As part of this mailing, each GP Practice and pharmacy will have received a pack that includes an introductory letter and information on the campaign. They will also have received printed versions of the “[Amazing Things Happen](#)” posters, which we have asked them to display in their pharmacy or GP practices in the build up to and over the New Year period.

London Underground Advertising

The “Amazing Things Happen” campaign is also being advertised across the London Underground network this month. This is a great opportunity for us to increase our reach, as 5 million passenger journeys are made on the underground each day (ref: TFL).

Radio Advertising

A radio advert to promote the Stop Smoking London service offer is also running over the New Year period; this is being played on Heart Radio. Heart London Radio has a reach of 1.4 million people each week, and the core audience is aged between 25-44 years old, making them ideal for our campaign.

Please help us to get the message out to your residents.

Please [download the latest media pack](#) which includes some more images to share on social media this January, a blog post, and email templates to adapt and send to your local businesses, community centres and networks.

There are also some short videos you can use. Please do share them with GPs and encourage them to display them on their waiting room screens wherever possible.

Stop Smoking London website

Since the launch of the campaign in mid-November up until 9th December, we saw over 1,037 new visitors to the [Stop Smoking London website](#); this is nearly 50 people a day.

The website continues to promote the Stop Smoking London helpline and also includes many new features including the option to request a call back from local Stop Smoking Services.

This call back feature was added following the usability review of the old web portal; the addition of the option to input ones contact details in to a [form](#) so that users would then receive a call from a local stop smoking service was deemed an important option.

Thank you to everybody who has worked with us to get this system working locally. For any area who has not yet received a test email message to your designated secure email address from the call back system (this will be from donotreply@stopsmokinglondon.com) please do check your junk email boxes. If you find the email in your junk email box please do mark this as safe so that any future messages appear in your inbox.

If you still are unable to find an email from us or if you have any questions about this process please email [Carla Naidoo](#).

Please do also take the time to visit the website and let your local teams and residents know about it.

Please remember to update your local website to include a link to <http://www.stopsmokinglondon.com> and please do share the campaign on your social media - here are some images and [suggested posts](#) that you can use.

Stop Smoking London Helpline

Our telephone support to London smokers remains available via NHS Smokefree. Londoners calling the helpline continue to be offered the opportunity to sign up to the specialist four week telephone-based support service.

In November the helpline received 17 calls, and 8 Londoners signed up to be part of the specialist four week telephone-based service.

Please do encourage your local smokers to call 0300 123 1044 and visit the new website, so that together we can support them on their quit journey.

#stopsmokinglondon

Thank you to everybody who has shared the Stop Smoking London campaign on social media using the hashtag #stopsmokinglondon. Please do continue to share this.

You will find suggested social media posts that you may like to use to match the campaign messages in our [media pack](#).

Please also follow us at [@stopsmokinglon](#)

Your Programme updates

We would really like to keep you informed about the work the Programme is doing. If you would like to be kept up to date about the Programme and the new campaign moving forward please send the following information to [Carla Naidoo](#):

Your name, job title, your organisation and importantly your work email.

Please note that we will only use your information to provide you with relevant updates on the Programme and the new campaign. Further, should you at a later date no longer wish to receive this information please email [Carla Naidoo](#).

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](#).

