

# London Smoking Cessation Transformation Programme

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## Supporting Londoners to quit smoking

**October/November 2018**

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



This has been a very busy two months for us as we prepare for the launch of phase two of the Stop Smoking London campaign. I am delighted to tell you that on Monday 19<sup>th</sup> November 2018, our new “Amazing Things Happen” campaign will launch.

This campaign, which will run continuously up until 31<sup>st</sup> March 2019, is specifically targeted at London smokers aged 25 - 40 years old, the largest smoking population in the UK. The campaign is designed to encourage London Smokers to engage with both local and regional support in order to set a quit date and start their supported stop smoking journey.

This exciting campaign for London has been developed using research that provides fascinating insight into smoking behaviour. For example, knowing the strong link with mobile use, we’ve created a new [Stop Smoking London website](#) that gives people a range of tools they can use via their phone. We’re also exploring ways to build on this further to make it a real asset for Londoners.

In this newsletter, we have included information on the new campaign activity and resources. Many of these are available for you to use locally. Please do share these with colleagues in your local teams. We would also welcome your views on the new campaign and to hear about how you have implemented and promoted this locally.

Please do remember to keep checking the [ADPH London Smoking cessation webpage](#) as this is where we will continue to share further information and updates on the Programme and the campaign.

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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## Our new campaign - “Amazing Things Happen”

The insight work, which we undertook with over 500 London smokers earlier this summer highlighted that our audience is most receptive to positive health messages and images.

In response to these findings, the new campaign “Amazing Things Happen” informs smokers about the short-term gains of quitting, including better health, more money, increased energy and better appearance, some examples of the new campaign are shown below.

**Examples of the “Amazing Things Happen” posters:**



**Examples of the “Amazing Things Happen” digital adverts:**



The “Amazing Things Happen” campaign will be launched on Monday 19<sup>th</sup> November 2018 and will run continuously until the end of March 2019. The campaign will be highly visible in the public realm including digital advertising, including social media activity .i.e. advertising on Facebook, Instagram and You Tube. The campaign will also include activity in the New Year to target those who make a New Year resolution to stop smoking.

Further information on the activity planned for the “Amazing Things Happen” campaign can be seen in the following table (this may be subject to change based on the on-going evaluation):

Activity	Description	When
<b>Mobile</b>		
<b>Mobile display adverts</b>	Advertising on top 6 news and special interest websites as identified by research. Adverts displayed around content.	November to March
<b>Mobile social media adverts</b>	Advertising on Facebook, Instagram and You Tube. Adverts displayed around content. On You Tube, adverts are played before chosen content is viewed.	November to March
<b>Pay per click (PPC)</b>	Pay-per-click advertising appears when people search for stop smoking-related terms on search engines, like Google and Bing. These adverts appear above your search.	November to March
<b>Search</b>	Where people living in the participating boroughs search for stop smoking related terms, we will also target them with adverts promoting the website.	November to March
<b>Desktop/PC</b>		
<b>Display</b>	As above.	November to March
<b>Social media</b>	As above.	November to March
<b>PPC</b>	As above.	November to March
<b>Search</b>	As above.	November to March
<b>Radio</b>	Two week advertising campaign to coincide with New Year Resolution.	January
<b>Public Realm (London Underground)</b>	Two week advertising campaign to coincide with New Year Resolution.	January
<b>Direct Mail (Pharmacists)</b>	Campaign printed materials delivered to all pharmacists in participating boroughs ahead of New Year.	December
<b>Stakeholder toolkit</b>	Electronic toolkits of campaign materials distributed to participating councils and CCGs.	November and December
<b>Media release</b>	Press release ahead of key moments.	November and December

Our November [stakeholder toolkit](#) has everything in it that you will need to promote the campaign locally, including press release, campaign imagery and the posters

which can all be downloaded for local use. Please note that all of the campaign materials are embargoed until **08:00 on the 19th November 2018**.

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.

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## Stop Smoking London website

We are delighted that our new website, [www.stopsmokinglondon.com](http://www.stopsmokinglondon.com), went live earlier today. A big thanks once again, to everyone who took part in the usability review of the web portal over the summer. This review has been instrumental in the development of this new website.

[www.stopsmokinglondon.com](http://www.stopsmokinglondon.com) 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. Please do 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.

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## Stop Smoking London Helpline

Our telephone support to London smokers remains available via NHS Smokefree and the bespoke London offer of proactive 28 day support - **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. London smokers will also soon have the opportunity to sign up to a 28 day stop smoking text message support programme. This will provide them with support on their stop smoking journey.

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.

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## 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](#).

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**ONE  
YOU**



**STOP  
SMOKING**

**LONDON**