

London Smoking Cessation Transformation Programme

Supporting Londoners to quit smoking

September 2018

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



Welcome to the latest version of the LSCTP newsletter.

This month has been a particularly busy and exciting time for us. At the end of August we received the report following the insights work we undertook with London smokers. This insight work was undertaken as a result of the Independent Review of the Programme, one recommendation from this identified the need for the Programme to develop and enhance our understanding of London smokers attitudes to smoking and quitting, lifestyles and service preferences.

The results from the insight work have been instrumental in changing how the Programme thinks about how we deliver the service to the target audience. These learnings will be incorporated in to all future aspects of the Programme including marketing and advertising as well as service delivery moving forward. You can read more about what we found out later in this newsletter.

We have also been busy with planning the new marketing campaign to support cigarette smoking cessation in London. The new approach that we will be taking for the campaign has been influenced by existing research, the London Smokers insight work and learning from the 2017-18 campaign. The new campaign will run from November 2018 for six months with the specific aim to increase take-up of local and regional services. Further information on this campaign will be shared with you imminently.

Finally, please do keep checking the [ADPH London Smoking cessation webpage](#) as this is where we will be sharing 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

London Smokers Insights

This summer we undertook insight work with London Smokers to gain knowledge to inform both the Stop Smoking London Service design and the supporting marketing and advertising campaign. This was also used to provide us with understanding about the type of services that are likely to appeal to smokers aged 25-40 years old and the channels that will reach and resonate with this group most effectively.

The insight work was undertaken as a mixed methods approach - a panel survey including an online/CATI survey with a sample of 501 participants and four focus groups held in central London in July 2018. The sample included an even spread of representation from all 33 London local authority areas.

The key learnings from the insight work include:

- There is a large pool of smokers looking to quit smoking in London. Tapping in to life milestones for example entering into one's 30s and 40s, and becoming a parent could yield greater impact.
- There was confirmation that there are key points in the year when smokers are more likely to consider quitting for example January, whereas over the spring and summer months there appears to be less motivation to begin the quit journey.
- Smart phone use is central to smoking behaviour, therefore mobile phones could potentially become stop smoking assets that distract from smoking and enable easier behaviour change.
- A success narrative around quitting with positive, short term reinforcement and sub messages around finance and health are likely to resonate well.
- Smokers in our target audience want to be successful and to be seen to be successful. They seek status and economic maximisation. They are strongly aspirational and individualistic; acutely responsive to social norms; and want services and products that are 'the best'.
- Smokers have mixed views about seeing people smoking or images of cigarettes on stop-smoking campaign assets because this can have a negative impact. Therefore, smoking imagery is best avoided.

The Programme approach moving forward including marketing and advertising as well as service delivery will be heavily influenced by this insight work. The research will be shared more widely in early 2019.

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 for November 2018 we would advise that you only print what you will need for any local activity that is happening now. **If you would like more information about these, please contact [Paul Morris](#) at Lambeth Communications.**

The new marketing campaign to promote London Stop Smoking Services will be launched this November. This campaign will be targeted at specific segments of the London smoker population, which is a significant departure from the 2017-18 campaign, which targeted a wide 'London smoker' audience to appeal to any smoker considering quitting and in doing so employed a wide-ranging tactical approach.

The new campaign will be a six month digital campaign to target three specific segments of the London smoker population who are aged between 25-40 years old and will predominantly use data-driven mobile display and social media marketing.

Further information on the campaign will be shared with you shortly and as with last year's campaign, a toolkit of assets will be provided to boroughs to use as they choose.

Stop Smoking London website

In August we successfully appointed a new supplier to refresh the Stop Smoking London website (formerly known as the London Stop Smoking Web Portal).

The new Stop Smoking London website will launch in November and will include clearer information, resources and improved functionality which will include a call back option from your local SSS, London wide 28 day email and text support as well as the potential for live chat options in the future.

The redevelopment of the website has allowed us the opportunity to co-brand both the website and campaign consistently. Further information including the new URL will be shared with you in due course.

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 that is in keeping with the Russell Standard (Clinical), which states the self-reported 4 week success rate should generally be over 50 per cent.

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.

Remember to include the number 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](#).

Joint LSCTP and ASH commissioning survey of local Stop Smoking Services

Thank you to all who have completed the London survey. The deadline for completing the joint LSCTP and ASH commissioning survey of local Stop Smoking Services has been extended until the end of this month. 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. Please, if you have not already done so, complete the survey by clicking [here](#).

The deadline for completion of this survey is the 30th September 2018.

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](#).

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](#).

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](#).

**ONE
YOU**



**STOP
SMOKING**

LONDON