

London Smoking Cessation Transformation Programme

Supporting Londoners to quit smoking

February 2019

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



We are now beginning to see the impact of the “Amazing Things Happen” campaign and we are delighted to share some of the recent data with you in this update. We were particularly pleased to see a spike in visits to www.stopsmokinglondon.com over January.

Last month, we also welcomed the publication of the NHS Long Term Plan (LTP). The NHS LTP areas of focus for the next 10 years include a focus on preventative models and population health with an aim to save 500,000 lives.

The promotion of smoking cessation will be a central part of this plan. The NHS has committed to embedding the [Ottawa Model](#) for smoking cessation in to its practice, so that everyone admitted to hospital that smokes will be offered help and support to quit.

The NHS LTP is timely for the Programme as we now have Board agreement to include pregnant women in the Stop Smoking London offer. Plans are now underway to develop our campaign resources, website and to train helpline advisors to manage the additional needs of pregnant smokers. It is anticipated that pregnant smokers will be able to use the Stop Smoking London services by April 2019.

In addition, over the last few months we have been developing an innovative pilot partnership plan to trial and evaluate different models of engagement at local and sub-regional level to meet the needs of identified local smoker populations, for example, residents in social housing and hospital patients. You can read more about our upcoming service development plans in this update.

Last year, with your support and commitment we made great strides in our understanding of our target audience; in 2019 we aim to continue to use this knowledge to enhance the services we offer to participating London Boroughs and their residents.

I look forward to partnering with you in 2019 as we work together towards a healthier and smoke free London.

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

Stop Smoking London – Service update

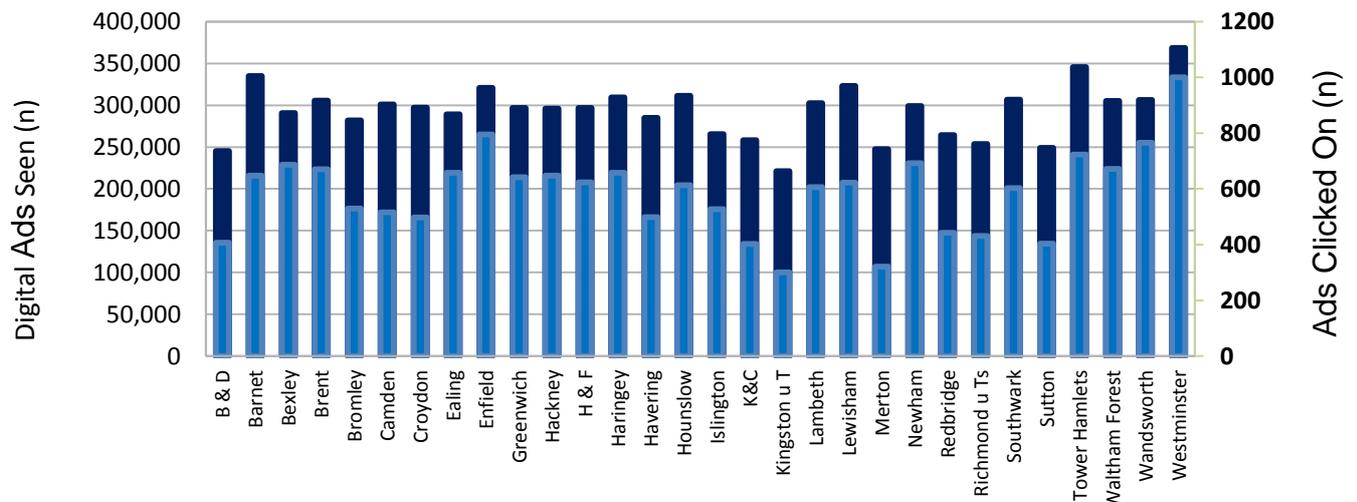
The “Amazing Things Happen” campaign

The “Amazing Things Happen” campaign works by encouraging London smokers to visit the [Stop Smoking London website](#), or call the Stop Smoking London helpline to engage with local and regional support, to set a quit date and to start their supported stop smoking journey. Since the start of the campaign on the 19th November 2018, over 10 million digital adverts have been delivered to Londoners and nearly 20,000 have been click on.

As with all types of marketing, brand recognition and adoption, it does takes time for the audience to engage. However, since the launch of the campaign we have seen Londoners responding well with an almost equal split between men and women. We are also seeing good engagement among those aged between 25-44 years old, London’s largest smoking population.

Graph 1 shows, the number of digital ad displays ‘impressions’ seen and clicked on by London Borough between 19th November 2018 and 31st January 2019

Graph 1: Digital’ Amazing Things’ Ads Seen and Clicked on By Borough



As a reminder, the ‘Amazing Things Happen’ digital campaign will continue to run until 31st March 2019. The full campaign plans can be found in the [October/November Programme update](#). 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.

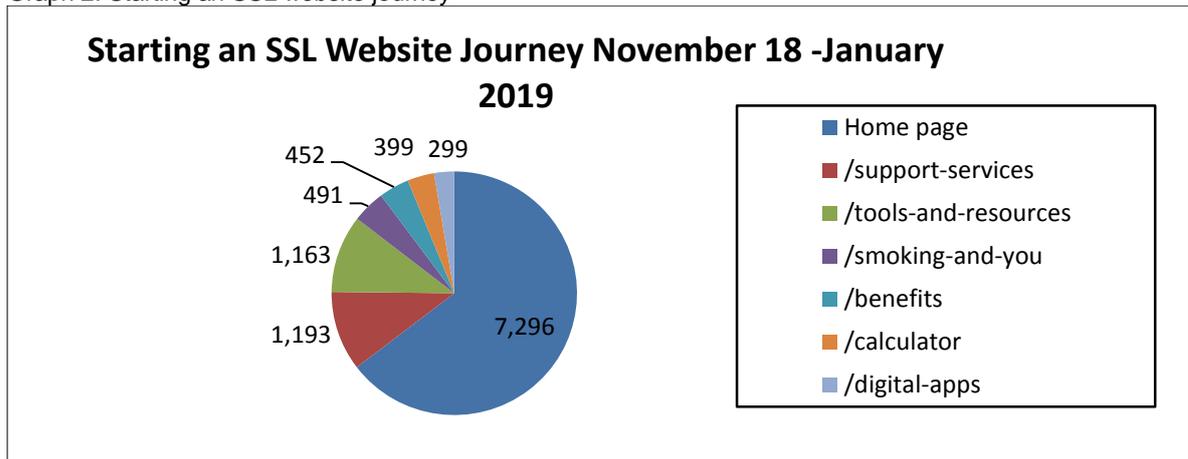
We would really like to hear from you about how you are using these resources locally. Please do email [Samantha Lasbury](mailto:Samantha.Lasbury) to let her know about your plans and how they are received.

Stop Smoking London website

The website has seen over **5,300 new visitors** (2,500 of those in January alone) since its launch in November 2018. On average each visitor will look at **three pages** during their visit.

As the insight work that we undertook last year suggested, the majority of visitors to the website are using a mobile device to access and view the pages. Graph 2 shows where people start their journey when they visit the Stop Smoking London website.

Graph 2: Starting an SSL website journey



We have already used the analytics from the website to undertake some new developments including enhancing the information on the NRT pages, as well as the addition of a new page on prescribed medication. We will also shortly be developing the e-cigarettes page.

Please if you have not already done so, do 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](#).

Local Service Engagement via the Stop Smoking London website

Stopping smoking is a difficult and complex process, and we know that smokers use many methods and approaches to achieve this. The data from the current use of the Stop Smoking London website suggests that people are choosing to embark on different journeys, with some using the website to download support apps and others using the site for information. However, we are also seeing that people are using the website to seek out and engage with local services.

Nearly **2000** visitors to the Stop Smoking London website have looked for information on their Local Support Services as part of their visit, with **Havering, Bromley, Enfield, Barking and Dagenham, Lambeth and Wandsworth** being the top most searched areas (see graph3).

Graph 3: Where are we seeing people searching for local services on the SSL website?



The website also continues to promote the Stop Smoking London helpline and includes the option to request a call back from local Stop Smoking Services. **Fifty-four** people have already used the website to request a call back from their local service.

As this call back feature is being used by Londoners, we ask that all areas ensure they have received a test email message to their designated secure email address from the call back system (this will be from donotreply@stopsmokinglondon.com). If any area has any questions about this process please email [Carla Naidoo](mailto:Carla.Naidoo@stopsmokinglondon.com).

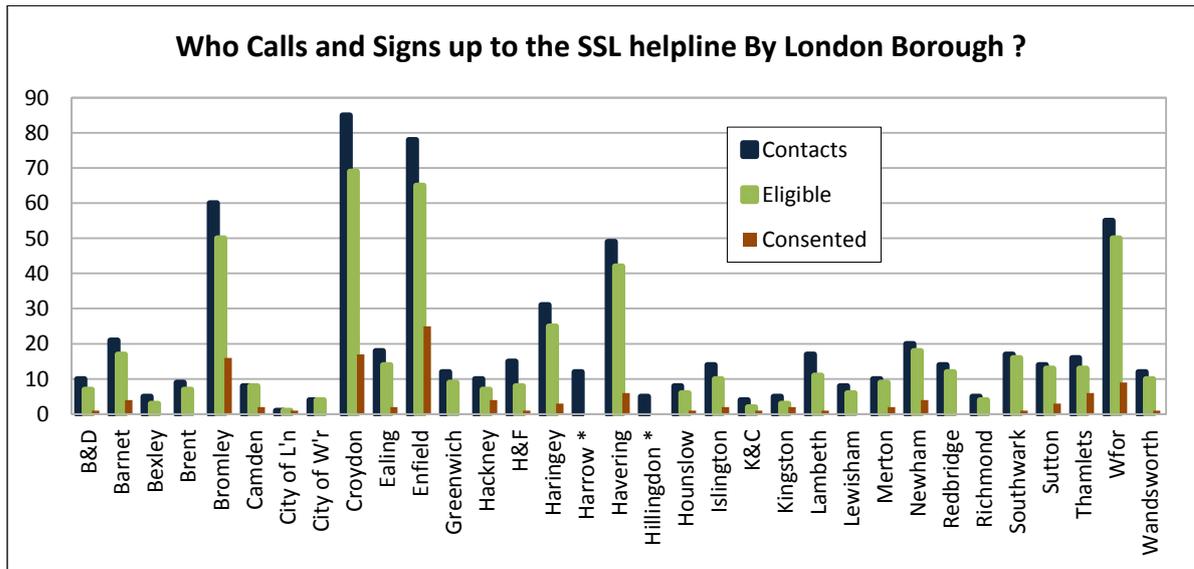
Stop Smoking London Helpline

Our telephone support to London smokers remains available via NHS Smokefree- **0300 123 1044**. Residents of participating boroughs who call the helpline continue to be offered the opportunity to sign up to the specialist four week telephone-based support service.

This bespoke service for London smokers means that the smoker is called back by a specialist advisor offering them regular one-to-one stop smoking support and encouragement over the phone at regular and agreed intervals during their 28 day quit journey.

Graph 4 shows how residents of the participating London Boroughs have been engaging with the helpline since May 2017.

Graph 4: Stop Smoking London Helpline activity by London Borough



*May 2017 to January 2019

Please do continue to encourage your local smokers to call **0300 123 1044** and visit the [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](#)

No Smoking Day

This year National No Smoking Day is on March 13th 2019. We will be using this opportunity to promote the [Stop Smoking London website](#) and helpline to London smokers and will be refreshing some of our digital advertising for this.

We are also doing a mail-out to all NHS dentists in participating boroughs with a series of posters highlighting the oral health benefits of quitting smoking.

Further information on this will be shared on the [ADPH London Smoking Cessation webpage](#) shortly.

Stop Smoking London – Upcoming developments

In 2019, the Programme aims to increase the reach of the Stop Smoking London services. We currently have plans in place for three service developments that we

believe will add real additional value to participating London boroughs and their residents.

1. From April 2019, the Stop Smoking London Services will all be adapted to include expectant mothers and their partners, so families can stop smoking together; resulting in the chances of still birth, miscarriage and sudden infant death being reduced.

This new offer will include the option for pregnant smokers who do not wish to attend a local Stop Smoking Service to sign up to the proactive regular one-to-one stop smoking 28 day telephone support package. The number to call for this will be **-0300 123 1044**.

2. We will shortly be inviting all participating London boroughs to take part in a targeted and innovative local partnership pilot on a local or sub-regional level with specific population groups.

We know that a significant proportion of the London workforce interact with people who smoke such as midwives, health visitors and care workers, all of whom could, with our support, be delivering messages about smoking cessation and signposting to the Stop Smoking London services.

It is anticipated that this pilot approach will go some way to support the delivery of the NHS LTP, local public health needs, and sub regional STP priorities. It is proposed that by piloting different interventions and micro-campaigns across London it will enhance Programme learning, add to the evidence base for effective smoking cessation activity and inform future developments to Stop Smoking London advertising campaigns and service delivery.

The Programme will be contacting our partners about this with more detailed information in the next few weeks.

3. We will shortly be enabling a call back function to the London helpline via the Stop Smoking London website so people who cannot access the traditional local service for whatever reason can still be supported via the pro-active telephone support package.

This addition will also allow GPs and other Healthcare professionals to refer their patients directly in to the Stop Smoking London service by completing the call back request with their patient at the time of consultation.

If you have any questions or queries about our new service development plans, please email: [Meroe Bleasdille](#), LSCTP Programme Manager or [Carla Naidoo](#), LSCTP Stakeholder Communications

Please tell us how we are doing?

We always want to build and maintain strong relationships with you so that together we can deliver the best outcomes for local people, with the ultimate aim of a smoke free London.

We believe that how we communicate with you about our plans and vision is crucial to our success. We would therefore appreciate it if you would please take the time to

[complete this survey](#), which should take you no more than 10 minute, to let us know how we are doing.

This survey has been developed to find out how you currently get information about the Programme, and to test the existing communication channels that we use. Your views are very important to us and all of the information you give us will help us to shape the future of communications that you receive.

The deadline for completing this survey is: **Monday 25th March 2019.**

If you have any questions about this survey please contact:
[Carla Naidoo](#), Stakeholder Communications.

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](#).

