

London Smoking Cessation Transformation Programme

Supporting Londoners to quit smoking

May 2019

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



The “Amazing Things Happen” campaign came to a close on 31st March 2019; the [campaign resources](#), the telephone helpline and the [Stop Smoking London website](#) remain available to residents of all participating boroughs. Thank you to everybody who over the duration of the “Amazing Things Happen” campaign have helped us to raise the profile of Stop Smoking London by using the campaign resources locally as well as sharing the hashtag #stopsmokinglondon on social media.

Earlier this year, we learnt that University College London conducted an evaluation of the first phase of the Programme and this has now been submitted for peer review and publication. The evaluations early findings suggest that the first year of the Programme was associated with a significant increase in quit attempts in London compared with the rest of England.

In this month’s update we are looking forward and so include information on some new and upcoming service developments for the Programme. We are delighted to have secured funding for the 2019/20 financial year from 30 London local authorities. Programme priorities will this year continue to reflect our vision to increase the number of smoking quit attempts across the capital with a long term view of a smoke free London.

At the beginning of April the Stop Smoking London offer including the 28 day proactive telephone support became available to eligible pregnant smokers, further details of this are included later in this newsletter.

We are also busy progressing with our plans to take forward regional and sub regional Stop Smoking London Partnerships. It is anticipated that these will deliver different interventions and micro-campaigns across London based on local and sub-regional needs.

I look forward to continuing to partner with you in 2019 as we work towards a healthier and smoke free London. To help us to work with you better we really want to know your views on how we are communicating with you, please do let us know by [completing this survey](#).

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 – update.

The ‘Amazing Things Happen’ digital campaign came to a close at the end of March. Over 9 million campaign adverts were delivered to Londoner’s devices throughout the five month campaign. Of this, nearly 26,500 people clicked on a campaign advert, which is nearly double the response rate for the 2017/18 advertising campaign.



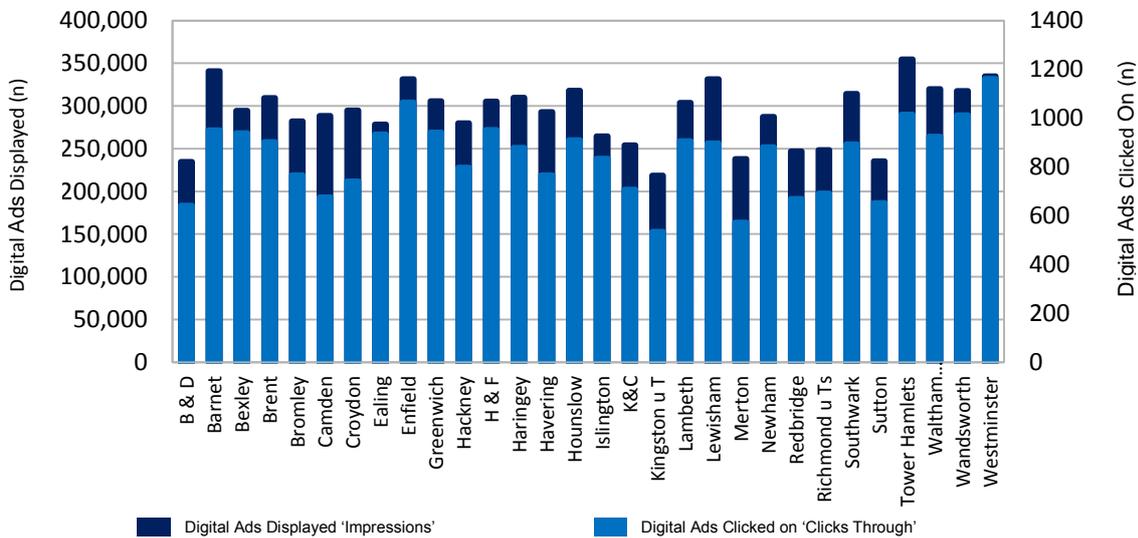
We saw good engagement among the target audience for the campaign - people aged between 25-44 years old. Londoners aged 25-34 responded best to the campaign with men in this group more likely to have seen and engaged with it.

The top performing search headline was “Amazing things happen when you quit smoking”, while the top performing digital advert was “WHOA! Just ran my first 10k”.

Graph 1 below shows the number of digital advert displays ‘impressions’ seen and clicked on by London Boroughs between 19th November 2018 and 31st March 2019. The London Borough of Westminster and London Borough of Enfield delivered the highest advert response rates.

A full evaluation of the campaign is now under way and results will be shared in due course.

Graph 1: Digital ‘Amazing Things’ Ads Seen and Clicked on by Borough November 2018 to March 2019



Stop Smoking London new developments – “Smoking and Pregnancy”.

At the beginning of April we were delighted to include pregnant smokers in the entire Stop Smoking London offer. Since then the Stop Smoking London helpline team have been able to invite eligible pregnant callers and/or their partners to take part in the specialist four week telephone-based support service.

The Stop Smoking London website also has a new [Smoking and Pregnancy](#) web page. This provides useful advice for pregnant smokers as they embark on their quit journey, including for example the types of NRT that may be more suitable if suffering from morning sickness as well as signposting to local and regional stop smoking support.

A targeted digital campaign and resource pack for community services to help to raise awareness of the Stop Smoking London offer for pregnant smokers is currently being developed; further information will follow in due course.

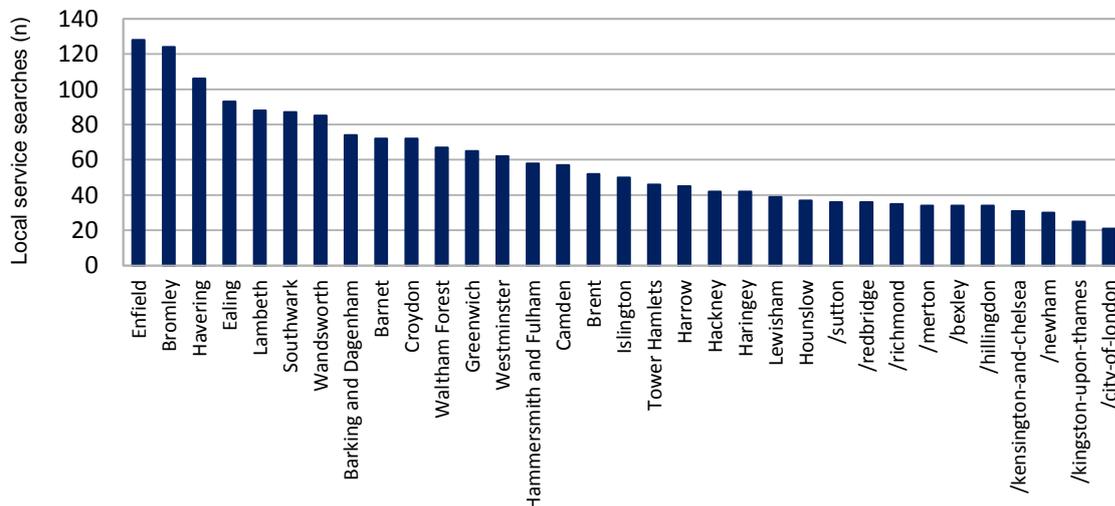
In the meantime, please do help us to get the message out to your local pregnant smokers and encourage them to call the helpline **on 0300 123 1044** or to visit the [website](#). We would also appreciate it if you would please help us by letting your local workforce who interact with pregnant smokers know about this new service.

Stop Smoking London new developments – Stop Smoking London website.

The Stop Smoking London website continues to be used by London smokers as they contemplate their stop smoking journey. Over the duration of the “Amazing Things Happen” campaign we saw over 11,000 new visitors to the website.

We continue to see smokers using the website to find information on local services. During February and March 2019, over 2,000 people searched for their local service with Enfield, Bromley, Havering and Ealing being the most searched for. We have also received a total of 95 call back requests from the website.

Graph 2: Searches for Local Services on the SSL website by Borough November 2018 to March 2019



We have also recently made some changes to the website based on web analytics and stakeholder feedback. This includes developments to the following three pages:

- [E- cigarettes](#)
- [Stop Smoking London Helpline](#)
- [Benefits of smoking quiz](#)

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 Stop Smoking London offer on your [social media](#).

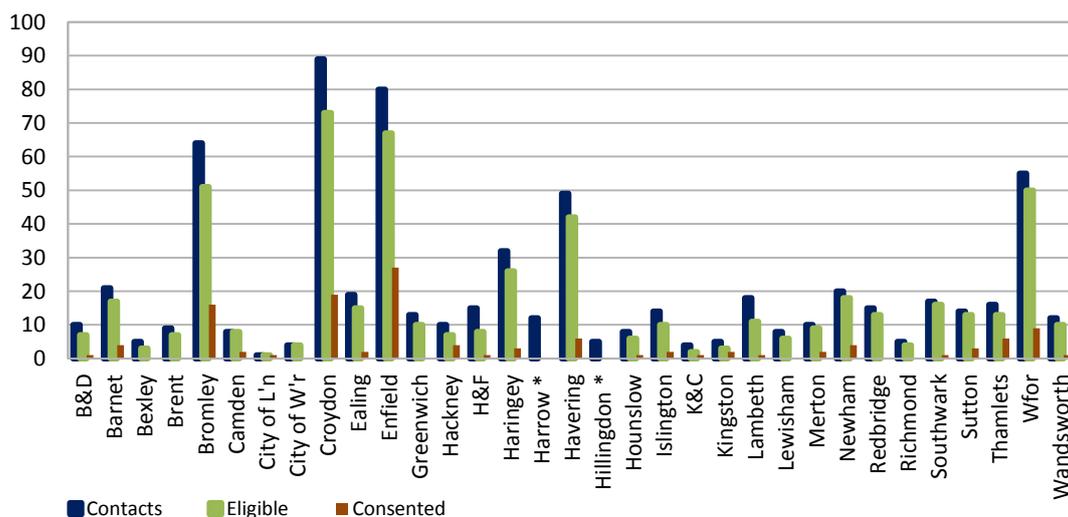
Stop Smoking London Helpline.

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 3 shows the number of residents of participating London Boroughs who have engaged with the helpline with Croydon, Enfield and Bromley residents being the most frequent callers.

Graph 3: Stop Smoking London Helpline Activity by Borough*



*May 2017 to March 2019.

Analysis of callers shows that the vast majority call the helpline primarily wishing to find out about local support services and to seek access to NRTs or other pharmacotherapies. Of those callers who are both eligible and who have accepted the invitation to the four week telephone-based support service, we are aware of 20 people who have been contactable at the end of the 4 week period and who have reported successfully quitting smoking. Most of these individuals have come from the London Borough of Bromley and London Borough of Croydon.

We recognise that the number of callers to the helpline remains lower than anticipated at the start of the Programme. To address this we are currently investigating ways in which we can ensure that the telephone helpline becomes more relevant to London smokers needs and lifestyles.

We would also appreciate it if you would please 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.

Stop Smoking London new developments - Stop Smoking London Pilots

To help us to increase the number of smoking quit attempts across the capital with a long term view of a smoke free London; we are now seeking to work with you on a new [Stop Smoking London partnership](#). We aim to support you as you trial and evaluate different models of engagement at local, sub-regional and London level with different smoker audiences.

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 be delivering messages about smoking cessation and signposting to the Stop Smoking London services.

In line with the test, learn, adapt approach that we have implemented across all aspects of the Programme we will support you to ensure that all partnerships include:

- 1) **Testing** of an intervention, ensuring robust measures are in place at the start of the intervention to enable evaluation of the effectiveness (or otherwise) of the intervention.
- 2) **Learning** - analysing the outcome of each intervention, so that we can identify what works and whether there is scope to upscale across London Boroughs participating in the Programme.
- 3) **Adapting** - the Programme will facilitate learning to improve the local quit smoking intervention (if necessary), share learning with other local boroughs and where applicable, apply this to future developments to the Stop Smoking London service.

Thank you to everybody from the participating local boroughs that have already got in touch with us to discuss their ideas. For any further questions or queries on the Stop Smoking London Partnership initiative or if you have an idea for this at a local or sub-regional level please contact either:

[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.

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

Sign up for 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 our plans 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 service developments. 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](#).

