

London Smoking Cessation Transformation Programme

Supporting Londoners to quit smoking

September 2019

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



This month we look forward to the start of the new “Amazing Things Happen” campaign which will launch at the beginning of October to coincide with Stoptober. Stoptober is the 28-day stop smoking campaign from Public Health England that has driven over 1 million quit attempts to date and is the biggest mass quit attempt in the country. This makes October the ideal time for the launch of the new Stop Smoking London campaign - when lots of people will be searching online for support to help them to quit.

We have produced a [September Amazing Things Happen Campaign Pack](#), this has been designed to support your local activity during Stoptober and beyond. To get the most from the new campaign resources, and to increase awareness locally, we recommend you:

1. Share the social media posts.
2. Include www.stopsmokinglondon.com and the helpline 0300 134 1044 alongside your internal and external Stoptober messages.
3. Share the campaign posters with your community partners to print and display in their buildings – such as libraries, children’s centres, leisure centres, work places.
4. If you have JCD or similar on-street advertising (such as those found at bus stops) in your borough, please share these 6-sheet posters with your communications lead and ask them to schedule these in. January and March will be the key moments in the year we recommend doing this.

A selection of posters and postcards will shortly be delivered to the Smoking Cessation Commissioning Lead in each participating borough. These can be shared with frontline staff to support outreach activity taking place in the run up to Stoptober. This includes a Stoptober postcard with space on the back to include information about your local activities or services where applicable. The Stoptober postcard [print-ready files](#) are also available to download and print at any time.

You will find out more about the upcoming 6 month campaign and see some examples of the new resources in this update. Should you have any questions about these or any aspects of the campaign please contact [Samantha Lasbury](#) at Lambeth Communications.

This year the Programme aims to partner with you better to help to raise the profile of the Stop Smoking London offer and your support is crucial to us. There are almost 1 million smokers in London; by working together we can make the Stop Smoking London offer the common entry point for Londoners who are considering a stop smoking journey. This will enable us to effectively signpost to local smoking cessation services and regional support as well as increasing the number of supported quit attempts that we see across London. Our new [smoking in pregnancy case study](#) shows how this works in practice.

I look forward to continuing to partner with you in 2019/20 as we work towards a 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.

Amazing Things Happen – Stoptober and beyond.

Following the recent independent evaluation of the [Amazing Things Happen campaign](#) which found that the 2018/19 campaign was successful in reaching and influencing our target audience, we will continue to use this same creative imagery but with the addition of some new messaging (see image 1).

Image1: 2019 Amazing Things Happen campaign posters



The new round of digital advertising will begin this October and run for 6 months, up until March 2020.

Building on the success of last year, we're taking a predominantly mobile-led, digital approach to reach London smokers. We've also created some new print resources to direct people to the most popular pages of the website, such as the smoking calculator, information about overcoming your triggers and the latest advice on e-cigarettes. Our digital advertising will also direct people to these pages.

Image 2: Examples of print resources - postcards



We'd also like to see whether people who are quitting smoking would find a social '[commitment device](#)' in the form of a social media frame they can add to their profile picture, or 'Twibbon', useful during their quit attempt. We have designed these for Stoptober (see image 3) to test this approach. Please share the social media posts that encourage residents to use these.

Image 3: Social media Twibbons



An overview of the planned campaign activity is shown in table 1 below. Should you have any questions about the campaign please contact [Samantha Lasbury](#) at Lambeth Communications.

Table 1: Stop Smoking London campaign activity 2019/20

Tactic	Description	When
Mobile advertising		
Mobile display adverts	Advertising on top 6 news and special interest websites as identified by research. Adverts displayed around content.	August to October (smoking in pregnancy) October to March
Mobile social media adverts	Advertising on Facebook, Instagram and You Tube. Adverts displays around content. On You Tube, adverts are played before chosen content is viewed	October to March
Mobile search/pay per click (PPC)	Pay-per-click advertising appears when people search for stop smoking-related terms on search engines, like Google and Bing. Where people living in the participating boroughs search for stop smoking related terms, we will target and re-target them with adverts promoting the website.	October to March
Mobile click-to-call advertising	Pilot click-to-call search ads during evenings and weekends to direct people to the helpline	October
Mobile Native advertising	Headlines for our smoking in pregnancy case study will be placed in online publications to resemble the publication's editorial content but redirect viewers to the smoking in pregnancy web page	September to October (smoking in pregnancy)
Desktop Advertising		

Tactic	Description	When
Desktop Display	As above	October to March September to October (smoking in pregnancy)
Desktop Social media	As above	October to March
Desktop Search/pay per click (PPC)	As above	October to March
Desktop Native advertising	As above	September to October (smoking in pregnancy)
Social media competition	Social media hashtag competition to create user generated content and amplify campaign	November to January
Public Realm On street and bus stops	Two week advertising campaign to coincide with New Year's Resolutions	January
Stakeholder media packs	Electronic toolkits of campaign materials distributed to participating councils and CCGs	September December February
Media release	Press release ahead of key moments	December & March
Print	Print packs to support secondary audiences (pregnant smokers, hospital outpatients, regional pilots)	TBC

“Amazing Things Happen” campaign – working together.

Over the course of the next six months we would like to work with you to help to build awareness of the “Amazing Things Happen” campaign locally.

We would like your help in finding and promoting some real-life stories on how regional and local stop smoking support is benefiting Londoners. We would also like you to join us in sharing a hashtag campaign to generate inspiring messages of people who've quit smoking across social media. If you have recently worked with someone to help them quit and who you think would make a good case study, please contact Stopsmokinglondon@lambeth.gov.uk.

To amplify our digital advertising in the New Year, we plan to use street and bus stop advertising. We'd also like to get your input on how we can support you to increase the number of people in your borough engaging with quit support at this important time of year. If

you'd like to be involved in shaping what we do for the New Year – as well as No Smoking Day in March - please contact Stopsmokinglondon@lambeth.gov.uk.

We are also in the process of developing some materials to reach a range of London audiences, for example hospital outpatients. If you would like to work with us on upcoming developments, please contact [Meroe Bleasdille](mailto:Meroe.Bleasdille).

Smoking in Pregnancy – Campaign & resources

A digital advertising campaign designed to encourage more pregnant smokers in London to engage with the Stop Smoking London services began this month.

The advertising for this will now run for two months during which time we are testing a couple of different methods of reaching pregnant smokers. One set of adverts will promote [Jess's case study](#) while the other set of adverts will be placed on websites and platforms where we expect our target audience will be visiting, such as Facebook, Instagram, Ebay and Mumsnet.

You can also share Jess's story locally, if you have social media channels or web pages you can share this case study to help reach your pregnant smokers online. Please download our real life story [media pack about Jess](#) and share this on your social media channels and webpages. In this pack you'll find video snippets, suggested social media posts and YouTube video embed code for your websites.

You can also download our [Smoking in Pregnancy Campaign Pack](#) which contains some digital imagery for local use. It also has an internal communications message, which you can tailor and use to encourage local teams to share this information.

The Stop Smoking London Smoking in Pregnancy resources remain available to order to all participating Local Authorities, there is a limit of 250 copies per resource for each participating borough. To order these materials for use locally please complete this [online order form](#). Orders received by **Friday 27th September** will be delivered shortly after this date by second class post. If you have any issues with accessing the online order form please email stopsmokinglondon@lambeth.gov.uk.

Image 4: Examples of some of the smoking in pregnancy resources.



If you need these materials for an event or deadline you can also [download the print-ready files](#) to send to your printer.

Stop Smoking London campaign activity June – October 2019

Over the summer, advertising designed to retarget the 4000 London smokers who clicked on the “Amazing Things Happen” digital advertising between November 2018 and March 2019 began. This activity over social media (largely via Facebook and Instagram) saw these individuals being retargeted with the most impactful campaign messages from the independent evaluation. The response rate to this retargeting activity is nearly four times more effective than promoting Stop Smoking London to the general public.

Stop Smoking London website

The Stop Smoking London website continues to be used by London smokers as they contemplate their stop smoking journey.

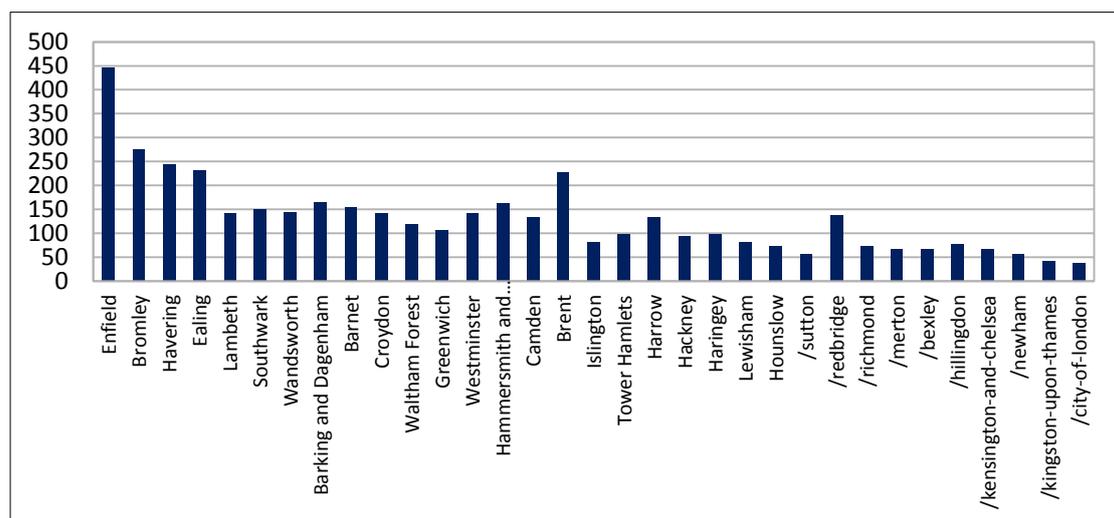
We continue to see smokers using the website to find information on local services. Since the end of the first ‘Amazing Things Happen’ campaign in March 2019, almost 6,500 new people have visited the website. This means that the total number of new visitors to the website since it launched in November 2018 is nearly **16,260**. Of these, over 2,100 people have searched for their local service.

To support the smoking in pregnancy digital advertising activity, the smoking in pregnancy webpage now includes a [smoking in pregnancy calculator](#), which adds up the financial savings of quitting and relates this to some ideas for things that mums-to-be can buy for herself and baby instead. Since this webpage went live in May this year we have seen over 380 new visitors to this page.

We’ve also just added [Jess’s case study](#) to this page. “Jess” called the Stop Smoking London Helpline and used this to access her local stop smoking support.

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, including the offer for pregnant smokers on your social media.

Graph 1: Total Unique Searches for Local Services on the SSL Website by Borough November 2018 to August 2019.



Stop Smoking London Helpline

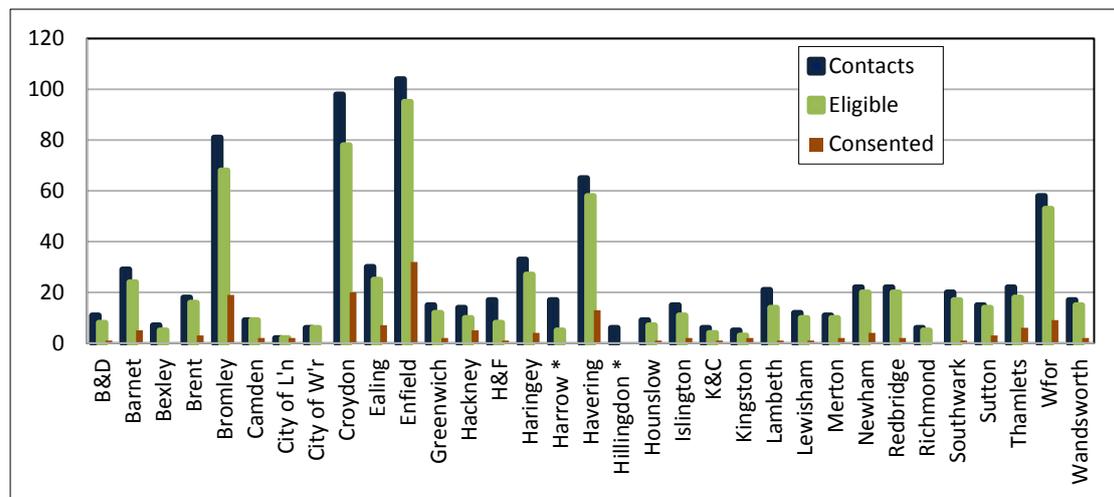
Telephone support to London smokers remains available via the Stop Smoking London helpline **-0300 123 1044**. The helpline is commissioned to work on an activity basis meaning participating boroughs only pay for calls that are received and actioned.

The Stop Smoking London helpline is an extension of NHS Smokefree. For Londoners there is an additional bespoke service for smokers who do not want to or cannot access face to face local services. Once signed up 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. This offer is available for all eligible residents of participating boroughs, including pregnant smokers.

The Stop Smoking London helpline has received 855 calls since May 2017. To date, 144 of those callers signed up to the specialist four week telephone-based support service, 39 were contactable at 4 weeks, and we have seen 23 successful quits. In addition 13 pregnant smokers have also called the helpline since the service launched in April 2019, with two taking part in the 28-day telephone line support and three being signposted to their local face to face services.

We are now working to ensure that all participating boroughs get the most from the helpline. The vision being that alongside the Stop Smoking London website that this service becomes a key entry points for London smokers who are considering a stop smoking journey, so that they can be signposted in to their local smoking cessation services and regional support.

Graph 2: Stop Smoking London Helpline Activity by Borough*



*May 2017 –August 2019

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](#).

