

London Smoking Cessation Transformation Programme

Supporting Londoners to quit smoking

November 2019

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



Later this week the evaluation of the Programme pilot will be a poster presentation at the Public Health Science Conference 2019. This evaluation found the Programme pilot was linked to a 10 per cent increase in the quit attempt rate in London in the first year of our operation. This is a significant increase in quit attempts when compared with the rest of England.

The second year of the Programme has also now been evaluated by the team at UCL. This has shown that the Programme's impact has continued, with the increase in quit attempts being sustained in our second year (2018-19). An increase in quit attempts of this size would result in an additional 3,600 quit attempts and 1,800 successful quits in each of the two years of the Programme's operation.

This highlights how together we have been successful in making inroads with London's smoking population. However, there is still much to do! We know that approximately 1 million adult smokers reside in London, that's nearly 1 in 6 of all of England's smokers.

To achieve the Programme vision, to change smoking behaviours and encourage more quit attempts among the general population to support London to become the first smoke free city in England we want to continue to actively partner with all of the London boroughs. In this update we share with you our plans for working together to continue to build on our joint success.

We are also pleased to celebrate another joint success. Earlier this month the "Amazing Things Happen" campaign was awarded Bronze at the LG Comms Excellence Awards. You can view the video show reel for this award [here](#).

The judging panel from LG Comms, the Local Government Association and Government Communication Service - reviewed more than 80 campaign entries and shortlisted us amongst 20 other winners. The judges said "This was an extremely well implemented campaign, making use of some excellent graphics, messages and digital assets. The results were clearly evidenced and it demonstrated a real impact in increasing quitters."



We are delighted by the fantastic recognition of the campaign. The partnership approach by Directors of Public Health in London alongside local involvement and support has been critical to our success in developing this award-winning campaign.

We have also been shortlisted for two further awards at the upcoming Comms2point0 Unawards 2019. We are shortlisted for "Best Creative Comms" and "Best Use of Research and Evaluation".

I hope that you enjoy this update from the Programme and I look forward to continuing to partner with you 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.

LIVE - Call back requests

The Stop Smoking London website now includes a “request a call back” option for all residents of participating London boroughs.

London smokers can now choose to use the website to share their contact details with local stop smoking services. For areas where the local service is unable to manage this, call back requests are sent directly to the specialist smoking cessation advisors who are part of the Stop Smoking London helpline. During this call back, the specialist adviser will talk through the information and support available to the caller locally as well as offering 28 day quit journey support over the phone.

The National Referral System (NRS), the existing method for referring hospital patients into local stop smoking support is now working with the Stop Smoking London team to ensure that hospital patients from participating boroughs without an open access local service are directly referred in to the Stop Smoking London helpline service.

Please do let your local residents know about this new service by sharing the following link:
<http://www.stopsmokinglondon.com/callback>

Programme priorities 2019 and beyond

To ensure that the Programme is able to continue to successfully work with Local Authorities in meeting the needs of London residents we are committed to operating responsively to drive forward innovation through research, testing, data analysis and understanding what works for London in smoking cessation.

The Programme priorities are to:

1. **Drive innovation** and be creative with the Stop Smoking London service offer. From Quarter 3 of 2019/20 the Programme has begun:
 - a. The translation of key resources in to (up to) six languages as requested by local commissioners, including Polish, Turkish, Romanian and Urdu.
 - b. The roll out of a behavioural change 28 day text message stop smoking support service (also available in up to six other languages).
 - c. To develop a webchat facility managed by Stop Smoking London helpline advisors.
 - d. The development of a London wide e-cigarette/NRT starter kit and behavioural support pilot with local commissioning leads.
2. **Learn from** insight from local and sub regional pilots and from London smokers, including undertaking population level insight work with smokers aged 45-65 years.
3. **Seek** new ways to ensure the Stop Smoking London offer is the first port of call for London smokers who are considering a stop smoking journey, in order to act as the common entry point in to existing local and regional stop smoking support available in London.
4. **Strengthen relationships** with locally commissioned services. The Programme will also work together with colleagues in the NHS and the wider workforce to embed the signposting to Stop Smoking London services as the entry point in to existing local and regional stop smoking support.

- Partner** in the London-wide smoke free alliance, facilitate and support constructive ongoing engagement across key organisations to deliver on common goals and together meet future challenges.

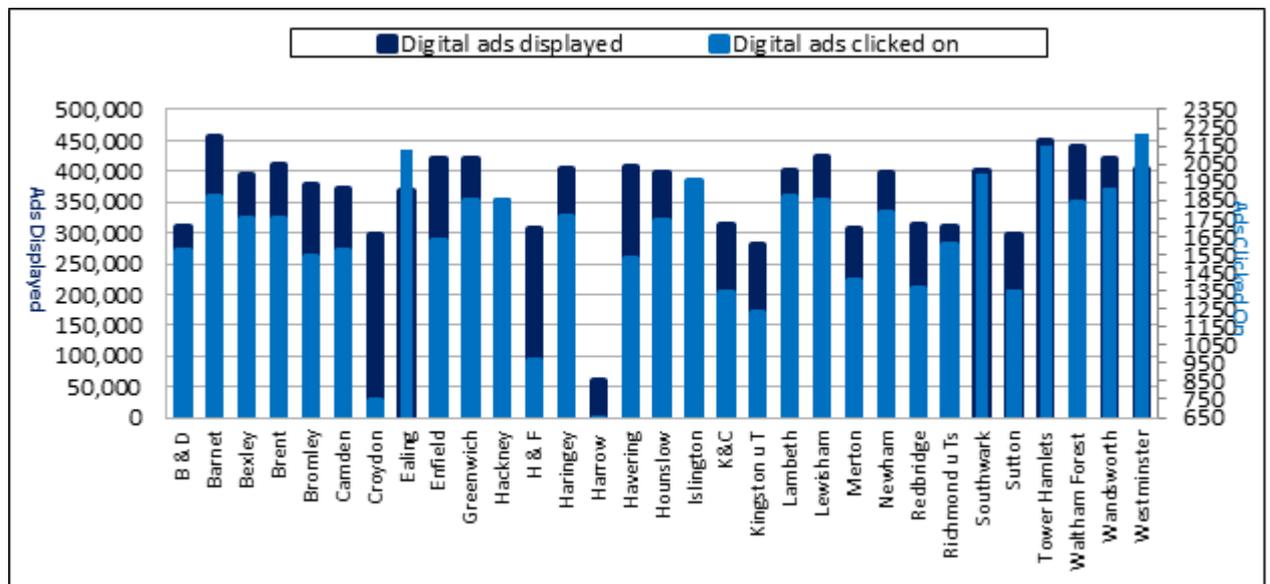
Should you wish to learn more about these, or if you would like to work with us on taking these forward, please contact [Meroe Bleasdille](#), LSCTP Programme Manager.

Amazing Things Happen campaign

The award-winning “Amazing Things Happen” campaign relaunched in October, this new round of digital advertising will run up until March 2020.

Since November 2018, using a combination of digital advertising, public realm advertising and retargeting of known smokers we have delivered more than **12.3 million** campaign adverts to London devices.

Graph 1: The number of adverts displayed and clicked on by London borough since November 2018 - October 2019



While at the very early stages of this new round of advertising we have noticed that the response rate is very strong and it therefore appears that the campaign is resonating well with the smoking population. An overview of the planned campaign activity up until March 2020 is available in the [September LSCTP update](#).

We really need your help to get upcoming activities scheduled in now with your local communications teams for January and March when we will be releasing our new media packs. It’s during these key moments in the year – New Years and Stop Smoking Day – that we really want to amplify this campaign and increase our offline efforts to direct more and more people to local and regional smoking cessation services – please help us to achieve this by contacting your communications team today.

The 2019 [Amazing Things Happen Campaign Pack](#) remains available for you to download. This has been designed to support your local activity in order that participating boroughs get the most from the campaign for their residents. Should you have any questions about the pack or any aspects of the campaign please contact [Samantha Lasbury](#) at Lambeth

Communications.

“Amazing Things Happen” – Stop Smoking London Campaign Working Group

This year we’re really keen to make the “Amazing Things Happen” campaign even more successful than last year and see many more Londoners succeed on their quit journeys. However, to do this we really need your help!

We are now looking for partners from participating boroughs to input in to our plans for No Smoking Day in March. We’d like to hear your views and understand how we can develop the campaign to reach more smokers in your area.

If you would like to be involved in shaping what we do, please email [Samantha Lasbury](#) and she’ll be in touch with you about this shortly.

Smoking in Pregnancy – Campaign & resources

A digital advertising campaign designed to encourage more pregnant smokers in London to engage with the Stop Smoking London service began in September and ran for 6 weeks.

In this time we have seen an increase in pregnant smokers calling the Stop Smoking London helpline, many of these have commented on how they really value the option of an over the telephone stop smoking service where they can talk openly and honestly.

Participating boroughs can still download and use our [Smoking in Pregnancy Campaign Pack](#). This 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 Smoking in Pregnancy resources remain available to order to all participating boroughs, 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 13th December** will be delivered shortly after this date by second class post.

Should you have any issues with accessing the online order form please email stopsmokinglondon@lambeth.gov.uk. 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 – brand guidance

The Stop Smoking London brand belongs to all participating London boroughs. We regularly receive requests for the use of the brand on locally developed materials. We are always happy to work with local areas to support the development of locally identified resources.

Some examples from our work with the London Borough of Havering and One You Hounslow are shown in image 1. These have now been developed in to “empty belly” resources so each borough can add their own logo or message. Please contact [Samantha Lasbury](#) if you would like to learn more about this.

Image 1: Examples of Stop Smoking London resources developed for partnering boroughs



Stop Smoking London website

There are so many ways to quit smoking and the [Stop Smoking London website](http://www.stopsmokinglondon.com) continues to be used by London smokers as they contemplate their stop smoking journey to help them find the best way for them.

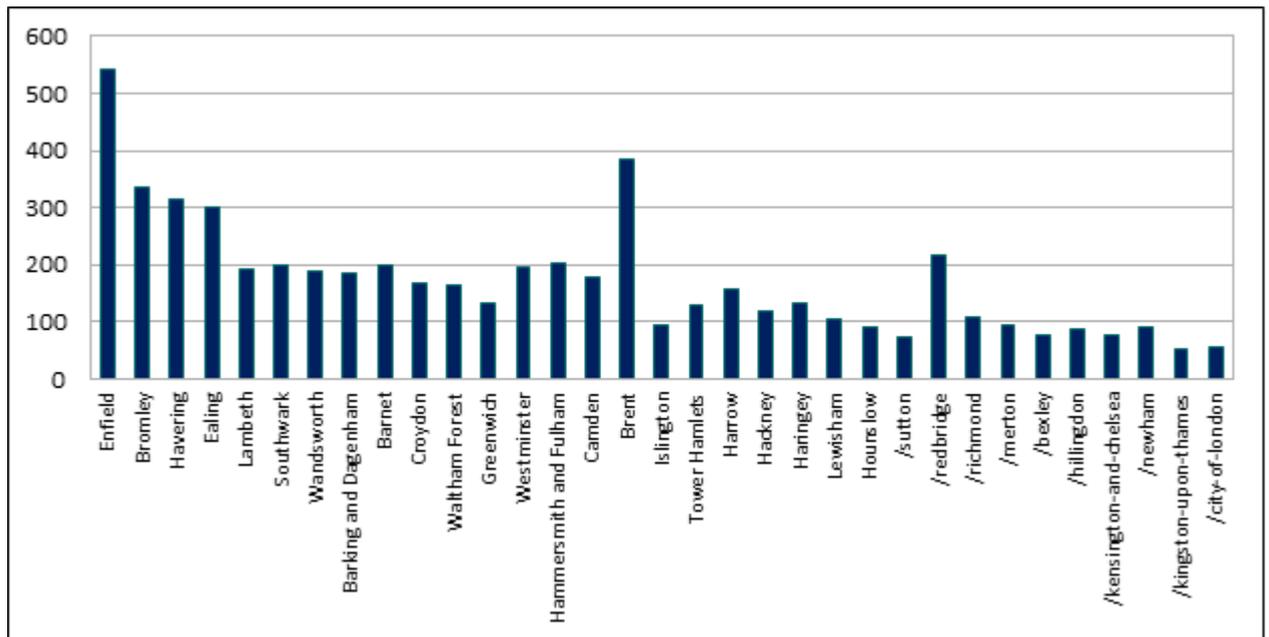
We see Londoners interacting with the website daily, looking at all the tools available, local support, calculating how much they could save from quitting as well as working out how to combat their smoking triggers.

Recently, we have undertaken user research and looked at analytics data to make improvements to the Stop Smoking London website functionality. This includes design and layout changes as well as changes to content. These should all be live before the New Year.

Since the beginning of the first 'Amazing Things Happen' campaign in November 2018, nearly **30,000** new people have visited the website. Of these, **over 5,800** people have searched for their local service and **224** people have used the website to request a call back from their local service.

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 2: Total Unique Searches for Local Services on the SSL Website by Borough November 2018 to October 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.

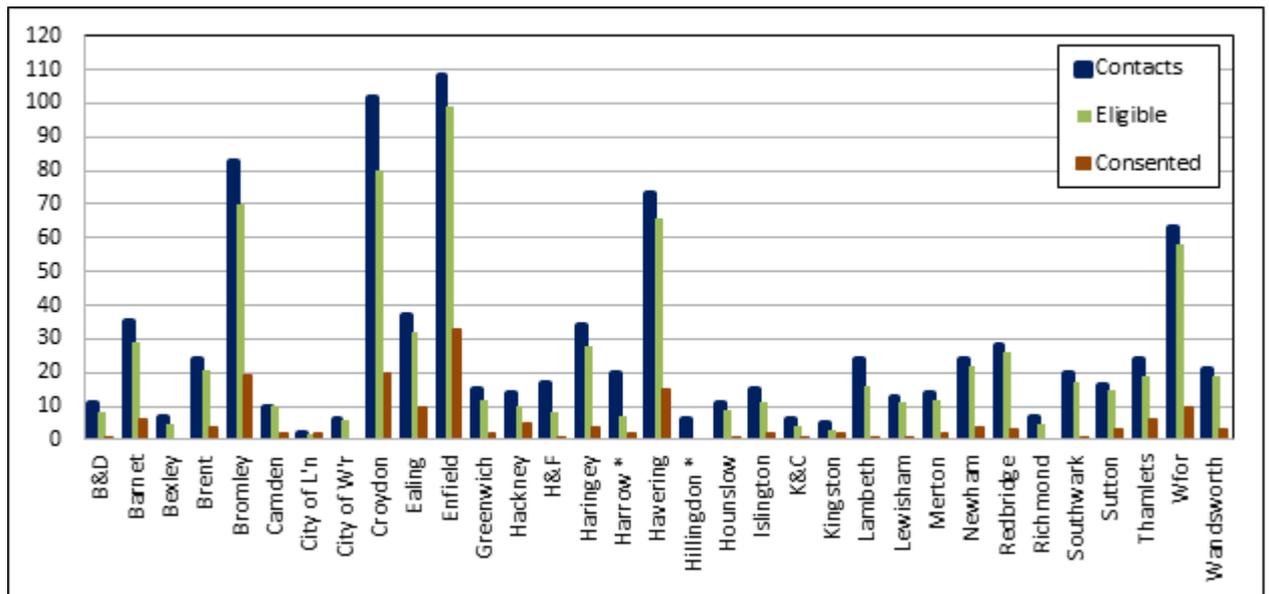
The Stop Smoking London helpline is an extension of NHS Smokefree. For Londoners there is an additional bespoke service for smokers who do not want to or cannot access face to face local services. Once signed up the smoker is called back by a specialist advisor offering them regular one-to-one stop smoking 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 helpline is available seven days a week and at the following times:

- Monday to Fridays - 9am to 8pm
- Saturday and Sunday - 11am - 4pm

The helpline has received 926 calls since May 2017. To date, 158 of those callers signed up to the specialist four week telephone-based support service, 43 were contactable at 4 weeks, and we have seen 25 successful quits.

We are now working to ensure that all participating boroughs get the most from the helpline, including trialling of a click to call and call back digital advert.

Graph 3: Stop Smoking London Helpline Activity by Borough*



*May 2017 –October 2019.

Sign up for Programme updates

We would really like to keep you informed about the Programme. If you would like to be kept up to date about the Programme and our plans 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. Should you at a later date no longer wish to receive this information please email [Carla Naidoo](#).

