

## London Smoking Cessation Transformation Programme

### Supporting Londoners to quit smoking

**January 2020**

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



Thank you for all of your help over 2019 in raising awareness of Stop Smoking London in your borough. Together we have been able to reach more of London's smokers and help them as they embark on their stop smoking journey.

However, there is still much more that we can achieve together! We know that approximately 1 million adult smokers reside in London, which is nearly 1 in 6 of all England's smokers. To support our local smokers to change their smoking behaviours and encourage more quit attempts we aim to continue to actively partner with you all in 2020.

This year the ambition is to make Stop Smoking London even more successful than previous years and see many more Londoners succeed on their quit journeys. But we really need your help to achieve this!

This year the sub-regional and local [Stop Smoking London partnerships](#) and pilots will continue. Currently we have local partnerships ongoing in hospitals and community services. We have found this approach beneficial in enhancing Programme learning and informing future developments to Stop Smoking London advertising campaigns and service delivery. Thank you to everybody who is working on a partnership. If you have any ideas for a local partnerships with the Programme for 2020 please email [Meroe Bleasdille](#).

We are also looking for partners from participating boroughs to join the Stop Smoking London Campaign Working Group. Initially this group will be involved in developing the "Amazing Things Happen" plans for No Smoking Day in March and will also help to identify and develop the resources and campaign materials that will be translated in to other languages. The first meeting will be held later this month, please email [Samantha Lasbury](#) if you would like to be part of the group.

In December we began the latest round of digital advertising for the "Amazing Things Happen" campaign. In this update we have included information on this and the

resources that are available locally to support and encourage your residents as they think about their New Year quit journey.

I hope that you enjoy this update and wish you all a happy New Year. I look forward to continuing to partner with you in 2020 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.**

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### **“Amazing Things Happen” campaign**

Since the initial launch of the “Amazing Things Happen” campaign in November 2018 up until the end of December 2019, using a combination of digital advertising, public realm advertising and retargeting of known smokers, we have delivered more than 15.3 million campaign adverts to London devices across participating boroughs.

The new round of digital advertising for the “Amazing Things Happen” campaign includes messaging to encourage smokers to quit this New Year.

### **Images 1: Examples of New Year Advertising**



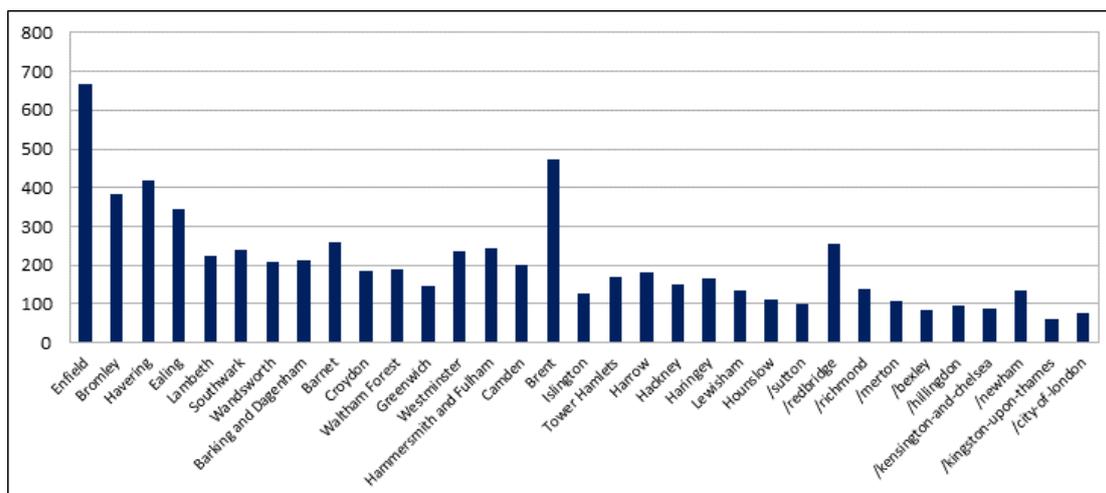
An overview of the planned campaign activity up until March 2020 is available in the [September 2019 LSCTP update](#).

For Local boroughs we have developed a downloadable [Stop Smoking London media pack](#). This can be used locally from now until February. Inside you'll find social media content to share across all your local communication channels.

A new approach we are trailing this New Year follows on from insight work with London smokers. They told us that they are more motivated to quit when they feel encouraged by loved ones. So this New Year we are asking Londoners who know someone who smokes to help us by sharing the Stop Smoking London website with their friends and family members who smoke. A tear off advert (see image 2) has been developed for local boroughs to place in their local media to support this.



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



Please if you have not already done so, do remember to update your local website to include a link to <https://www.stopsmokinglondon.com> and please do share the Stop Smoking London offer on your social media.

From December the Stop Smoking London website has included a “request a call back” option for all residents of participating London boroughs.

The National Referral System (NRS), the existing method for referring hospital patients into local stop smoking support will shortly be using this Stop Smoking London service to ensure that hospital patients from participating LSCTP boroughs without an open access local service are directly referred in to the Stop Smoking London helpline service via this mechanism. NRS estimates that this activity will potentially result in 290 referrals being generated each month.

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

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## Stop Smoking London Helpline

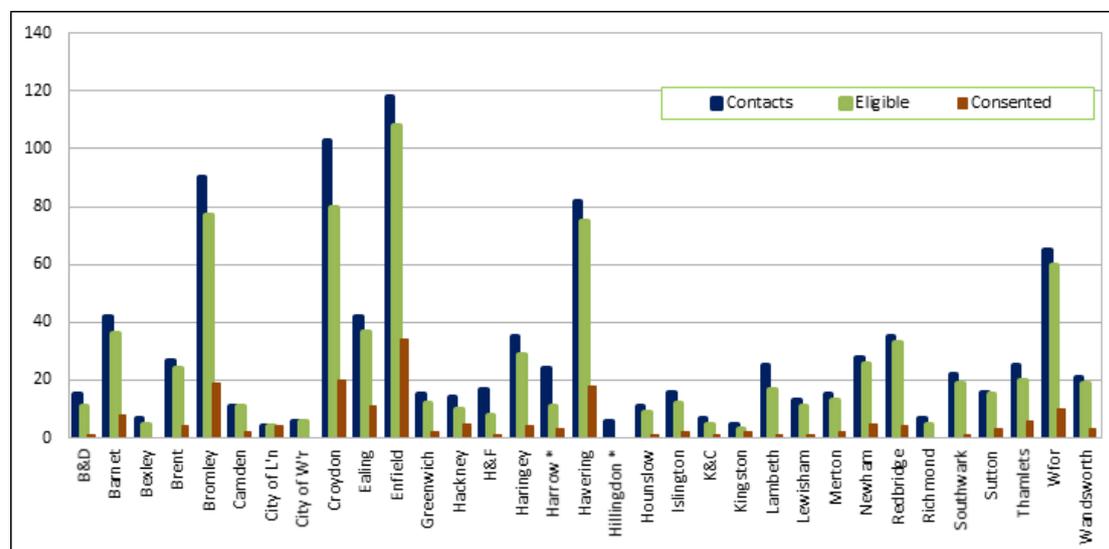
Telephone support to London smokers remains available via the Stop Smoking London helpline - **0300 123 1044**. The helpline is commissioned to work on an activity basis meaning participating boroughs only pay for calls that are received and actioned.

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 998 calls since May 2017. Up to December 2019, 170 of those callers signed up to the specialist four week telephone-based support service, 51 were contactable at 4 weeks, and SSL has seen 30 successful quits.

**Graph 2: Stop Smoking London Helpline Activity by Borough\***



\*May 2017 to December 2019

## Stop Smoking London – Service Innovations

In the November LSCTP update we shared with you some of the new innovations that we are planning based on your feedback to us. These will ensure that we drive innovation and continue to be creative with the Stop Smoking London service offer in order to meet the needs of all our residents. We are currently progressing with plans for:

1. The translation of key Stop Smoking London resources in to four languages which will be Polish, Turkish, Romanian and Urdu.
2. The roll out of a behavioural change 28 day text message stop smoking support service (which will also be made available in up to six other languages including Polish, Turkish, Romanian and Urdu).
3. A webchat facility managed by Stop Smoking London helpline advisors on the Stop Smoking London website.

Shortly, we will also look at the option to develop a London wide e-cigarette or NRT starter kit and behavioural support pilot with local commissioning leads.

If you would be interested in learning more about any of these innovations or helping to shape these please contact [Meroe Bleasdille](#).

## PHE London and ADPH London announce the upcoming launch of MECC Link for London

[MECC Link](#) is a simple online tool designed to provide Very Brief Intervention (VBI) and signposting support to anyone delivering Making Every Contact Count or wishing to signpost an individual to a local London service. The website has been designed to be used by organisations and individuals that are utilising the MECC approach to support people to make positive changes to their physical and mental health and wellbeing.

The website offers the unique opportunity to host health and wellbeing directories for all 33 London boroughs, which are kept up to date by Local Authorities themselves in real time to ensure accuracy. This means that organisations who work across London, for example hospitals, the Metropolitan police, ambulance and fire services, can accurately and actively signpost Londoners to appropriate local support in their individual borough of residence for a wide range of advice, care and support needs.

The London MECC Link website will officially launch this month, with pages for substance misuse, stop smoking, mental health, physical activity and healthy weight and diet. Stop Smoking London services are highlighted in this tool on the smoking pages and we will continue to seek opportunities to work with the team to identify ways to work together moving forward.

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### **Sign up for Programme updates**

To be kept updated about the London Smoking Cessation Transformation Programme please email the following information to [Carla Naidoo](#):

Your name, job title, your organisation and importantly your work email.

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](#).



