



London Smoking Cessation Transformation Programme



London Smoking Cessation Transformation Programme - Frequently asked questions.

General: London Smoking Cessation Transformation Programme

1. What is the London Smoking Cessation Transformation Programme (LSCTP)?

The LSCTP is a shared commitment by London DsPH to provide an integrated system that support Londoners to stop smoking under a unified identity “Stop Smoking London”.

The Programme is agile, and user driven and works with key partners to encourage London’s smokers to embark on a quit journey that best suits their needs and lifestyles. This is achieved by increasing awareness of the benefits, tools and resources that are available, as well as facilitating access and therefore uptake of local and regional smoking cessation support services.

The Programme delivers participating boroughs continued economies of scale through collaborative commissioning of a mass public advertising campaign alongside digital and remote (e.g. telephone, text, email) Stop Smoking London services.

The LSCTP is an integral and long-term component of an emerging London smoke free partnership and the London Stop Smoking public health system.

2. What is the LSCTP vision?

The LSCTP vision is 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 by 2029.

3. Why does London need the LSCTP?

Smoking rates have fallen significantly in England but smoking still accounts for more years of life lost than any other modifiable risk factor (1). Smoking is the primary reason for the gap in life expectancy between those in the most deprived quintile and those in the least deprived quintile (2).

In England, the personal cost of smoking is significant with 17 per cent of all deaths in people aged 35 and over being due to smoking and its related conditions (3). The societal costs have been estimated to be that local councils face a demand pressure of £760 million a year on domiciliary (home) care services, as a result of smoking-related health conditions (4). Further, the NHS cost of smoking-related conditions in England in 2015 was estimated to be £2.6bn (5).

Nearly one million (991,025) smokers reside in London (6), this equates to over 15 per cent of all of England's smokers. The evidence suggests that the most effective means of stopping smoking is via face to face stop smoking support. However, in London there are currently differences in the local support offered between boroughs.

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The Programme has estimated that almost 600,000 London smokers currently want to quit smoking. However, despite this in 2018/19 nearly 35,980 Londoners were reported to have set a quit date with a local NHS Stop Smoking Service a 12 percent decline in activity since 2017/18 (7).

4. What has been the impact to date from the LSCTP?

The evaluation of the Programme pilot by UCL found the Programme to be linked to a 10 per cent increase in the quit attempt rate in London in the first year of 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 Programmes impact has continued, with the increase in quit attempts being sustained in our second year (2018-19). The modelling predicts that 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 suggests the Programme to be approximately 20 times more cost effective than the average life saving interventions.

General: Stop Smoking London

5. What is Stop Smoking London?

Stop Smoking London is the public facing identity of the Programme. The ambition is to use this profile to raise public awareness of the benefits of quitting and act as the entry point in to accessible local and regional support.

6. What services does Stop Smoking London provide to participating boroughs?

Stop Smoking London provides the following services to participating boroughs to support their residents on their quit journey.

- A. Research, insights and evaluation – The LSCTP undertakes robust monitoring across the service and has an established evaluation framework to assess the Programme impact. The Programme also conducts research in to the smoking habits, quit motives and service seeking behaviours of different London's smoking population groups to inform the service.
- B. Marketing and advertising campaign (see below).
- C. Website www.stopsmokinglondon.com (see below)
- D. Helpline 0300 123 1044 (see below).
- E. [Local partnerships and pilots](#) - The LSCTP is always keen to explore opportunities to collaborate across London (regionally and locally) to trial and evaluate different models of engagement at local and sub-regional level to meet the needs of identified local smoker populations. This approach is an essential element to enhancing Programme learning and informing developments to Stop Smoking London advertising campaigns

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and service delivery. To discuss opportunities and ideas please contact the LSCTP team at: stopsmokinglondon@towerhamlets.gov.uk.

7. What marketing and advertising does Stop Smoking London do?

Stop Smoking London runs a series of media (digital and public realm) campaigns throughout the year. This includes the insight driven, award winning 'Amazing Things Happen' campaign that targets London's largest smoking population (25-40-year olds).

Resources for use locally are developed for all Stop Smoking London campaigns, these can be [downloaded here](#).

8. What is the Stop Smoking London telephone helpline?

Telephone support to London smokers is available via the Stop Smoking London helpline - **0300 123 1044**. The helpline is available from 9am to 8pm on weekdays and 11am-4pm on weekends. 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.

9. What is the Stop Smoking London website?

The Stop Smoking London website www.stopsmokinglondon.com provides information, tools and support for London smokers considering their quit journey.

The site also features an improved directory of participating London borough Stop Smoking Services with a call back option to the local service where available. Where the local service is unable to receive callback requests, these requests are sent directly to the Stop Smoking London helpline team, ensuring all residents of participating London boroughs can now receive a call back from a stop smoking adviser.

10. Where can I find out about local data for Stop Smoking London services?

The LSCTP produces regular news updates, these always contain local data. If you would like to receive these updates please email stopsmokinglondon@towerhamlets.gov.uk. Previous updates can be [viewed here](#).

11. How can I become involved in the development of Stop Smoking London campaigns?

The LSCTP are always looking for partners from participating boroughs to join the Stop Smoking London Campaign and Resources Working Group, please email

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Stopsmokinglondon@lambeth.gov.uk if you would like to know more or be part of the group.

12. What useful resources should I share with my residents about Stop Smoking London?

You can share the following information on your local webpages:

Stop Smoking London helpline - 0300 123 1044.

Stop Smoking London website - www.stopsmokinglondon.com

Request a call back from a Stop Smoking London adviser -

<https://stopsmokinglondon.com/callback>

[Downloadable campaign resources](#)

References:

1. NHS Long Term Plan (2019).
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3. Health matters: smoking and quitting in England Published 15 September 2015
4. Costs of social care analysis conducted by Action on Smoking and Health. Available at: <http://ash.org.uk/toolkit/cost-of-social-care/> (viewed June 2017)
5. <https://www.gov.uk/government/publications/cost-of-smoking-to-the-nhs-in-england-2015/cost-ofsmoking-to-the-nhs-in-england-2015>
6. <https://digital.nhs.uk/data-and-information/publications/statistical/statistics-on-smoking/statisticson-smoking-england-2017-pas>
7. Office for National Statistics Adult smoking habits in the UK: 2017

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