

July Newsletter



I hope that you, your family and friends are all safe and well. I wanted to say thank you to everybody for the overwhelmingly positive response to the LSCTP smoking cessation and COVID-19 response. UCL continue to update their rapid review of the [evidence base around smoking status and COVID-19](#).

The Stop Smoking London Time to Quit campaign is designed to amplify the message that “expert advice remains that the best thing a smoker can do for their current and future health is to quit, and to quit now,” and to signpost Londoners in to either local or regional stop smoking care pathways at this time. Initial data up to the end of May shows that this campaign is resonating well with London’s smokers, with over 10,687 advert clicks-through to the Stop Smoking London website.

The pandemic has impacted on some plans, and regrettably this includes the introduction of NRS calls-in to the Stop Smoking London helpline due to an additional need for face-to-face training for helpline advisers. Additionally, plans to publish a 2019/20 end of year activity report about the impact of Stop Smoking London campaigns, including the Amazing things Happen campaign and lessons learnt has been delayed. However, we can report that over 6 months, 76,150 click-throughs were generated verses 26,476 in the previous year, making the overall campaign nearly three times as cost-effective. A full evaluation will be available shortly on the [ADPH London website](#) and will be shared on the [Knowledge Hub \(KHub\)](#).

In the next few months the LSCTP will be bringing forward developments to ensure that across London we are able to support Londoners to quit smoking as we move forward with the government’s “Our Plan to Rebuild” recovery strategy. In this newsletter we share some of the upcoming plans, including the new e-cigarette pilot.

To help us achieve the 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 by 2029, we continue to offer the opportunity to develop local Stop Smoking London pilot partnership with participating boroughs. These are designed to trial and evaluate different models of engagement at local level to meet the needs of identified local smoker populations and address health inequalities. This approach is also used to enhance Programme learning and inform future developments to Stop Smoking London advertising campaigns and service delivery. To find out more please download the [Stop Smoking London Partnerships Information Pack](#).

I do hope that you find this update helpful and we welcome [your feedback](#). 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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Time to Quit campaign update

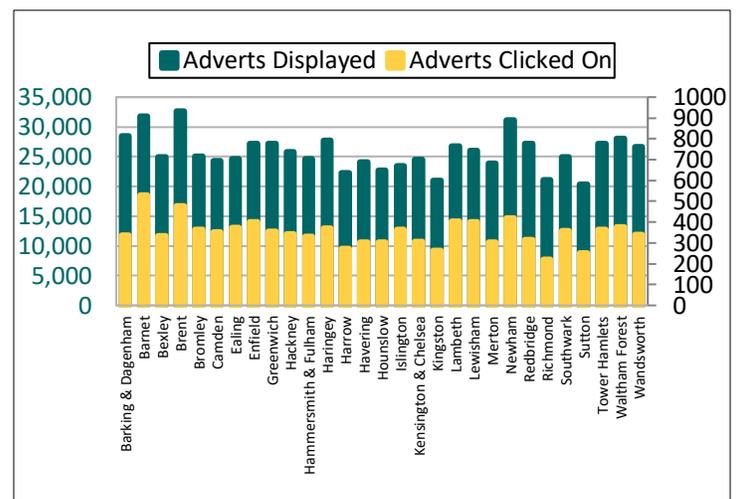
The London wide advertising campaign Time to Quit launched on 26th April 2020. This campaign is designed to find and engage smokers who have not previously engaged with Stop Smoking London campaigns as well as to retarget those who engaged with previous Stop Smoking London campaigns.

The campaign also included the delivery of printed Time to Quit posters and postcards to over 700 community and hospital pharmacies across the participating London boroughs.

To the end of May data has revealed that this campaign is being well received by Londoners and has exceeded expectations. A total of 786,356 adverts were delivered to London mobile devices up to May 31st, which has resulted in 10,687 advert clicks-throughs to the Stop Smoking London website, a response to advert (clicks-through) rate of 1.32%. When we look at the clicks-through rate with retargeted smokers this is up to 8%. This campaign has seen almost double the average response seen in the 2019/20 Amazing Things Happen winter campaign.

As anticipated the response rate amongst women (1.4%) is slightly higher than man (1.3%).

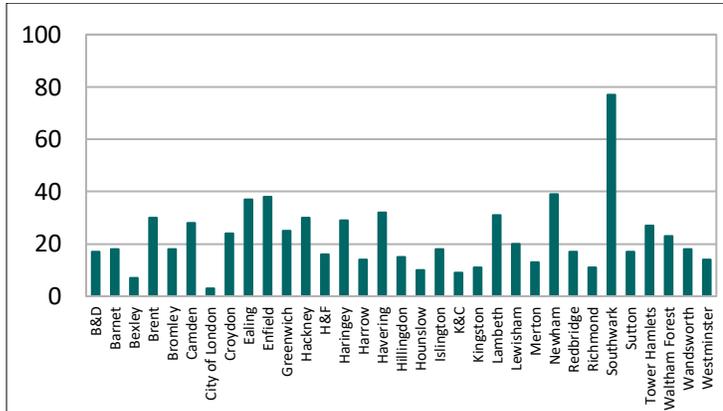
Time to Quit Campaign advert displays and clicks-through by London borough (23rd April to 31st May 2020)



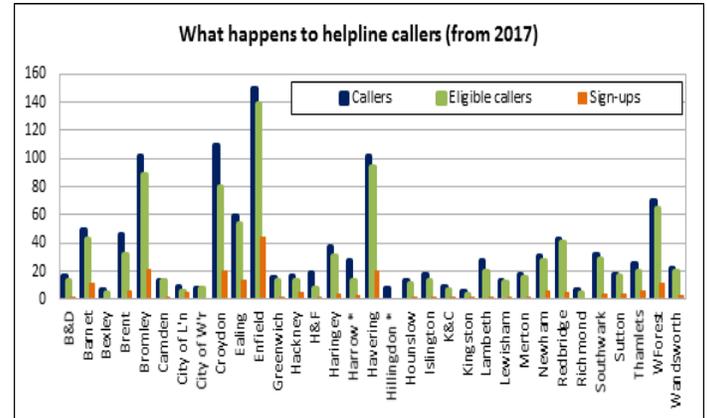
Website activity Time to Quit

Between 23rd April and 31st May, almost 7,000 unique visitors visited the Stop Smoking London website. We have seen almost three times the landing page activity in May in comparison to what was exhibited in January. The home page and stop smoking calculator page continue to be very popular. In addition, since the 1st April 2020 we have noted many more people using the Stop Smoking London website to find information on their local smoking cessation service.

Search activity for local services by London borough (23rd April to 31st May 2020)



Helpline activity from May 2017



Helpline Activity Time to Quit

A total of 384 call back requests were received between November 2019 and May 2020. 156 of these call back requests were processed by the SSL helpline. 53 of the 156 people were contactable by the SSL helpline advisors and an additional 34 people signed up to the SSL telephone support programme. The majority of other callers opted for the local stop smoking service behavioral support, which the Stop Smoking London helpline team referred them in to. Other callers had questions around accessing prescription medication locally and about NRT.

During the first full month of Time to Quit advertising in May 2020, 42 smokers called the helpline. 38 of the 42 who called the SSL helpline were eligible for the telephone support programme and 8 signed up to the service.

To date 1,168 people have called the helpline, 977 were eligible, 221 people (255 including call back sign ups) have signed up to the telephone support programme and 40 were contactable at 4 weeks and self-reported they were smoke free at the time of contact.

Stop Smoking London will continue to monitor and report on the response to this campaign to all participating boroughs. Please do use the [Time to Quit](#) campaign pack locally to signpost your residents in to local or regional services.

Stop Smoking London language offer



In April Stop Smoking London launched micro versions of the existing website in [Polish](#), [Turkish](#), [Romanian](#) and [Urdu](#). All Stop Smoking London websites are available with the accessible "Read Aloud" option to ensure that we are able to help as many Londoners to quit at this time. To date we have seen the highest number of new visitors to the Polish and Romanian micro-websites.

Stop Smoking London SMS motivational text message 30 day stop smoking service launched last month. Receiving motivational text messages may help to keep smokers on track as they quit. The text messages are designed to link to the smokers' reason for quitting, options for this include for general health, planning a family, pregnancy, saving money and for your family or friends. This remote service is available in [English](#), [Polish](#), [Turkish](#), [Romanian](#) and [Urdu](#).



As part of the translation offer, postcards in these four languages have been developed that can be used to signpost all smokers from these community groups into the offer (*Urdu and Turkish pictured above*).

The original intention was for these to be used by local Stop Smoking Services, midwifery colleagues, primary and secondary care services and local community groups. However, in light of the COVID-19 pandemic and the change in the way services and groups are being offered we've been thinking about the best way to tell people from the different communities about these. Following discussion with participating boroughs and secondary care services, we have developed a resource pack in each language that includes:

- A paragraph of text which summarises the website content and support with weblinks
- A social media post
- An e-postcard which can be shared or printed

[Download each language resource pack here.](#)



Smoking in pregnancy translated resources

As midwifery services are still having face-to-face contact with pregnant Londoners, a printed pregnancy and smoking cessation postcard is available to order online in these languages. The English text can be seen on the order form. Each participating borough can initially order a maximum of 100 postcards in any one language. Please complete [the online order form](#) by Tuesday 21 July – you should receive these one week later.

For those who would prefer, these are also available as printable PDFs on the ADPH London [smoking in pregnancy campaign resource page](#).

Stop Smoking London and Good Thinking wellbeing resources



Stop Smoking London partnered with the ADPH London [Good Thinking](#) team to develop an article called '[How to quit smoking and stay calm in the process](#)'.

This can be shared locally on social media to direct people to the various resources offered by Stop Smoking London and Good Thinking. Please do use these in any of your internal and external communications channels, you can [download the blog](#) and use this [social media pack](#) for ideas.

Stop Smoking London helpline e-cigarette pilot



A proposal for a pilot to offer of an e-cigarette starter kit is being considered for all residents of participating boroughs who sign up to the Stop Smoking London telephone or text message behavioural support programme. Further information will be shared following the LSCTP Board meeting in July.

This is currently being discussed by the Service Improvement and Innovation group, which includes representatives from most of the London sub-regions as well as academic partners at UCL. We would like to invite a commissioner or Public Health consultant from the North Central sub region who is interested to please consider joining this group. For information on this please contact [Meroe Bleasdille](#).

Stop Smoking London campaign resources for sharing locally

At this time Londoners may be thinking more about their individual health and that of their loved ones. In order to support as many Londoners at this time to quit smoking the following campaign packs and materials are available for use locally.

Local amplification of these messages are a great way to ensure that together we can reach as many people as possible. Should you have any questions about any of these, please do [get in touch](#):

- 1) [Time to Quit campaign pack](#). This campaign is designed to encourage London smokers to quit, and to quit now.
- 2) [The Stop Smoking London and Good thinking social media pack](#). This includes a series of social media posts linking to the "[How to stop smoking while staying calm in the process](#)".
- 3) The Stop Smoking London social media pack for translated resources. This includes resources to order in [Polish](#), [Turkish](#), [Romanian](#) and [Urdu](#), as well as social media posts in these languages.
- 4) [Stop Smoking London: resources for your organisations](#). This includes templates and images designed to support partners to promote Stop Smoking London within their organisations.
- 5) [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.

Help us develop campaign resources

The Stop Smoking London Campaign and Resources stakeholder group are instrumental to developing all Stop Smoking London campaigns, media activity and services. We are always looking for new members for this group from across London. If you would be interested in joining [please do get in touch](#).

Stop Smoking London services in the pandemic



The Stop Smoking London care pathway including the telephone helpline, [text message](#) service and website remain available for all Londoners (aged 12 years and over) at this time as they contemplate their stop smoking journey.

New web chat facility coming soon...

As part of the context specific information on smoking cessation and COVID-19 the website homepage and other pages have been adapted or changed to provide appropriate advice. Plans are also being developed to include a webchat facility on the website in the coming months.



Helpline support

As always, telephone support for London smokers is also available via the Stop Smoking London helpline - 0300 123 1044 at the following times:

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

A briefing document for the Stop Smoking London helpline team has been developed as part of this review providing them with a context specific COVID-19 and smoking cessation protocol for all calls received. A similar document for [local stop smoking services](#) detailing this protocol is available, this was last updated on 29 June 2020. This document will be continually updated in response of emerging evidence and advice.

Help keep service information up to date

Please if you have not already done so, do remember to update your local website to include a link to www.stopsmokinglondon.com and the Stop Smoking London helpline 0300 123 1044. Please do also share the Stop Smoking London offer on your social media. To ensure we work effectively and efficiently at this time to strengthen the offer across London, please do get in touch with any feedback, comments or questions to [Kashim Chowdhury](#), LSCTP Transformation Manager.

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](#).