

October 2020 Newsletter



In this month's newsletter I am delighted to announce the launch of the new Stop Smoking London campaign. This campaign builds on the success of the Time to Quit campaign that we launched in response to the COVID-19 pandemic earlier this year and highlights how there has never been a better 'Time to Quit' for good.

As with previous campaigns we launch in October to maximize impact from the [PHE Better Health Stoptober campaign](#). Local amplification from our partners in participating boroughs is so important for all Stop Smoking London campaigns. To help you share this with residents we've put everything you need in the [Stop Smoking London Autumn 2020 media pack](#). We've also broken this down into some of the key actions you can take to help more smokers in your borough to quit:

1. Retweet us – [here](#) and [here](#)
2. [Share this Facebook post](#)
3. Schedule these throughout October, November and early December - [Time to Quit social media posts](#)
4. Support your colleagues to quit smoking – with these [resources for your intranets and newsletters](#)
5. Where appropriate, share these with local services who use waiting room screens – [Time to Quit waiting room image and animated gif](#).

As we move in to what may prove to be a challenging few months for London we will continue to monitor and respond appropriately to the UCL rapid review of the [evidence base around smoking status and COVID-19](#).

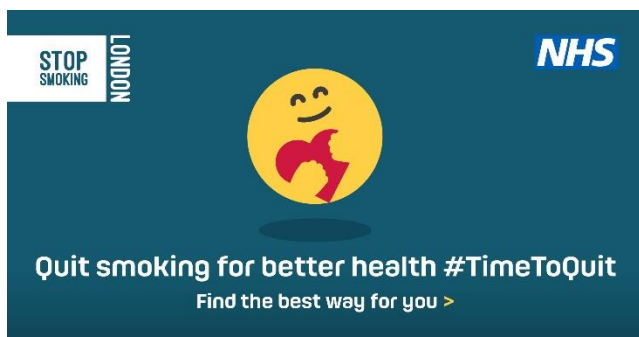
I do hope that you find this update helpful and we welcome your feedback. I look forward to continuing to partner with you as we work towards a smoke-free London.

Dr 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.

In this update:

Time to Quit campaign autumn campaign	Pages 2-3
Stop Smoking London services - data update	Pages 3-4
Insight work with London smokers (40-65 years)	Page 4
Stop Smoking London How to quit guides	Pages 4-5
Stop Smoking London telephone behavioural support and vape pilot	Page 5
MECC Link for London	Page 5
Quit Manager	Pages 5-6
Stop Smoking London campaign resources for sharing	Page 6
Help develop campaign resources	Pages 6-7
Stop Smoking London services in the pandemic	Pages 7-8



Time to Quit autumn 2020 campaign

This October saw the launch of the latest six months advertising campaign across all participating London boroughs to encourage Londoners to make now their 'Time to Quit'.

The latest campaign has been developed using lessons learnt from the [insight work with London smokers aged 25 to 40 years old](#), with [Londoners aged 40 to 65 years old](#) and in response to the spring Time to Quit digital campaign.

We have updated the Time to Quit materials to include more messages around quitting for

better health, financial savings and accessing local and regional support. You can download the [Stop Smoking London Autumn 2020 media pack here](#).

Table 1: Time to Quit Winter campaign 2020/2

Tactic	Description	Dates
Display adverts	Advertising on top news and special interest websites as identified by research	October to March
Social media adverts	Advertising on Facebook, Instagram and YouTube	October to March
Google pay per click (PPC)	Pay-per-click advertising appears when people search for stop smoking-related terms on Google	October to March
Stakeholder media packs	Electronic toolkits of campaign materials distributed to participating councils and CCGs	October, December, February
Print/mail outs	Print packs to support smoking in pregnancy outreach	October, December, February
	Print or electronic materials to support No Smoking Day	February

As with the spring campaign, we're taking a predominantly mobile-led, digital approach to reach as many London smokers as possible. The six-month campaign overview can be seen in table 1.

We will refresh the creative imagery throughout the six months including to coincide with New Years and No Smoking Day. At these times, we will provide communications leads in each participating borough with media packs to encourage more residents to start their quit journey.

For No Smoking Day we will consult with local partners around what on or offline activity you may be doing and how we can best support this.

Should you have any questions about the campaign please contact [Samantha Lasbury](#) at Lambeth Communications.

Stop Smoking London services- data update

Website data activity

Since the launch of the Stop Smoking London website in November 2018 we have seen 93,312 unique website visitors.

For the Time to Quit spring campaign which launched on 23rd April and ran up to 30th September, we saw almost 16,400 unique visitors to the Stop Smoking London website.

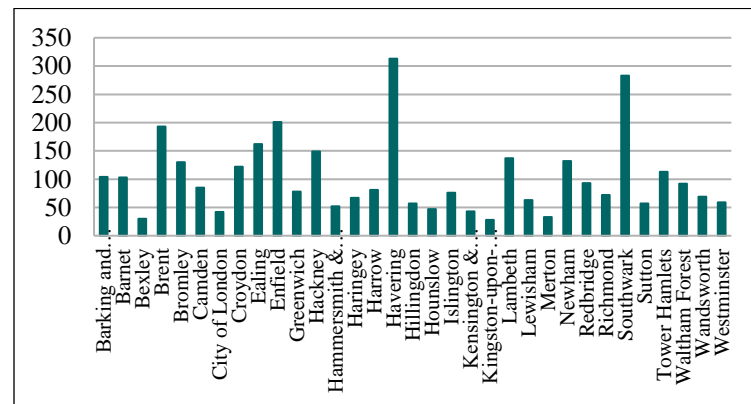
The home page and stop smoking calculator page continue to be very popular. In addition, since the 1st April 2020, many more people are using the website to find information on their local smoking cessation service (see graph 1).

Stop Smoking London translated websites - data update

The Polish, Turkish, Romanian and Urdu Stop Smoking London websites launched on the 16th April 2020.

To date, we have seen a total of 2,573 unique webpage views across all four websites. The Turkish language website has had the most views and accounts for 65 percent of all views.

Graph 1: Search activity for local services by London borough on Stop Smoking London website (23rd April 2020 to 30th September 2020)



Helpline activity - data update

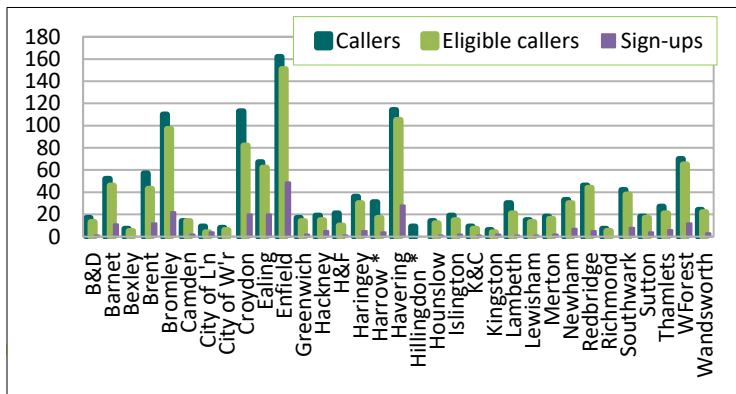
Since the launch of the Stop Smoking London helpline 1,249 people have called seeking information or support. Of those, 1,058 were eligible to take part in the Stop Smoking London telephone behavioural support programme (see graph 2).

Most callers opt to access support from their local stop smoking service, which the Stop Smoking London helpline team refer them in to. Other callers have questions about their quit journey, for example around accessing prescription medication locally and about NRT.

To date, including from call-back requests, 282 Londoners have signed up to the Stop Smoking London telephone behavioural support package. Of these, 97 were contactable at 4 weeks and 71 self-reported they were smoke-free at the time of contact.

Since the launch of the call-back request on the Stop Smoking London website, 193 web requests for a call-back have been processed. Those managed by the Stop Smoking London helpline have resulted in 29 sign ups to the telephone behavioural support programme.

Graph 2: Helpline activity from May 2017 to September 2020



Insight work with Londoners aged 40-65 years old

In February 2020, Stop Smoking London carried out mixed methodology insight with a combined total of over 440 participants, to understand the smoking behaviour, perceptions and values of Londoners aged 40 to 65 years. The sample comprised of current smokers and those who had quit within the past six months.

The intention was that this would be shared with participating boroughs in a workshop in April 2020. However, due to the COVID-19

pandemic and national lock down this was not possible.

To ensure that we can share this with participating boroughs, the [summary of this insight work](#) is available on the ADPH London website.

For participating London boroughs who would like to learn more about the insight work, how this has been used by Stop Smoking London in the Time to Quit campaign or how you can use this locally please contact [Kashim Chowdhury](#), LSCTP Transformation Manager.

For Directors of Public Health or Public Health team colleagues from the LSCTP participating boroughs who would like a copy of the full insight report please email [Meroe Bleasdale](#).

Stop Smoking London How to Quit guides

This September the latest [how to quit guide](#) was launched on the Stop Smoking London website and was promoted via social media activity.

This article, [How to Quit Smoking and Avoid Weight Gain](#), was produced with Wandsworth GP Dr Emma Eade. Participating boroughs can use the accompanying [social media pack](#) to promote this locally.

The previous guide, [How to Quit Smoking and Stay Calm in the Process](#), and [social media pack](#) also remain available for local use at any time.

The next article will be available shortly on the new [how-to quit guides](#) page of the Stop Smoking London website. This article has been developed in partnership with the National Centre for Smoking Cessation and Training and

focuses on how to quit by managing tobacco withdrawal symptoms. As with the other how-to guides, a social media pack will be shared with heads of communications in participating boroughs so that this can be amplified locally.



Stop Smoking London telephone behavioural support and vape pilot

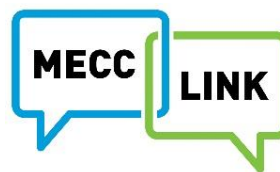
Shortly, the Stop Smoking London telephone behavioural support vape pilot will be rolled out across all participating boroughs.

This has been slightly delayed due to a change with the supplier for the pilot, ensuring the development of robust clinical governance and ensuring the Stop Smoking London website included the most recent update on vaping and COVID-19.

Once the pilot launches, eligible callers who sign up to the Stop Smoking London telephone support programme will be able to order a vaping pack from Totally Wicked. This pack will include a vaping device with a four weeks supply of e-liquid. Pilot participants will have a choice between three vaping devices and four e-liquids and different strengths based on their current smoking behaviour.

The pilot will be promoted via digital advertising and local signposting.

If you have any questions about the pilot please contact [Meroe Bleasdille](#), LSCTP Programme Manager.



MECC Link for London

[MECC Link for London](#)

was launched in 2020 by PHE London in

partnership with ADPH London.

MECC Link is a simple online tool designed to provide health care professionals with resources to promote the wellbeing and resilience of their clients. The website provides easily accessible information on key healthy lifestyle topics, Very Brief Intervention (VBI) support based on suggested open questions using the Ask, Assist, Act model and information on a range of primary self-care tools and resources.

MECC Link also includes signposting information to a wide range of national and local health and wellbeing services, including stop smoking services, all in one place. Local 'front door' support services are listed for all 33 London boroughs covering not only stop smoking but also mental health, substance misuse, COVID-19, healthy diet and healthy weight and physical activity.

If you have any questions about MECC Link for London please email mecclinklondon@phe.gov.uk

Quit Manager

Stop Smoking London have worked with the developers of Quit Manager which is used by most local London Stop Smoking Services.

If you use this system you now have the option to record the Stop Smoking London campaign, website and helpline as the referral route into your local service offer.

Please do ask new people to your service how they have found you and record any who mention Stop Smoking London. This information will enable us to better understand the London user journey and care pathway and to make improvements where identified.

Stop Smoking London campaign resources for sharing locally

To support as many Londoners to quit smoking the following campaign packs and materials are available for all participating boroughs to use locally.

Local amplification of these across social media is a great way to ensure that together we reach as many of your residents as possible. We have seen that when local areas share these resources, the quantity and quality of web traffic increases.

- 1) [Stop Smoking London Autumn 2020 media pack](#). This campaign is designed to encourage London smokers to quit, and to quit now.
- 2) [Time to Quit campaign pack spring 2020](#).
- 3) [The Stop Smoking London and Good thinking social media pack](#). This includes a series of social media posts linking to the article "[How to quit smoking and stay calm in the process](#)".
- 4) The [Stop Smoking London "How to quit smoking and avoid weight gain" social media pack](#). This includes a series of social media posts linking to the article "[How to quit smoking and avoid weight gain](#)".

- 5) 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.
- 6) The Stop Smoking London Smoking in pregnancy translated resources. A printed pregnancy and smoking cessation postcard is available to order online by maternity services 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 9th November 2020– 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](#).

- 7) [Stop Smoking London: resources for your organisation](#). This includes templates and images designed to support partners to promote Stop Smoking London to staff.
- 8) [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.

Should you have any questions about any of these, please do [get in touch](#).

Help develop campaign resources

The Stop Smoking London Campaign and Resources stakeholder group is essential to the

development of all Stop Smoking London campaigns, media activity and services.

We are always looking for new members for this group from across participating London boroughs. If you would be interested in joining [please do get in touch](#).

Stop Smoking London Case studies

Do you know someone with a good Stop Smoking London story to tell?

Stop Smoking London are currently working with participating boroughs to identify new case studies to support this years' Time to Quit campaign and encourage more smokers to quit.

Case studies are a great way to engage and encourage people to quit and shows how other Londoners have been able to do this. You can see an example of a [Stop Smoking London smoking in pregnancy case](#) study from Barking and Dagenham.

If one of your local service clients has come to you from a Stop Smoking London referral and with your help has now quit smoking, we would love to hear from them.

If you have a client who would be happy to talk to us about their experience please contact [Samantha Lasbury](#).

Stop Smoking London services in the pandemic

As we move in to what could be a challenging winter the Stop Smoking London care pathway has been strengthened to now include a [webchat](#) facility.

The Stop Smoking London telephone helpline, [text message](#) service, and [website](#) also remain

available to support and sign-post London smoker in to their chosen Stop Smoking pathway. The Stop Smoking London services include:

Stop Smoking London website

As part of the Stop Smoking London COVID-19 response, the website homepage and other pages have been adapted or changed to provide appropriate COVID-19 and smoking cessation context specific advice, which is updated as the evidence base evolves.



Webchat

In September, a new [webchat function](#) was added to the Stop Smoking London website. Visitors to the website can now chat online to a Stop Smoking London helpline adviser using this facility. This service is available between:

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



Helpline support

Telephone behavioural 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 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.



Text messages

London smokers from participating boroughs can sign up to receive motivational text messages on their stop smoking journey. This service is available in [English](#), [Polish](#), [Turkish](#), [Romanian](#) and [Urdu](#).

Directory of local services

Stop Smoking London has an ambition to use its profile to raise public awareness of the benefits of quitting and act as the entry point in to accessible local and regional support.

Thank you to every body who has replied to confirm their local service offer so that we can ensure the [local service section of the Stop Smoking London website](#) is up to date. The information provided by you has now been used to update the Stop Smoking London website local service section.

If you have any questions about this please contact [Kashim Chowdhury](#), LSCTP Transformation Manager.

Please also remember to update your local website to include a link to www.stopsmokinglondon.com and the Stop Smoking London helpline 0300 123 1044.

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 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](#).