

## December 2020 Newsletter



This week saw the launch of the refreshed Time to Quit digital advertising campaign. This is designed to encourage London's smokers to use the New Year period to begin planning their stop smoking journey.

Since the launch of Time to Quit in April in response to the pandemic we have seen more Londoners thinking about a quit journey. This refreshed campaign is designed to encourage more to take the next step and quit for good.

The key messages for this campaign focus on the most common reason London smokers have told us for quitting - better health, financial savings and for their loved ones. To help reach your residents we've put everything you need into the [Stop Smoking London winter 2020 media pack](#). Please share the pack with your colleagues who can use what's inside:

- [New Year's press release](#) - which you can adapt and use any time between now and January.
- [Social media posts](#) - to schedule from now and until the next campaign refresh in mid-February.
- [Digital screens](#) - to share with local community settings, such as GPs.
- [Website description](#) - please use this text and imagery to make sure the appropriate pages on your internal and external websites are up to date.

In addition, please do use any of these materials in your internal communications to support staff, as well as any of our [workplace resources](#). And please do also continue to retweet @StopSmokingLon. We have seen that when you share resources, the quantity and quality of website traffic increases.

The LSCTP team thank you all for your continued support in what has been a challenging year. We end this year with news that the LSCTP has been shortlisted for an APSE Annual service Award under 'Best Collaborative Working Initiative'. This award nomination belongs to all of the Programme's participating London boroughs who continue to partner with us each year.

With warmest wishes for this holiday season to you all. We look forward to continuing to partner with you in 2021 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 winter 2020 campaign	Pages 2-3
New Stop Smoking London How to Quit guides	Pages 3
Stop Smoking London telephone behavioural support and vaping pilot	Pages 3-4
Stop Smoking London services in the pandemic	Pages 4-5
Stop Smoking London resources for local use	Pages 5-6
Stop Smoking London services- data update	Pages 6-7

### Time to Quit winter 2020 campaign.

The latest Time to Quit digital advertising campaign launched today. The campaign is supported by two new Stop Smoking London guides, [how to quit smoking this New Year](#) and [how to help your loved one to quit smoking](#).



The 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 learning from previous Stop Smoking London campaigns.

The key messages focus on quitting for better health, to save money and for loved ones.



The new adverts will run until February 2021. As with the autumn Time to Quit campaign, we're taking a predominantly digital approach to reach as many people as possible across the participating boroughs. The full six-month campaign overview can be seen in table 1.

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

Following our recent Communications Stakeholder Group meeting, plans are now being developed for No Smoking Day in March 2021. If you would like to be part of the group working on this [please do get in touch](#). We always welcome new members from across participating boroughs.

**Table 1: Time to Quit Winter campaign 2020/21**

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

The social media posts to promote these can be found in the [Time to Quit winter 2020 campaign pack](#).



**Stop Smoking London telephone behavioural support and vape pilot.**

The Stop Smoking London telephone behavioural support vape pilot rolled out across all participating boroughs earlier this month.

Londoners who call the Stop Smoking London helpline will be offered the opportunity to sign up to the stop smoking London telephone behavioural support package and vape kit pilot.

Eligible callers will be able to order a vaping kit that includes a vaping device with a four weeks supply of e-liquid from Totally Wicked. There is a choice between two different vaping devices and a choice of consumables including pods and flavoured refills.

For this pilot, the availability of the Stop Smoking London vaping kits is limited to 12 per participating borough.

The pilot is being promoted via digital advertising. Please do also let your residents know about this pilot via your social media channels or by sharing the posters and postcards where appropriate. Everything you need to do this is in the [vape pilot media pack](#).

**New Stop Smoking London How to Quit guides.**

Three new [How to Quit guides](#) have been published on the Stop Smoking London website this month.

At the beginning of December, the guide '[How to quit smoking and manage tobacco withdrawal symptoms](#)' was launched. Participating boroughs can use this [social media pack](#) to share this locally.

As part of the latest Time to Quit campaign we have just launched a further two more guides. These are '[How to Quit Smoking this New Year](#)' and '[How to support your loved one to quit smoking.](#)'



You can find out more about the pilot on the [ADPH London website](#).

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

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### Stop Smoking London services during the pandemic.

The LSCTP team continue to monitor and respond appropriately to the UCL rapid review of the [evidence base around smoking status and COVID-19](#).

To ensure we can work effectively and efficiently at this time to strengthen the offer across London, please do get in touch with any feedback, comments or questions about the Stop Smoking London services to [Kashim Chowdhury](#), LSCTP Transformation Manager.

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.

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.

The website also includes a directory of local Stop Smoking services to signpost Londoners into their local service offer. Visitors to the website can also request a [call-back](#) from their stop smoking service.



### Webchat

The [webchat function](#) allows visitors to the website to chat online to a Stop Smoking London helpline adviser using this facility. This service is available on:

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



### Helpline support

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

Support from the helpline team includes answering questions on smoking cessation, VBA, referral to the local stop smoking service, or the option to sign up for behavioral support over the phone.

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](#).

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### **Stop Smoking London resources for local use.**

To support Londoners to quit smoking, we have a range of resources available for all participating boroughs to use. All Stop Smoking London resources have been developed with lessons learnt from insight work undertaken with London smokers:

- 1) [Stop Smoking London Winter 2020 media pack.](#)
- 2) [Stop Smoking London Time to Quit Autumn 2020 pack.](#)
- 3) Stop Smoking London [Time to Quit campaign pack spring 2020.](#)

### **How to quit smoking guides - social media packs**

- 1) Social media pack linking to the article "[How to quit smoking by managing your tobacco withdrawal symptoms](#)"
- 2) Social media pack linking to the article "[How to quit smoking and avoid weight gain](#)".

- 3) Social media pack linking to the article "[How to quit smoking and stay calm in the process](#)".

### **Translated resources**

- 1) 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.

### **Stop Smoking London resources for workplaces**

- 1) [Stop Smoking London: resources for your organisation.](#) This includes templates and images designed to support internal communications teams and local business partners to promote Stop Smoking London to staff. Please share these with your local BIDs (Business Improvement Districts) where possible.

### **Smoking in Pregnancy resources**

- 1) [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.
- 2) 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 11<sup>th</sup> January 2021– 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](#).

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

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## Stop Smoking London services- data update.

### Website data activity

Since the launch of the Stop Smoking London website in November 2018 up until November 2020 over 109, 000 unique guests have visited the website.

Since launching the Time to Quit campaign on 23<sup>rd</sup> April 2020 we have seen over 32,000 unique visitors to the 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.

Search activity on the Stop Smoking London website for local services by borough through from 23<sup>rd</sup> April 2020 to 30<sup>th</sup> November 2020 is available [here](#).

Since the launch of the webchat facility on the website on 7<sup>th</sup> September, 96 people have visited the webchat page. This resulted in 37 webchats. To maximize engagement, the text

on the webchat page has been improved and we are exploring other opportunities to increase visibility of this option.

## Stop Smoking London translated websites - data update

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

To date, we have seen a total of 4,000 unique webpage views across all four websites. The Turkish language continues to be the most popular of these four.

## Helpline activity - data update

The Stop Smoking London helpline is an add on offer where Londoners can ask questions, they have on smoking cessation, to offer VBA and to signpost Londoners into the stop smoking journey of their choice.

The helpline service is commissioned purely on an activity basis, meaning the Programme only pay for calls received.

Since the launch of the Stop Smoking London helpline 1,360 people have called seeking information or support.

Of those, 1,169 were eligible to take part in the Stop Smoking London telephone behavioural support programme. See a graph showing Stop Smoking London [helpline activity from May 2017 to November 2020 by London borough](#).

However, 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, 308 Londoners have signed up to the Stop Smoking London telephone behavioural support package. Of these, 108 were contactable at 4 weeks and 77 self-reported they were smoke-free at the time of contact.

requests for a call-back have been processed. Those managed by the Stop Smoking London helpline have resulted in 34 sign ups to the telephone behavioural support programme.

Stop Smoking London will continue to monitor and report on the response to the Time to Quit campaign to all participating boroughs.

Since the launch of the call-back request on the Stop Smoking London website, 108 web

### 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 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](#).