

## March 2021 Newsletter



Last week saw the launch of the spring 'Time to Quit' digital advertising campaign. The spring campaign pack was shared with Heads of Communication and Commissioners in participating boroughs in February. Please download and share the [Stop Smoking London Spring Campaign Pack](#).

The overarching aim of the spring campaign is to build awareness and direct smokers to the full range of support that is available across London to help them to quit for good – all of which will be available and in line with the government's published "COVID- 19 Response – Spring 2021" roadmap out of lockdown. The campaign also includes resource for No Smoking Day.

There are also some digital resources that participating boroughs can use to help to reach as many residents as possible, and these are all in the pack:

- Internal/external article for No Smoking Day.
- Social media posts with our top performing ads and links to our latest how-to guide.
- Print and e-postcards
- Posters
- Digital screens
- MS Teams backdrop
- E-signature

The LSCTP team thank you all for your continued support in what has been a challenging year. Last month we learnt that the LSCTP was again awarded a Public Sector Transformation Awards 2021 iESE Certificate of Excellence . This award belongs to all participating boroughs.

Thanks to you all, 2020 was a successful year for the LSCTP. We look forward to continuing to partner with you and build on this in 2021/22.

### **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.

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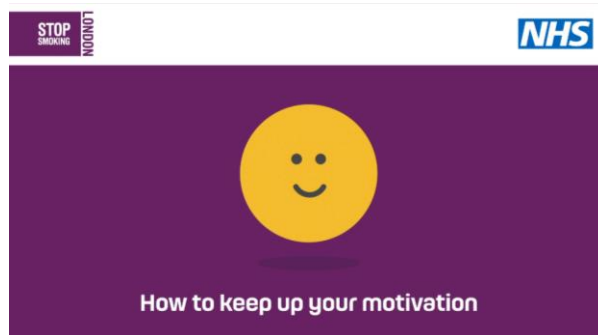
## Time to Quit update and Spring 2021 campaign.

Since April 2020 to 31<sup>st</sup> January 2021, 3,381,317 digital Stop Smoking London Time to Quit adverts have been delivered across London. This has resulted in 50,590 click throughs.

The latest Time to Quit digital advertising campaign launched last week, this includes activity for No Smoking Day and beyond.



The campaign is supported by a new Stop Smoking London guide, [How to keep up your motivation to quit smoking](#).



As with previous Stop Smoking London campaigns we're taking a predominantly digital approach to reach as many people as possible across the participating boroughs. The new adverts will run until the end of March 2021.

Over this time please do download and share the [Stop Smoking London Spring Campaign Pack](#).

Should you have any questions about the Spring 2021 campaign please contact [Samantha Lasbury](#) at Lambeth Communications.



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

The [Stop Smoking London telephone behavioural support vape pilot](#) rolled out across all participating boroughs in December 2020.

Eligible callers are now 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.

The pilot is being promoted via digital advertising. To date sign up to the pilot is shown in table 1.

**Table 1: Vaping Pilot Uptake 1<sup>st</sup> December 2020 -23rd February 2021**

| Total SSL Vaping Pilot Sign Up | 21 |
|--------------------------------|----|
| Barnet                         | 1  |
| Bexley                         | 1  |
| Brent                          | 2  |
| Enfield                        | 2  |
| Greenwich                      | 1  |
| Islington                      | 3  |
| Kensington and Chelsea         | 1  |
| Lambeth                        | 3  |
| Lewisham                       | 3  |
| Redbridge                      | 1  |
| Tower Hamlets                  | 1  |
| Waltham Forest                 | 1  |
| Wandsworth                     | 1  |

The vaping pilot will run up until 31<sup>st</sup> March 2021, so please over this month 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](#).



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

## Stop Smoking London - Smoking Toolkit Study update.

Last month the UCL team shared the Smoking Toolkit Study update in relation to the Evaluation of Stop Smoking London with the LSCTP Board.

This has shown that over the last three years, we have seen a 5.19 percent increase in prevalence of quit attempts in London compared with the rest of England.

This finding while lower than the previous two years (9.75%) is still statistically significant. It is hypothesized that this decline may be multifactorial. For example, this may be due to population movement over the pandemic period when it is estimated that over 1 million people left London and/or to do with increased investment in to smoking cessation across other regions.

Of note the study shows that by working together across London we have seen a slight increase on successful quit attempts this year. In London this has increased from 4.72% to 5.89%.

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## Stop Smoking London services for your residents 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 available to residents of participating LSCTP boroughs 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.

The website is available in [English](#), [Polish](#), [Turkish](#), [Romanian](#) and [Urdu](#).



### 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.



### 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 participating boroughs.

To help support your residents to quit smoking, a range of resources are available for all participating boroughs to use. We see

increased website activity when partners share these resources.

All Stop Smoking London resources have been developed with lessons learnt from insight work undertaken with London smokers:

- 1) [Stop Smoking London Spring 2021 Campaign Pack.](#)
- 2) [Stop Smoking London Winter 2020 media pack.](#)
- 3) [Stop Smoking London Time to Quit Autumn 2020 pack.](#)
- 4) 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”.](#)

### Vaping Pilot

- 1) To share information with your residents on the Stop Smoking London vaping pilot please use the [vape pilot media pack.](#)

### 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 Friday 19<sup>th</sup> March 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 until 31<sup>st</sup> January 2021 a total of 130,731 new users have visited the website.

53,753 of these new visitors have occurred since the launch of the Time to Quit campaign on 23<sup>rd</sup> April. This number of new visitors is a 22.5 per cent increase across the same period last financial year.

See [a graph showing search activity for local services by London borough through the Stop Smoking London website between 23rd April 2020 to 31st January 2021](#).

### Webchat activity

Since the launch of the webchat facility on the website on 7th September 2020, 253 people have visited the [webchat page](#).

This has resulted in 126 webchat interactions with a Stop Smoking London helpline advisor.

To date the webchat function is most used by 25-40 year old's and those residing in Harrow, Bromley, Newham, Bexley, Ealing and Enfield.

## Stop Smoking London translated websites - data update

The [Polish](#), [Turkish](#), [Romanian](#) and [Urdu](#) Stop Smoking London websites launched on the 16th April 2020.

Up to 31<sup>st</sup> January 2021 we have seen 7,920 visits to the four language websites. The Turkish language site remains the most popular of the 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, receive VBA and signposting 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 1,485 people have called seeking information or support. Of those, 1,279 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 January 2021 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.



Since April 2020 to 31<sup>st</sup> January 2021, 375 people have called the Stop Smoking London helpline. The number of calls received in November and January were more than double the monthly averages.

To date, including from call-back requests, 336 Londoners have signed up to the Stop Smoking London telephone behavioural support package. Of these, 120 were contactable at 4 weeks and 77 self-reported they were smoke free at the time of contact.

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.

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## Stop Smoking London and 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 remember to 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

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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 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](#).