



**DR SOMEN BANERJEE**

Director of Public Health, London Borough of Tower Hamlets, Co-Chair and Smoking Cessation Lead of the London Association of Directors of Public Health (ADPH)

I am pleased to share our November newsletter to keep you up to speed with our work at Stop Smoking London and to share activities and efforts from the boroughs to support Londoners to quit smoking.

We hope you find it a helpful update and if you have any feedback or articles for future editions, please let us know. We encourage our readers to pass our newsletter on to your colleagues, peers, and networks.

## IN THIS ISSUE:

PROGRESS ON ESTABLISHING A LONDON TOBACCO ALLIANCE

LONG TERM PLAN FUNDING

KEEPING THE STOPTOBER MOMENTUM GOING

DECEMBER COMMUNICATIONS AND CAMPAIGNING

WE NEED YOUR HELP!

➔ NATIONAL LUNG CANCER AWARENESS CAMPAIGN



ROY CASTLE LUNG CANCER FOUNDATION

RECOGNISE THE SIGNS AND SYMPTOMS OF LUNG CANCER



A PERSISTENT COUGH



COUGHING UP BLOOD



BREATHLESSNESS



CHEST AND/OR SHOULDER PAIN



REPEAT CHEST INFECTIONS



HOARSENESS

# Progress on establishing a London Tobacco Alliance

We are committed to establishing a London Tobacco Alliance and have been meeting with a range of partners to progress this including the NHSE/I Clinical Executive Group, Health Equity Delivery Group and Rt. Honourable Bob Blackman (MP) Chair of APPG smoking and health. We will be taking a three phased approach to creating the Alliance consisting of surveying key stakeholders and convening a working group to explore the results and map potential aims using the World Health Organization's MPOWER framework. This involves

the following steps: **Monitor** tobacco use and prevention policies, **Protect** people from tobacco smoke, **Offer** help to quit tobacco use, **Warn** about the dangers of tobacco, **Enforce** bans on tobacco advertising, promotion and sponsorship, **Raise** taxes on tobacco. We would be delighted if you would contribute by completing the brief survey using the following link: [www.surveymonkey.co.uk/r/XHPR7YN](http://www.surveymonkey.co.uk/r/XHPR7YN)

The second phase of the work will focus on developing proposals



for testing and refinement with system leaders with the ambition of relaunching the London Tobacco Alliance before the end of March 2022.



## INTERESTED IN FINDING OUT MORE?

If you have any questions or would like to join the working group contact Kashim Choudhury, SSL Transformation Manager.

[KASHIM.CHOWDHURY2@TOWERHAMLETS.GOV.UK](mailto:kashim.choudhury2@towerhamlets.gov.uk)

## Long Term Plan funding

The NHS Long Term Plan (LTP) sets out clear commitments for investing in frontline services to tackle tobacco dependence for all inpatients (including inpatients in mental health Trusts), pregnant women and those in long term mental health and learning disability services by 2023/24.

The funding will be directed to Integrated Care Systems (ICS) for distribution to hospital trusts providing more opportunities to collaborate with the SSL programme. This funding is in addition to Local Authority funded Stop Smoking Services and it is envisaged there will be partnership working across the sector to deliver the programme of work.

## Keeping the Stoptober momentum going

We have been running paid media campaigns across Facebook, Twitter and Google to raise brand and campaign awareness for Stop Smoking London and to signpost people to the help available.

The ads are focused on those who took part in Stoptober, encouraging them to continue their efforts into stopping smoking. Carefully constructed ads convey various benefits of stopping smoking such as saving money, having more energy and the overall health benefits.

The targeting for this campaign is centred in London and focuses on those who already follow similar pages and initiatives – such as

Stoptober, Nicorette and NHS Better Health. So far, the campaigns have generated almost 10,000 new users to the Stop Smoking London website and encouraged over 350 active engagement including app downloads, contact forms or using the smoking calculator feature.

We are gathering intelligence and findings to ensure we develop new ways and messaging to reach as many Londoners as possible.



# December communications and campaigning

We are planning our social media campaign for December to build momentum for larger London-specific campaigns to support people to quit smoking in the New Year.

We are currently developing a communications toolkit which we'll share with all our partners, and we are working closely with communications leads to plan and develop the content.

A key priority for SSL is building a campaign that creates momentum to No Smoking Day on 10 March 2022.

We will use the findings from our insights work to shape our messaging and target our main audience of routine and manual workers to ensure they are signposted to resources that can help them quit smoking.



Keep an eye out for more updates and information about all our communications activities.

# National Lung Cancer Awareness Campaign



The wife of the late Conservative MP, James Brokenshire, is urging people to play close attention to any differences in their health in the wake of her husband's death. James died of lung cancer on Thursday 7th October.

His wife, Cathy, wants to help others avoid a similar fate, and has pledged her support to Roy Castle Lung Cancer Foundation's Spot the Difference awareness campaign as part of lung cancer awareness month.

[MORE INFORMATION HERE](#)

# We need you

We are asking all our stakeholders and partners to help spread the word, follow our new Twitter account [@StopSmokingLDN](#) and encourage your social media colleagues to retweet and share content, and help spread the messages to all your networks and communities.

We are also looking for case studies of people who have successfully quit and would like to share their story to help inspire others trying to kick the habit.

## DO YOU KNOW OF ANYONE?

If so please put them in touch with Kashim via email on:

[KASHIM.CHOWDHURY2@TOWERHAMLETS.GOV.UK](mailto:KASHIM.CHOWDHURY2@TOWERHAMLETS.GOV.UK)

FOLLOW US:



[@StopSmokingLDN](#)