



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 new look 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.

October is a busy month with the national Stoptober campaign in full swing, so we are keeping this update brief. Please pass it on to your colleagues, peers, and networks to help us reach as many people as possible.

IN THIS ISSUE:

STOP SMOKING LONDON ACTIVITIES

LOOKING AHEAD

OUR ASK OF YOU

➔ CONTINUING THE STOPTOBER MOMENTUM



Stop Smoking London activities

You will recall that Stop Smoking London (SSL) was established as a collaboration between London local authorities in 2016. We are the public facing identity of a London wide Public Health Programme - The London Smoking Cessation Transformation Programme (LSCTP).

Our main goal is to help Londoners quit smoking through online and telephone methods, complementing locally determined services (such as face-to-face support). Our vision is to encourage more quit attempts in the general population and support London to become the first smoke-free city in England by 2029.

We have not been in touch for a while as like many of you our attention was focused on supporting Londoners through the pandemic. However, we are now back and have assembled a new team to ensure we raise the profile of our collective efforts across the capital to support Londoners to quit smoking. We will be sending this monthly newsletter to keep you informed and up to date on our plans.

We invite you, your organisation or borough to send us your news about how you are supporting people to stop smoking.



SHARE YOUR NEWS BY EMAILING:

KASHIM.CHOWDHURY2@TOWERHAMLETS.GOV.UK

Continuing the Stoptober momentum

BELOW: CAMPAIGN IMAGE FOR STOPTOBER



HELP US PROMOTE THE CAMPAIGN:

[STOPSMOKINGLONDON.COM/STOPTOBER](https://stopsmokinglondon.com/stoptober)

We are over half-way through the nation's largest mass quit attempt, Stoptober, now in its 10th year and smokers in London who have not yet taken up the challenge are being encouraged to put their lungs first, ahead of flu season. Many of you are actively promoting the national campaign and are also promoting your own services locally. The campaign toolkit is available on the PHE website.

Stop Smoking London is backing people who have already joined the national 28 day stop smoking challenge and we are urging those who have not yet taken the first step to do so, by accessing stop smoking support services in their area.

We are launching a refreshed campaign page on our website and will be using social marketing and

our social media to reach people who interacted with the national campaign to encourage them to never stop quitting. We will be doing this through November with messages of encouragement to smokers to keep trying and that support is always available and sending them to the campaign-specific landing page.

We are also contacting London media to try and get some coverage of our activities and to promote the range of local services available to Londoners. In addition, we are working with London partners to ensure a system-led approach to sign-posting potential quitters to support services.

Please visit and promote the Stop Smoking London campaign page to help us promote the range of support options available to Londoners.

Looking ahead

We are currently planning for the New Year and developing a specific London-focused campaign to support people to quit smoking in January. We want to work as closely as possible with tobacco and communication leads and boroughs to ensure we can reach as many Londoners as possible.

So, watch this space! We will update you further in next month's edition of our newsletter, but we were keen to put it on your radar now.

To support the January campaign, we have commissioned some insights work from a specialist agency. We will be gaining specific insight from our target audience of routine and manual workers and will share the outputs of that work through for a and this newsletter.

Our ask of you

Smoking is still the leading cause of preventable illness and premature death in the UK. Recent research reveals that, despite falling rates of smoking over the past decade, the coronavirus pandemic has seen an increase in smoking among young adults (under-35), up from 18% in 2019 to 24% in 2021.

London's population is comparatively young; the average (median) age in London is 35.6, compared to 40.3 for the rest of the UK, with those in the 30-34 age range making up the largest group making this call for smokers to consider their lung health even more important.

Dr Somen Banerjee, Vice Chair of the ADPH London Network and London Smoking Cessation and Tobacco Control Lead, said:

“ We know that more than half of smokers want to quit. In London a third have tried at least one quit attempt in the past year.

The main reason cited for this is concern about future health problems. Local stop smoking services offer the best chance of success and Stop Smoking London's helpline is the easiest place to start in terms of accessing this. ”



GET IN TOUCH:



StopSmokingLondon



@StopSmokingLon

Please get in touch if you have any case studies or examples of a good news story about how you or your organisation supported someone to give up smoking. We want to share the learning. We would also be grateful if you could encourage your colleagues

and organisation to support our campaign throughout November and to follow and engage with us on social media.