

Better Health - Stoptober 2021

Campaign Toolkit

Embargoed: Monday 20th September 2021

Please note content in this PR Campaign Toolkit is embargoed and should not be released to the public or media until 00:01 hours on Monday 20th September 2021.

If you have any queries, please contact the Stoptober team at freuds on stoptober2021@freuds.com.

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CAMPAIGN OVERVIEW

This year marks Stoptober's 10 year anniversary. Over the past 10 years, Stoptober has helped over 2 million people make a quit attempt¹. This year, the campaign is celebrating these individuals and inspiring the current 6 million smokers in England² to give quitting a go.

Stoptober is the annual campaign under Public Health England's (PHE) umbrella brand Better Health. It is based on research that if smokers make it to 28 days smoke free, they are five times more likely to quit for good³. Since launching in 2012, Stoptober has driven over 2.3 million quit attempts⁴ and is the biggest mass participation quit attempt in the country.

'What will you start doing this Stoptober?' is the focus for this year's campaign. When you stop smoking, you start doing so much more, from moving better to saving money, and being able to breathe more easily. The campaign will encourage smokers to get these benefits and join with thousands others who are making a quit attempt during October. They are being encouraged to search 'Stoptober' to get free support and information around quitting smoking.

The campaign will launch on 20th September, supported by a new survey by Opinium exploring smokers behaviours, alongside the impact that quitting smoking has had over the years. A new infographic will also be released narrating this data. Further to this, a new talent and case study-led video will celebrate the decade of Stoptober, highlighting the stories of those who have decided to quit smoking, and will be released on 1st October.

ATL advertising will run in England across OOH, radio, social, and VOD from 20th September, and will be concentrated during the first two weeks of the campaign to generate rapid awareness and encourage participation in Better Health - Stoptober from 1st October.

We are also working closely with partners including Local Authorities, the NHS, local stop smoking service providers, charities and the commercial sector to help extend the reach of the campaign locally.

No matter how many times someone has tried to quit in the past, Stoptober encourages all smokers to make a quit attempt and offers free digital support, tools, information and advice on quitting options.

¹ PHE Monitoring Evaluation Data, 2021

<https://www.ons.gov.uk/peoplepopulationandcommunity/birthsdeathsandmarriages/deaths/bulletins/deathsregistrationsummarytables/2020>

² ONS Adult smoking habits in the UK: 2019

<https://www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcare/healthandlifeexpectancies/bulletins/adultsmokinghabitsingreatbritain/2019#:~:text=In%20the%20UK%2C%20in%202019,2018%20to%2014.1%25%20in%202019.>

³ West & Stapleton, 2008, Clinical and public health significance of treatments to aid smoking cessation, European Respiratory Review, Volume 17, number 210, P201

⁴ PHE Monitoring Evaluation Data, 2021

<https://www.ons.gov.uk/peoplepopulationandcommunity/birthsdeathsandmarriages/deaths/bulletins/deathsregistrationsummarytables/2020>

Campaign Timings:

Stoptober's communications will be split into distinct periods with specific messaging. The 'Rally' phase will run from Monday 20th September to Wednesday 1st October. This phase will engage current smokers in order to showcase the positive impacts of quitting and the resources available to anyone participating in Stoptober. From Friday 1st October, the 'Support' phase will support those that are taking part in Stoptober and re-emphasise the health benefits of quitting smoking.

Rally Phase

Stoptober's 'Rally' period begins on Monday 20th September and will aim to target 25-50 y/o R&M smokers predominantly, but all smokers will also be targeted through advertising, social media and PR. Expert spokespeople will be mobilised for earned media interviews to generate campaign awareness and encourage participation in Stoptober alongside a data-led infographic.

Campaign implementation tactics include the launch of a national radio partnership with Bauer, targeted ads to reach key audiences through Facebook, Twitter and Instagram in addition to a national press release (and coinciding regional press releases).

Support & Action Phase

On the 1st October, the campaign will shift to the 'Support & Action' phase where advertising, social and PR will offer information, support and inspiration to sustain the quitting journey.

The new case study and talent led film will also be amplified through earned media opportunities across national and consumer onlines, and social media. Singer Sinitta, actress Kelsey-Beth Crossley and make-up artist to the stars Gary Cockrill as well as a number of case studies from across the country will also be sharing their quit smoking stories across national (print and online), consumer (print and online) and broadcast (TV and radio). This will be supported by Stoptober spokespeople including PHE voices, health experts, media medics and local stop smoking experts as well as charity and national organisation representatives.

All messaging will direct those making a quit attempt to the free support tools available on the [Better Health - Stoptober website](#), including the NHS Quit Smoking Stoptober app, daily email and SMS support, Facebook Messenger support, Facebook support group and the Personal Quit Plan. The website also provides information and advice on proven quitting methods, stop smoking aids and how to access expert support from local Stop Smoking services. Paid-for advertising will be concentrated on the 'Rally' phase of the campaign and first couple of weeks of launch where people find quitting smoking most challenging.

A range of free resources will be available for partners to order and download from the Campaign Resource Centre (<https://campaignresources.phe.gov.uk/resources/campaigns>) prior to launch. Resources will include printed posters and a new quit smoking wallet card, along with a range of digital and social media assets for use on local channels. The 'benefits of quitting timeline' animation has been updated, this can be shown in various settings and during face-to-face interventions with smokers.

KEY MESSAGES

These key messages can be routinely communicated from Monday 20th September 2021 until the end of October 2021 as part of this year's Stoptober campaign.

1. In Stoptober's 10th year, join the thousands of people who stop smoking and start doing so much more. Quit for 28 days and you're five times more likely to quit for good⁵.
2. Smoking damages the lungs and airways, making it harder to breathe. Each cigarette fills our lungs with toxins which harm the immune system and leave us more vulnerable to infections.
3. It's never too late to quit – stopping smoking brings immediate benefits to health, including for people with an existing smoking-related disease.
4. Over 6 million adults in England smoke⁶, and it is the leading preventable cause of premature death, causing almost 75,000 deaths a year⁷.
5. A new survey by Opinium looking at smokers' behaviours has found that nearly half (45%)⁸ have been smoking more since the first lockdown began. Reasons are due to being bored in the lockdowns (43%)⁹ or the pandemic making them more anxious (42%)¹⁰
6. However, the Opinium survey has found that more than half of smokers want to quit, and three quarters (75%)¹¹ would never have started smoking if they could go back in time. Of those who want to quit, more than half (55%)¹² would like to do so to improve their physical health or to save money (52%)¹³
7. Data from the UCL Smoking Toolkit Study indicate indicate that smoking rates among young adults in England have increased since the outbreak of the coronavirus pandemic¹⁴. This makes this year's Stoptober mass quit attempt even more important.

⁵ West & Stapleton, 2008, Clinical and public health significance of treatments to aid smoking cessation, European Respiratory Review, Volume 17, number 210, P201

⁶ ONS Adult smoking habits in the UK: 2019
<https://www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcare/healthandlifeexpectancies/bulletins/adultsmokinghabitsingreatbritain/2019#:~:text=In%20the%20UK%2C%20in%202019,2018%20to%2014.1%25%20in%202019.>

⁷ ONS data: Deaths registered in England and Wales: 2020:
<https://www.ons.gov.uk/peoplepopulationandcommunity/birthsdeathsandmarriages/deaths/bulletins/deathsregistrationsummarytables/2020>

⁸ online survey conducted on a representative sample of 2,000 smokers in England, 20th – 31st August 2021 over 18 years.

⁹ online survey conducted on a representative sample of 2,000 smokers in England, 20th – 31st August 2021 over 18 years.

¹⁰ online survey conducted on a representative sample of 2,000 smokers in England, 20th – 31st August 2021 over 18 years.

¹¹ online survey conducted on a representative sample of 2,000 smokers in England, 20th – 31st August 2021 over 18 years.

¹² online survey conducted on a representative sample of 2,000 smokers in England, 20th – 31st August 2021 over 18 years.

¹³ online survey conducted on a representative sample of 2,000 smokers in England, 20th – 31st August 2021 over 18 years.

¹⁴ Top-line findings on smoking in England from the Smoking Toolkit Study' <https://smokinginengland.info/resources/latest-statistics>

8. We know we're stronger together. This Stoptober, join us and thousands of people who have quit smoking over the last ten years of Stoptober and start moving, saving money and breathing more easily. What will you start this Stoptober?
9. What will you start doing this Stoptober? When you stop smoking you start doing so much more. Stoptober provides the information and support people need to quit smoking for 28 days, based on research showing that if you can make it to 28 days smoke free, you're five times more likely to quit for good¹⁵.
10. This year, England is ready to quit smoking with an 83% increase in calls to the National Smokefree Helpline compared to the same period (January - July) in 2020¹⁶.
11. In 2021, the average smoker can save £5.21 a day, £36.47 a week, £156.30 a month and £1,875.60 a year by stopping smoking¹⁷.
12. Stoptober offers a range of free quitting support including: the NHS Quit Smoking app, Facebook messenger bot, Stoptober Facebook online communities, daily emails and SMS, and an online Personal Quit Plan tool that helps people find a combination of support that's right for them.
13. Expert support from local stop smoking services gives people the best chance of success, and GPs and pharmacists can also give advice and tips to help smokers quit, including what prescription medicines might be right for them.

Call to action:

14. **Join the thousands of people who are stopping smoking this October. For free support search 'Stoptober'**

¹⁵ West & Stapleton, 2008, Clinical and public health significance of treatments to aid smoking cessation, European Respiratory Review, Volume 17, number 210, P201

¹⁶ PHE Evaluation Data, 2020

¹⁷ Price in July 2021= £11.46 / Price in July 2011= £6.59 / $11.46 - 6.59 = 4.86$ / $(4.86 / 6.6) * 100 = 73.6\%$

STOPTOBER 2021: KEY FACTS AND STATS

Stoptober 2021

- This year marks Stoptober's 10 year anniversary, having generated over 2.3 million quit attempts across England since 2012¹⁸
- If you can make it to 28 days smoke free, you're 5 times more likely to quit for good¹⁹
- Today, approximately 1 in 7 adults smoke, compared to 1 in 5 in 2012²⁰
- Over 1.4 billion fewer cigarettes are smoked per year²¹
- However, smoking remains the leading preventable cause of premature death²²
- 15.8% of men smoke, compared to 12.1% of women ²³
- Younger people are more likely to smoke than older people: 22.8% of 18-24 year-olds smoke compared to 9% of those aged 60 plus²⁴

Attitudinal data from Opinium survey

According to a new survey of adult smokers in England conducted by Opinium²⁵

- Nearly half (45%) say they have been smoking more since the pandemic began in 2020. Of this group, over two-in-five (43%) say it is because they have been bored during the lockdown. 42% say it is because the pandemic has made them more anxious
- Many smokers are concerned about the effect that the easing of restrictions will have on their smoking habits; around half say seeing their friends and socialising more often will make them more likely to want to smoke
- Around four-in-five smokers have tried to quit at some point, 18% in the last 6 months
- Over half (55%) of smokers say they want to quit. A quarter of those who don't want to quit say it is too hard to
- Three quarters of smokers say if they could go back in time they would never have started smoking

Smoking prevalence in England

13.9% of adults in England smoke (according to latest (2019) national statistical data)²⁶

¹⁸ PHE Monitoring Evaluation Data 2019 – to be referenced fully

¹⁹ West & Stapleton, 2008, Clinical and public health significance of treatments to aid smoking cessation, European Respiratory Review, Volume 17, number 210, P201

²⁰ Brown, J., Kotz, D., Michie, S., Stapleton, J., Walmsley, M., & West, R. (2014). How effective and cost-effective was the national mass media smoking cessation campaign 'Stoptober'? Drug and alcohol dependence, 135, 52-58

²¹ UCL Jackson, S. E., Beard, E., Kujawski, B., Sunyer, E., Michie, S., Shahab, L., ... & Brown, J. (2019). Comparison of trends in self-reported cigarette consumption and sales in England, 2011 to 2018. JAMA network open, 2(8), e1910161-e1910161

²² ONS data: Deaths registered in England and Wales: 2020:

<https://www.ons.gov.uk/peoplepopulationandcommunity/birthsdeathsandmarriages/deaths/bulletins/deathsregistrationsummarytables/2020>

²³ <https://www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcare/healthandlifeexpectancies/datasets/smokinghabitsintheukanditsconstituentcountries>

²⁴ <https://www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcare/healthandlifeexpectancies/datasets/adultsmokinghabitsinengland>

²⁵ Online survey conducted on a representative sample of 2,000 smokers in England, 20th – 31st August 2021 over 18 years.

²⁶ ONS Adult Smoking Habits in the UK: 2019

<https://www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcare/healthandlifeexpectancies/bulletins/adultsmokinghabitsinengland/2019>

Physical benefits to Stopping smoking

- Stopping smoking can significantly improve your health in ways you might not expect^{27,28,29}
 - After 20 minutes: Pulse rate starts to return to normal
 - After 8 hours: Oxygen levels are recovering and harmful carbon monoxide in the blood is reduced by half
 - After 48 hours: The body has flushed out all carbon monoxide, lungs start to clear out mucus and ability to taste and smell is improved
 - After 72 hours: Bronchial tubes begin to relax, breathing becomes easier and energy levels increase
 - After 2-12 weeks: Blood is pumping to the heart and muscles better because circulation has improved
 - After 3-9 months: Coughs, wheezing and breathing problems improve as lung function increases by up to 10%
 - After 1 year: Risk of heart attack has halved compared to a smoker. And research suggests that people who have quit for a year are happier than those who continue to smoke
 - After 10 years: Risk of death from lung cancer falls to half that of a smoker.
 - After 15 years: Risk of heart attack falls to the same as someone who has never smoked

Mental health benefits to stopping smoking

Stopping smoking also boosts mental health and wellbeing.

- Evidence shows that once people have got past the short-term withdrawal stage of quitting, they have reduced anxiety, depression and stress and increased positive mood compared with people who continue to smoke³⁰
- For symptoms of anxiety and depression, stopping smoking is as effective as taking antidepressants. Just 6 weeks after quitting, people start feeling happier as well as healthier³¹

Financial benefits to stopping smoking

- Over the last ten years the cost of tobacco in the UK has increased by 73.9%³²
- The average male smoker in Great Britain smokes 9.2 cigarettes a day and the average female smoker 9 cigarettes a day³³ which works out as 276 cigarettes a month for men and 270 for women (based on 30 days in a month)

²⁷ Centers for Disease Control and Prevention, The Health Consequences of Smoking: a report of the Surgeon General, 2004

²⁸ Centers for Disease Control and Prevention, Within 20 minutes of quitting, https://www.cdc.gov/tobacco/data_statistics/sqr/2004/posters/20mins/index.htm

²⁹ Shahab, L, West R, Differences in happiness between smokers, ex-smokers and never smokers: cross-sectional findings from a national household survey Drug Alcohol Depend. 2012 Feb 1;121(1-2):38-44. doi: 10.1016

³⁰ <https://www.cochranelibrary.com/cdsr/doi/10.1002/14651858.CD013522.pub2/full#CD013522-abs-0002>

³¹ <https://www.cochranelibrary.com/cdsr/doi/10.1002/14651858.CD013522.pub2/full#CD013522-abs-0002>

³² RPI: Ave price - Cigarettes 20 king size filter. Accessed September 2020: <https://www.ons.gov.uk/economy/inflationandpriceindices/timeseries/czmp>

³³ ONS, Adult Smoking habits in the UK, 2019.

<https://www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcare/drugusealcoholandsmoking/datasets/adultsmokinghabitsingreatbritain>

- For men, that's £158.15 a month and £1,897.80 a year and for women, that's £154.71 a month and £1,856.52 a year that could be saved by giving up smoking³⁴
- The average smoker can save £1,875.60³⁵³⁶, a year by quitting smoking

Additional smoking data

- Between 2019 and 2020, there were 74,600 deaths in England attributable to smoking³⁷
- Between 2019 and 2020, 506,100 hospital admissions were attributable to smoking in England³⁸

CASE STUDIES

Once again for the forthcoming Stoptober campaign, we are looking for ex-smokers to talk about their quitting experiences.

Case studies are an important element to all Stoptober campaigns as they add the people element needed to help amplify the campaign messages and offer opportunities for greater in-depth coverage and discussion about the campaign.

freuds is recruiting case studies to be used in national media to support the campaign. If you have any former smokers from your area who you think would be suitable, please let them know.

If you require any further information about case studies, please contact the Stoptober press team at Stoptober2021@freuds.com.

SPOKESPEOPLE

Regional and local PHE spokespeople will share key campaign messages through national and local media activity alongside key charity partners.

Case studies and Stoptober celebrity ambassadors will speak on behalf of those who smoke and have quit smoking – relaying personal stories in order to inspire others to quit.

Media medic Dr Sarah Jarvis will be available for comment from a GP perspective in order to highlight medical insight to the benefits of quitting smoking.

If you require any further information about spokespeople, please contact the Stoptober press team at Stoptober2021@freuds.com

³⁴ Price in July 2021= £11.46 / Price in July 2011= £6.59 / 11.46-6.59= £4.86 / (4.86/6.6)*100= 73.6%

³⁵ Price in July 2021= £11.46 / Price in July 2011= £6.59 / 11.46-6.59= £4.86 / (4.86/6.6)*100= 73.6%

³⁶ ONS, RPI: Ave price - Cigarettes 20 king size filter, 2021 <https://www.ons.gov.uk/economy/inflationandpriceindices/timeseries/czmp>

³⁷ ONS mortality statistics: NHS Digital Statistics on Smoking, England 2020 <https://digital.nhs.uk/data-and-information/publications/statistical/statistics-on-smoking/statistics-on-smoking-england-2020>

³⁸

SOCIAL MEDIA POSTS

- This year marks Stoptober's 10 year anniversary and we're celebrating helping over 2 million people make a quit attempt. If you're thinking about quitting then you can use Stoptober as a time to start your quitting journey. Search #Stoptober for more information #smokefree
- We know we're stronger together. This Stoptober, join us and the thousands of people who have quit smoking over the last ten years of #Stoptober #smokefree
- Find a combination of quit-smoking tools and support that's right for you to quit this October. Search #Stoptober for more information
- #Stoptober has supported over 2 million quit attempts. If you have a friend or family member who smokes, give them the support they need to quit by searching 'Stoptober' for a full range of quitting support options #smokefree
- Stoptober is nearly here! Did you know that if you can quit smoking for 28 days you are five times more likely to quit for good? It's never too late to quit smoking. Join thousands of people quitting smoking this October by searching #Stoptober!
- It's never too late to quit smoking. You will notice immediate improvements to your health when you stop. #Stoptober provides information and support to help you start your quitting journey #smokefree

LONG AND SHORT COPY

Please use the below as examples of long and short copy in your communications around the 2021 Stoptober campaign. It could be used in materials such as newsletters, emails, websites, e-bulletins or newsletters.

Long copy: 304 words

SMOKERS ENCOURAGED TO TAKE PART IN STOPTOBER AS THEY REPORT SMOKING MORE DURING THE PANDEMIC

Stoptober is back to launch its 10th mass quit attempt on 1st October, calling on smokers in England to join the 2.3 million others who have made a quit attempt with the campaign since it launched a decade ago in 2012³⁹.

Over 6 million adults in England still smoke, and it remains the leading cause of premature death⁴⁰, with almost 75,000 preventable deaths a year⁴¹. A new nationwide survey of 2,000 current smokers released today has found that nearly half (45%) have been smoking more since the first lockdown began⁴². Key reasons reported are being bored in the lockdowns (43%) or the pandemic making them more anxious (42%)⁴³. What's more, data from the monthly UCL Smoking Toolkit Study indicates a large increase in smoking among the under-35s since the coronavirus pandemic, up from 18% in 2019 to 24% now⁴⁴.

As a result of increased smoking behaviours, this year's Stoptober mass quit attempt is more important than ever, with quitting remaining one of the best things a smoker can do for their health. That's why this year's Stoptober campaign is encouraging smokers to join the thousands of others who are giving quitting a go for the month of October, and getting to experience the benefits of giving up smoking including being able to start moving better, being able to breathe more easily and saving money.

Stoptober offers a range of free quitting tools including: the NHS Quit Smoking app, Facebook messenger bot, Stoptober Facebook online communities, daily emails and SMS, and an online Personal Quit Plan. The Personal Quit Plan helps people find a combination of support that's right for them, including expert support from local Stop Smoking Services and stop smoking aids.

Short copy: 150

SMOKERS ENCOURAGED TO TAKE PART IN STOPTOBER AS THEY REPORT SMOKING MORE DURING THE PANDEMIC

Stoptober is back to launch its 10th mass quit attempt on 1st October, calling on smokers in England to join the 2.3 million others who have made a quit attempt with the campaign since it launched a decade ago in 2012⁴⁵.

39 PHE Monitoring Evaluation Data, 2021

40 <https://www.ons.gov.uk/peoplepopulationandcommunity/birthsdeathsandmarriages/deaths/bulletins/deathsregistrationsummarytables/2020>

41 ONS mortality statistics: NHS Digital Statistics on Smoking, England 2020 <https://digital.nhs.uk/data-and-information/publications/statistical/statistics-on-smoking/statistics-on-smoking-england-2020>

42 Opinium online survey conducted across a representative sample of 2,000 smokers in England, 20th – 31st August 2021 over 18 years.

43 Opinium online survey conducted across a representative sample of 2,000 smokers in England, 20th – 31st August 2021 over 18 years.

44 UCL Smoking Toolkit Study, 2020 <https://smokinginengland.info/graphs/top-line-findings>

45 PHE Monitoring Evaluation Data, 2021

Over 6 million adults in England still smoke⁴⁶, and it remains the leading cause of premature death, with almost 75,000 preventable deaths a year⁴⁷. A new nationwide survey of 2,000 current smokers released today has found that nearly half (45%) have been smoking more since the first lockdown began⁴⁸.

If you are a smoker, quitting is one of the best things you can do for your health, allowing you to start moving better, breathe more easily and save money. Join the thousands of others and start your quitting journey this October. Just search 'Stoptober' for more information and free tools to help you quit.

⁴⁶ ONS Adult smoking habits in the UK: 2019

<https://www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcare/healthandlifeexpectancies/bulletins/adultsmokinghabitsingreatbritain/2019#:~:text=In%20the%20UK%2C%20in%202019,2018%20to%2014.1%25%20in%202019.>

⁴⁷ ONS mortality statistics: NHS Digital Statistics on Smoking, England 2020 <https://digital.nhs.uk/data-and-information/publications/statistical/statistics-on-smoking/statistics-on-smoking-england-2020>

⁴⁸ Opinion online survey conducted across a representative sample of 2,000 smokers in England, 20th – 31st August 2021 over 18 years.