



## What is Stoptober?

Stoptober is the 28-day national stop smoking challenge – and is set to return for its fourth year. Stopping smoking for 28 days means you're five times more likely to stay smoke free for good. The campaign will launch on 3rd September, encouraging people to sign up to the challenge. Stoptober starts on the first day of October.

**We are helping thousands of smokers to stop smoking with lots of free, proven support.**

## We're supporting smokers all the way

From 3rd September, people can sign up to Stoptober online and as soon as people join, they'll start receiving as much (or as little) support as they want to keep them on track. All Stoptober support is free and can be ordered when they sign up online.

It includes:

- Stoptober support pack (which includes a **calendar** to track their Stoptober journey, a **health and wealth wheel** to see the difference quitting will make and a **scratchable progress tracker** to keep them motivated).
- A **handy smartphone app**, with 28 daily updates and quitting advice.
- **Text and email support** for motivational pick-me-ups.
- **Face-to-face support** from a range of healthcare professionals to help them through Stoptober.

Also, there's loads of encouragement and support from thousands of people going through the same thing via social media including Facebook, Twitter and YouTube.

## Why get involved?

Stoptober is a great conversation starter with customers who are thinking of quitting smoking. It gives you a fantastic and engaging way to discuss products, tailor advice and introduce stop smoking services. It will be supported by a national advertising campaign, and community-level engagement across England. With pharmacies, employers and local authorities all getting involved to once again make Stoptober bigger and better.

## What's included in the toolkit?

- 2x A4 posters
- 50x A5 leaflets
- 1x A5 leaflet dispenser
- 1x window cling
- 2x balloons
- 2x badges

## How you can get involved

Order the Stoptober toolkit free of charge to support the campaign and encourage England's smokers to join the challenge by calling **0300 123 1019**. The order line will be open from 29th July, Monday to Friday, from 8am to 6pm, until 28th October 2015.\*

\*while stocks last



Get involved  /stoptober  @stoptober