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<th>NHS Smokefree Health Harms campaign 2014</th>
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<td>Communications Toolkit</td>
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<td>December 2013</td>
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This document is aimed at Smokefree partners and stakeholders wishing to be involved in the upcoming NHS Smokefree Health Harms 2014 campaign. It outlines key information, messaging, contact details and assets for use throughout the campaign.

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**Campaign overview**

**Background**

The NHS Smokefree Health Harms 2014 campaign is part of a three-year strategy highlighting the harms of smoking and follows the success of the Mutations message in 2013. This year’s campaign will expose the negative health outcomes of smoking by highlighting the Toxic Cycle – the poisons that smoking cigarettes creates in the blood and the damage this does to the lungs, heart and brain.

**Toxic Cycle**

The new campaign advertising will bring to life the cycle of toxins inhaled by smoking cigarettes and the journey around the body.

It will show a man leaving work, and lighting up a cigarette. The camera follows the smoke as he inhales, and reveals his lungs, heart and brain. We follow the toxic smoke as it heads into the healthy lungs. With a wheezing breath, the lungs heave and twitch as the toxic black smoke goes in. The toxic smoke is pumped out of the lungs into the blood stream. We see the toxins mix with the healthy blood making it thicker and darker. It heads directly to a heart that is beating. The heart quickens for a moment as the dirty blood enters and contaminates it. The brownish, sticky blood is pumped up and out of the heart and heads towards the brain.

The message of the Toxic Cycle is: *Every time you smoke, blood that's thick and dirty with toxins, circulates through your body in seconds, which increase your chances of a heart attack or stroke. If you could see the damage, you'd stop.*

The campaign will launch to the press on 29 December, with the adverts starting on 30 December.

**Support tools**

Those wishing to stop smoking will be offered a range of free support tools that include face-to-face support, a Smartphone app, Quit Kits, and supportive daily emails and text messages. Information about all the support tools will be available through the NHS Smokefree website: [www.nhs.uk/smokefree](http://www.nhs.uk/smokefree) as well as tips and guidance for anyone looking to stop smoking.
Communications toolkit
This toolkit contains communication advice, facts and statistics, key messages and template copy to help you share campaign information with your stakeholders, partners and local media. It also includes information on the campaign’s resources and a timeline to help you plan your communications activities. It may be used by: Local Authorities, charities, NHS communicators, pharmacies, employers, commercial companies and support groups - any organisation with an interest in helping people stop smoking.

We hope you are able to support this campaign. By working in partnership, we hope to get everyone in England talking about the health harms associated with smoking and encouraging smokers to quit successfully with support from NHS Smokefree.

Good luck with your activities and thank you in advance for all your help.
Campaign details

January is a prime time of year for smokers trying to quit as the New Year is welcomed in and people often make resolutions to improve their health. The NHS Smokefree Health Harms campaign looks to support smokers trying to quit at this time. The campaign will launch to the media on 29 December 2013 and run for three months to the end of March 2014.

The NHS Smokefree Health Harms campaign will be running through the following media channels:

- TV advertising will run from 30 December to 9 February
- Radio advertising will run from 6 January to 16 February
- Outdoor advertising will run from 30 December to 12 January
- Online advertising will run from 30 December to 28 February
- PR activity will run throughout the campaign along with support from partners

Target audience

NHS Smokefree Health Harms 2014 will target all smokers in England, with the primary audience being the two thirds of smokers who want to quit. Whilst the campaign will target all smokers, there is a particular focus on smokers in routine and manual jobs as prevalence is highest among these groups.

Key messages

The key messages communicated throughout the campaign focus on the toxic cycle of how smoking pollutes the blood and damages the heart, lungs and brain. Along with this health harms message smokers will be encouraged to access the free resources available to support them in their quit attempt. Key messages include:

- Every time you smoke, blood that’s thick and dirty with toxins circulates through your body in seconds, increasing your chances of a heart attack or stroke
- If you could see the damage smoking does to you, you would stop
- We know stopping smoking can be very challenging. To find your way out of smoking search Smokefree online or visit nhs.uk/smokefree for the full range of support from NHS Smokefree.
- Further advice and support can be obtained from your Local NHS Stop Smoking Service. If you’d like face-to-face support from trained expert advisers, find your nearest NHS Stop Smoking Service via the Smokefree website nhs.uk/smokefree
Support tools for smokers
A refreshed range of free and proven support tools is available to support smokers wishing to quit, including:

Face-to-face support from pharmacies and local NHS stop smoking services

Smokefree app - Highly interactive support including personalised motivational messages, delivered just when they need them, as well as the distractions tool – to help combat cravings when they strike

Quit Kit - Practical and engaging tools to help them step-by-step in the comfort of their own home.

Daily email support - It’s Smokefree’s newest support tool, and already over 70,000 people are benefiting from it

Text support – supportive messages sent directly to your phone, proven to double your chance of quitting successfully

Face-to-face support from pharmacies and local
The above resources will be available for people to order through the Smokefree website [nhs.uk/smokefree](http://nhs.uk/smokefree).

**Campaign materials for stakeholders and partners**

The following resources are available for organisations and partners wishing to support the campaign and engage smokers using the NHS Smokefree Health Harms campaign:

- Campaign leaflets, posters and digital assets, which can be ordered by partners and stakeholders from [www.smokefree.nhs.uk/resources](http://www.smokefree.nhs.uk/resources)
- The Smokefree Facebook page, which will be used to provide support to quitters during the campaign [www.facebook.com/NHSSmokefree](http://www.facebook.com/NHSSmokefree)
- The January Health Harms 2014 twitter hashtag is #smokefree

**Campaign timings**

NHS Smokefree Health Harms will be announced in the media on 29 December 2013, with the TV, online and outdoor advertising starting on 30 December 2013.

Please note that all national and local media is embargoed until 00:01am on 29 December 2013. Please do not release any information to the press or public until this date.

<table>
<thead>
<tr>
<th>Key dates</th>
<th>Campaign activity</th>
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<tbody>
<tr>
<td>19 December 2013</td>
<td>Pre-recording with Chief Medical Officer takes place with broadcast media</td>
</tr>
<tr>
<td>29 December 2013</td>
<td>Campaign is announced in media&lt;br&gt;Social media messages begin promoting the campaign&lt;br&gt;Support tools available to order and download from nhs.uk/smokefree</td>
</tr>
<tr>
<td>30 December 2013</td>
<td>Campaign launches&lt;br&gt;TV, online and outdoor advertising begins</td>
</tr>
<tr>
<td>6 January 2014</td>
<td>Radio advertising begins</td>
</tr>
<tr>
<td>31 March 2014</td>
<td>Campaign ends</td>
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Media enquiries and support
Public Health England press office will be co-ordinating the announcement of the campaign on 29 December 2013. All national, regional, local and stakeholder media is embargoed until the 29 December. Please do not release any information to the press or public until this date.

From 29 December all regional and local stakeholders are encouraged to utilise the January Health Harms 2014 campaign to encourage smokers in their area to make a quit attempt and use the free resources available to them. The materials can also be used by Local NHS Stop Smoking Services to engage with smokers.

The national press notice and a template local release will be available w/c 11 December 2013. Quotes from the following campaign spokespeople will also be available:

- Professor Dame Sally Davies
- Professor Kevin Fenton, Director of Health and Wellbeing, PHE
- Charity partners, including Stroke Association
- University College London

For any media enquiries, please either email the PHE Press Office directly on phe-pressoffice@phe.gov.uk or contact your local PHE Centre:

**North of England**
North East - 0844 225 3550
Cumbria and Lancashire - 0151 706 6133 or 0151 706 6132
Greater Manchester - 0151 706 6133 or 0151 706 6132
Cheshire and Merseyside - 0151 706 6133 or 0151 706 6132
Yorkshire and the Humber - 0113 386 0308 or 0113 386 0309

**Midlands and East of England**
West Midlands - 0121 232 9224
Lincolnshire, Leicestershire, Nottinghamshire and Derbyshire - 0115 962 7061
Norfolk, Suffolk, Cambridgeshire and Essex - 01462 705 327 or 01462 705 329
Bedfordshire, Hertfordshire, Northamptonshire and Milton - 0303 444 6703 or 0303 444 6692
Emails, bulletins, website and newsletter copy

Below are some examples of short and longer copy that you could use when communicating with your audiences about the NHS Smokefree Health Harms 2014 campaign. This can be incorporated in your communications across a range of channels, including websites, e-bulletins, newsletters, press releases and social media.

The TV advertising will show a man leaving work, and lighting up a cigarette. The camera follows the smoke as he inhales, and reveals his lungs, heart and brain. We follow the toxic smoke as it heads into the healthy lungs. With a wheezing breath, the lungs heave and twitch as the toxic black smoke goes in. The toxic smoke is pumped out of the lungs into the blood stream. We see the toxins mix with the healthy blood making it thicker and darker. It heads directly to a heart that is beating. The heart quickens for a moment as the dirty blood enters and contaminates it. The brownish, sticky blood is pumped up and out of the heart and heads towards the brain.

The message of the Toxic Cycle is: Every time you smoke, blood that's thick and dirty with toxins, circulates through your body in seconds, which increase your chances of a heart attack or stroke. If you could see the damage, you’d stop.

100 words

Public Health England’s new campaign is raising awareness of the harm smoking does to your body. The hard hitting new advertising shows the damaging effect that toxins from smoking have on the blood, lungs, heart and brain.
Every time you smoke, blood that’s thick and dirty with toxins circulates through your body in seconds, which increase your chances of a heart attack or stroke. If you could see the damage, you’d stop.

NHS Smokefree helps thousands of people quit smoking every year, so if you are looking to go smokefree in 2014, visit nhs.uk/smokefree to find your way out of smoking.

200 words
Public Health England’s new campaign is raising awareness of the harm smoking does to your body. The hard hitting new advertising shows the damaging effect that toxins from smoking have on the blood, lungs, heart and brain.

Tobacco smoke contains toxic chemicals including carbon monoxide and formaldehyde. Every time you smoke, blood that’s thick and dirty with toxins circulates through your body in seconds, increasing your chances of a heart attack or stroke. In fact the average smoker is three times more likely to have a stroke than non-smokers.

Smoking still remains the biggest cause of premature death in England, accounting for 80,000 deaths a year with half of all long-term smokers dying prematurely from a smoking related disease.

NHS Smokefree helps thousands of people quit smoking every year and knows how challenging it can be. If you are looking to make a fresh start this New Year, search Smokefree online for a range of free support and resources to help you quit successfully in 2014.

Further advice and support can be obtained from your Local NHS Stop Smoking Service. To find your nearest service visit the Smokefree website at nhs.uk/smokefree.
Social Media
As almost all stop smoking organisations are active online, social media is now a routinely used communications method. For engaging quitters and stakeholders alike, please consider using these channels to talk about NHS Smokefree Health Harms 2014 and encourage smokers to use the free support tools.

Your group or organisation may already have a website, Facebook page, twitter account, YouTube channel, LinkedIn profile, blog or might distribute regular e-alerts, RSS feeds or SMS, which you may want to use for communicating the campaign.

In case your organisation does not use social media much, below are some tips to getting the most out of your digital communications:

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Creating online content – five top tips

When creating content for use online, whether it is for your own website, or for use on another site, follow these five golden rules:

- Keep it short – the snappier you can be in making your point, the better
- Keep it informal – the language you use online should be conversational and ‘chatty’, to draw people in and make it more appealing to read
- Keep it topical – use information that is relevant to the time of year and the audience
- Break up the text – a few relevant and well placed images can make a web page, a Facebook page, or a twitter update more inviting. For example, use photos taken at a recent event or campaign images once available
Social media calendar

Below is a social media calendar, which highlights some key dates of the campaign and some example Facebook posts and twitter messages to help you engage with your audiences about the campaign.

You could also re-tweet newsworthy or interesting tweets by other people or organisations about NHS Smokefree Health Harms 2014 and trying to stop smoking.

Twitter

<table>
<thead>
<tr>
<th>Date</th>
<th>tweets</th>
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<tr>
<td>29 Dec</td>
<td>When you smoke, thick and dirty blood with toxins circulates through your body in seconds nhs.uk/smokefree #smokefree</td>
</tr>
<tr>
<td>30 Dec</td>
<td>Have you seen the new #smokefree advert showing the Toxic Cycle caused by smoking nhs.uk/smokefree</td>
</tr>
<tr>
<td>31 Dec</td>
<td>Want to start 2014 #smokefree? Download your free mobile phone app tools to help you quit nhs.uk/smokefree</td>
</tr>
<tr>
<td>1 Jan</td>
<td>Make stopping smoking one of your NY resolutions. Order a free Quit Kit from nhs.uk/smokefree #smokefree</td>
</tr>
<tr>
<td>2 Jan</td>
<td>First day back at work? Put down the cigarettes for 2014. Get free text support from nhs.uk/smokefree</td>
</tr>
<tr>
<td>6 Jan</td>
<td>Listen out for the new #smokefree radio adverts from today. For help quitting smoking visit nhs.uk/smokefree</td>
</tr>
<tr>
<td>12 Jan</td>
<td>You are 4x more likely to quit for good with support from NHS Smokefree, visit nhs.uk/smokefree #smokefree</td>
</tr>
<tr>
<td>1 Feb</td>
<td>If the resolution to stop smoking didn’t happen and you want some extra</td>
</tr>
<tr>
<td>Date</td>
<td>Posts</td>
</tr>
<tr>
<td>------------</td>
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</tr>
<tr>
<td>30 Dec</td>
<td>Have you seen the new NHS Smokefree advert yet? Every time you smoke, blood that’s thick and dirty with toxins circulates through your body in seconds, increasing your chances of a heart attack or stroke. If you could see the damage you’d stop. If you are looking to quit smoking this new year, free resources are available to help you from nhs.uk/smokefree</td>
</tr>
<tr>
<td>29 – 31 Dec</td>
<td>Make it your new year’s resolution to stop smoking – it’s never too late. Order your free smokefree resources online at nhs.uk/smokefree</td>
</tr>
<tr>
<td>1 Jan</td>
<td>New year – new you? Time to put down the cigarettes for good this year? If so, you there are lots of free resources available from NHS Smokefree. Visit nhs.uk/smokefree to choose the right tools for you.</td>
</tr>
<tr>
<td>2 Jan</td>
<td>First day back at work can be the hardest day to get through without a cigarette. To help you through it NHS Smokefree has lots of free resources including Quit Kit, mobile phone app, daily email support and text messages. Visit nhs.uk/smokefree to find the right tools for you, and quit smoking for good.</td>
</tr>
<tr>
<td>6 Jan</td>
<td>First Monday of 2014 – the perfect time to stop smoking for good. Talking to trained expert advisers can help you quit smoking and are available at your local stop smoking service. You are four times more likely to stay smokefree with face-to-face support and stop smoking medicines. To find your local NHS service visit nhs.uk/smokefree</td>
</tr>
<tr>
<td>28 Jan</td>
<td>If you have stuck to your new resolution and made it this far without smoking, you are now 5 times more likely to be able to stop for good. Congratulations and keep going! #smokefree</td>
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Partners
A wide range of partners are supporting NHS Smokefree Health Harms 2014, distributing campaign information and raising awareness of the support tools available to smokers wanting to quit.

The commercial and non-commercial partners supporting the campaign to date include:

Charities:
- Stroke Association
- British Heart Foundation

Pharmacy multiples
- ASDA
- Boots
- Lloyds Pharmacy
- Rowlands Pharmacy
- Tesco
- The Co-operative Pharmacy
- Sainsbury’s
- Superdrug

Independent pharmacies
A number of independent pharmacies are supporting the campaign via the following organisations:
- All About Health
- PSNC (Pharmaceutical Services Negotiating Committee)
- CCA (Company Chemists’ Association)
- NPA (National Pharmacy Association)
- RPS (Royal Pharmaceutical Society)
- AIMp (The Association of Independent Multiple Pharmacies)
A number of small chain pharmacies are also supporting the campaign. A full list of these pharmacies supporting the campaign can be found in the Appendix.

**Housing associations**

- ISOS Housing
- Johnnie Johnson Housing
- Cestria Housing

If you are a partner organisation supporting NHS Smokefree Health Harms 2014 or wish to find out more about the campaign, please contact Wendy Manuel on wendy.manuel@23red.com.

**Thank-you and feedback**

We appreciate all your work to promote the NHS Smokefree Health Harms 2014 campaign to people you work with. Your valuable support will help more people make a quit attempt, remain smokefree and, ultimately, help to save more lives.

We would love to hear how you promote the campaign where you are, and may use your examples as case studies to reference in future Smokefree campaigns.

If you would like to share any positive stories of how you have promoted the campaign in your area, please send them to smokefreepartnerships@phe.gov.uk.
Appendix

Facts and statistics

- Over 8 million people in England smoke. While smoking rates have declined over past decades, the rate of decline has slowed in recent years.
- The tobacco control plan sets up an ‘ambition’ to reduce smoking prevalence among all adults in England from its current level of 20%, to 18.5% by 2015.
- Most smokers have tried to quit and failed before. Although there are almost 5 million attempts to quit each year in England, only around 7% of quitters succeed in stopping for one year.
- Whilst 68% of smokers tell us they want to quit, relatively few (38%) actually make an attempt.
- Smoking is the biggest cause of premature death in England and each year it accounts for over 80,000 deaths in the UK and one in two long-term smokers will die prematurely from a smoking disease.

Campaign questions and answers

KEY MESSAGES AND CAMPAIGN BACKGROUND

1. What is the main message of the campaign?

Every time you smoke your blood gets thick and dirty with toxins, increasing your chance of a heart attack or stroke. If you could see the damage cigarettes do, you’d stop.

The campaign delivers a powerful ‘health harm’ message to highlight the immediate and serious invisible damage caused by smoking. By making the damage relevant now we hope to encourage more people to take quitting action more quickly as opposed to putting it off to another day in the future.

The campaign will also offer a ‘hope’ message by encouraging people to go online to order support from the Smokefree website. This makes it easy for smokers to take the first step and helps them quit more successfully.

2. Why are you advertising the dangers of cigarettes?
There are still over 8 million smokers in England. Recent research suggests that smokers are less concerned than they should be about the risks of smoking, and indicates an opportunity to return to messaging around the personal health harms associated with smoking.

3. **Who is the campaign aimed at?**
   All smokers in England will be targeted by the campaign; however, there is a particular focus on smokers who work in routine and manual jobs, since they exhibit significantly higher smoking prevalence than professional and managerial groups and account for around half of all smokers.

4. **Why are you running another campaign so soon after Stoptober?**
   The majority of smokers want to quit and January is an important time of the year with many smokers wanting to quit in the New Year. We want to encourage as many smokers as possible to act on their good intentions and make a quit attempt this January.

   For many smokers, it takes a number of attempts before they quit successfully and campaigns can be a useful prompt to make a quit attempt.

5. **What is the overall cost of the campaign?**
   We are spending £3.15m on advertising. The total budget for the campaign is £5.76m.

**THE SCIENCE BEHIND THE CAMPAIGN**

6. **What is the evidence that smoking causes heart attacks and strokes?**
   There is lots of evidence that smoking causes heart attacks and strokes.

   Cigarette smoke contains, amongst other chemicals; carbon monoxide and nicotine, which both place a strain on your heart by making it work harder and faster. Smoking also damages the lining of arteries, leading to a build-up of fatty deposits which narrow the arteries. In fact, if you smoke, you double your risk of developing heart disease and double your chance of having a stroke.

   When you smoke, the chemicals in cigarette smoke:
   - Make your blood thicker, and increase chances of clot formation
- Increase your blood pressure and heart rate, making your heart work harder than normal
- Narrow your arteries, reducing the amount of oxygen rich blood circulating to your organs.

Together, these changes to your body when you smoke increase the chance of artery narrowing and clot formation, which can cause a heart attack or stroke.

For more information on how smoking affects your heart, visit the British Heart Foundation website at: [http://www.bhf.org.uk/heart-health/prevention/smoking.aspx](http://www.bhf.org.uk/heart-health/prevention/smoking.aspx)


### 7. What toxins are there in cigarettes?

Cigarettes contain over 4,000 chemicals, many of which are irritants and toxins— and over 50 are known to cause cancer. The chemicals include:

- Tar – known to cause both cancer and lung damage
- Ethanol – used in anti-freeze
- Formaldehyde – an embalming fluid
- Carbon monoxide – a poisonous gas found in car fumes
- Hydrogen cyanide – an industrial pollutant
- Arsenic – effectively rat poison
- Benzene – found in petrol fumes and causes leukaemia
- Ammonia – found in cleaning products

You can find out more about the chemicals in cigarette smoke at: [http://www.cancerresearchuk.org/cancer-info/healthyliving/smokingandtobacco/whatsinacigarette/](http://www.cancerresearchuk.org/cancer-info/healthyliving/smokingandtobacco/whatsinacigarette/)

### 8. How does smoking make my blood sticky and dirty with toxins?

When you smoke, the toxins in the cigarette get into your bloodstream through your lungs, making your blood dirty with toxins.

When the toxins enter the bloodstream, they lead to raised levels of a number of substances in the blood that help it to clot, including:
- **Platelets** - cell fragments in the blood that help to form clots to stop bleeding. Too few platelets lead to excessive bleeding, but high levels lead to clots forming in the blood.

- **Fibrinogen** - a protein that helps stop bleeding by helping blood clots to form.

- **Tissue factor** - a protein that helps the blood to clot. After just two cigarettes, even two hours later, the blood has increased levels of tissue factor.

9. **If I stop smoking, does the damage go away?**

Smoking doubles both your risk of having a heart attack, and the risk of having a stroke. The best thing you can do for your health is to stop.

Once you stop smoking, your body starts to experience the benefits straight away. Within 20 minutes, your blood pressure and pulse rate return to normal. After eight hours, the nicotine and carbon monoxide levels in your blood halve, and your oxygen levels return to normal.

The good news is that after only one year of not smoking your risk of dying from heart disease is reduced by half. After stopping for 15 years your risk is similar to that of someone who has never smoked.

Within two years of stopping smoking, your risk of stroke is reduced to half that of a non-smoker and within five years it will be the same as a non-smoker.

10. **Are only people who smoke cigarettes at risk, or those who smoke roll-ups too?**

You are at risk whether you smoke cigarettes or roll-ups. Roll-ups expose smokers to over 4,000 toxic chemicals – many of which are carcinogenic and poisonous. Smoking roll-ups can result in the same health risks as smoking cigarettes, including heart disease and stroke.

11. **What evidence is there to support the campaign?**

The campaign has been developed based on research from a number of well-respected sources.
We have also consulted with a number of clinical experts, including experts from the Public Health England, Department of Health, NHS England, the University of Nottingham and the BMA.

THE ADVERTISING

12. The adverts show people smoking. Isn't it irresponsible of Public Health England to be encouraging people to smoke for the purpose of their advertising?
The actor in our advert is a current smoker. He has expressed an interest in quitting, and has been offered the full range of free support from NHS Smokefree to assist him in stopping smoking.

13. You are showing people smoking cigarettes in the advertising. Won't that encourage people to smoke?
We are aware that some experts believe that this may trigger cravings in some people. However, for this particular advert the cigarette plays an important role in demonstrating the harm that smoking causes in an immediate way. The success of the advert is dependent on creating a direct association, in the here and now, between the cigarettes and the harm it causes.

14. How many cigarettes did the actor in your advertising smoke during the shoot?
Our actor smoked approximately 10 cigarettes on the shoot, and not every cigarette was fully smoked.

15. How did you make the ad?
We worked with a team of model makers and clinical experts to create realistic models of the lungs, heart, brain and blood. The production team then filmed the organs moving, before adding the ‘creeping toxins’ as visual effects.

The man smoking outside a warehouse was filmed separately, and added to the organs during post production.

16. How did you ensure that the model organs look realistic?
We worked with a number of clinical experts to ensure that the organs looked as accurate as possible.
SMOKER / NON-SMOKER RESPONSE TO THE CAMPAIGN

17. What should I do if I'm a smoker?
Visit the Smokefree website (nhs.uk/smokefree) for free support to help you find your way out of smoking. Support available includes the free Smokefree app, the Quit Kit, free daily emails, free text support and details of your nearest local NHS Stop Smoking Service.

18. What should I do if I'm a non-smoker?
Encourage smokers among your friends and family to stop smoking, with support from NHS Smokefree by visiting nhs.uk/smokefree. They can also visit their local pharmacy, local NHS Stop Smoking Service, and GP or healthcare professional if further help is needed.

RESULTS FROM PREVIOUS CAMPAIGNS

‘Mutation’
In December 2012, the Department of Health launched a campaign reminding smokers about the physical damage caused by smoking.
The campaign dramatised the harms of smoking by making the invisible visible, showing a tumour growing from a cigarette.
The campaign aimed to increase awareness by highlighting the immediate damage being done by every single cigarette. The health harms message focused on the fact that every 15 cigarettes smoked causes a mutation that can lead to cancer and aimed to increase motivation to quit.

Campaign results:
- The advertising achieved awareness of 92% – the highest for any Smokefree campaign in five years.
- The ad was viewed more than 4 million times on YouTube
- 41% of those who saw the ads said that they were more likely to quit
- Messages cut through well:
  - 66% agreed that ‘these ads made me think that every cigarette is harmful’
▪ 73% believed the message ‘every 15 cigarettes you smoke cause a mutation that can cause cancer’
▪ 34% of those who saw the ads took some action, such as ordering a Quit Kit, stopping smoking or talking about it with friends/family
  ○ 5% of people who saw the ads made a quit attempt
  ○ During the campaign, an estimated 460,000 Quit Kits were distributed.

烟雾无处不在

Smokefree Homes and Cars: June- July 2013
This campaign aimed to remind smokers about the dangers of secondhand smoke to their children and families. The adverts dramatised the fact that over 80 per cent of secondhand smoke is invisible and odourless, making it impossible to control. So, even if you smoke near an open window or door, the smoke can travel and harm others.

Campaign results:
  ○ The advertising achieved awareness of 84%
  ○ 40% of those who saw the ads said that they were more likely to quit
  ○ Messages cut through well:
    ▪ 73% of people who saw the ads agreed that they were aimed at people like them
    ▪ 73% of those who saw the ads recognised that smoking out of an open door or window is not enough to protect kids
    ▪ 86% recognise that secondhand smoke can cause significant harm to children
  ○ 37% of people who saw the ads took some action, such as ordering a Smokefree Kit, stopping smoking or talking about it with friends and family
  ○ 6% of people who saw the ads made a quit attempt
  ○ 84,596 Smokefree Kits were distributed

Stoptober
Stoptober was a ground breaking new 28 day mass participation event, launched in 2012, to help England’s smokers stop. Research shows that stopping smoking for 28 days makes you five times more likely to stay smokefree.
The 2013 campaign built on last year and gained fantastic local support around the country. All 152 Unitary Authorities got involved by supporting the campaign and a Stoptober roadshow visited 30 cities around country.

NHS Wales also took part this year, increasing the reach of the campaign outside of England. Many high street brands including Boots integrated Stoptober into their marketing materials both online and in-store. Lots of celebrities pledged their support, including Emmerdale’s Kelsey Beth-Crossley who also took the 28 day challenge herself. Day 28 saw a flood of messages of celebration on social media and a special congratulatory message on London's BT Tower.

Campaign Results*:
- Nearly 250,000 registrations
- 475,000 products ordered including; 200,000 support packs and 150,000 mobile app downloads
- 1.3m visits to the website
- Almost 50,000 new followers on social media
*Subject to authentication

Small chain pharmacies

The following small chain pharmacies are supporting this year’s campaign:
- PCT Healthcare (Tims and Parker and Peak)
- Kamsons pharmacy
- SG Court Pharmacy Group
- Murrays Healthcare
- Lo’s Pharmacy
- Dean and Smedley pharmacies
- Lincolnshire Cooperative
- Cohen's Group
- Manichem
- Day Lewis Pharmacy
- Dudley Taylor Pharmacies
- Pillbox Chemists
- J Hoots
- Whitworth
- Paydens
- Knights Pharmacy Group
- McParland Pharmacy
- Badham Pharmacy
- Manor Pharmacy
- Burrows & Close
- Michael Franklin
- Britannia Pharmacies
- Ashchem Ltd
- WM Brown Pharmacy
- MedicX Pharmacy
- Livingcare Group
- Midcounties
- Medipharma
- Wldricks
- Norchem
- Jardines
- JN Murray Ltd
- Rajja Chemists/MW Phillips Chemists
- Everetts
- LPC (Pharmaceuticals) Ltd
- Sykes
- Poolearth Ltd
- JM McGill Ltd
Fact sheet: Smoking and the brain

Smoking cigarettes affects all parts of the human body, and is shown to have a considerable impact on the brain. This factsheet outlines some of the ways smoking has shown to impact upon the health and functionality of the brain.

Smoking damages the brain affecting its functionality - inhibiting memory, learning and reasoning skills

- Cognitive decline – the decreasing functionality of the brain – becomes more common with ageing. Smoking increases this rate of decline\(^1\)
- A decline in functionality of the brain due to smoking has been particularly noticed in middle aged males\(^2\)
- Stopping smoking by middle age significantly reduces the pace of cognitive decline caused by smoking within ten years\(^4\)
- Smoking is strongly associated with affecting your memory in middle age\(^6\)

Smoking greatly increases your chances of having a stroke

Smoking makes blood thicker and stickier and narrows the arteries, increasing the risk of getting a blood clot. Blood clots can cut off the blood supply to the brain, resulting in a stroke.

- The average smoker is three times more likely to have a stroke than non-smokers\(^4\)
- The risk of having a stroke increases the more one smokes. Someone who smokes 20 cigarettes a day, is six times more likely to have a stroke compared to a non-smoker\(^5\)
- Stopping smoking greatly reduces your risk of stroke. Within five years of stopping smoking your risk of stroke is reduced to the same as a lifetime non-smoker\(^6\)
- The chemicals you inhale from cigarettes affect the stickiness and production of platelet blood cells. This increases the bloods tendency to form clots and increases risk of stroke\(^7\)
Smoking has been shown to have an increased effect on dementia and Alzheimer's

- The risk of Alzheimer's is more than doubled in people smoking at least two packs of cigarettes a day in their mid-life.\(^{vii}\)
- Cigarette smoke can worsen aspects of Alzheimer's compared to people who do not smoke\(^{ix}\)

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References

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\(^{viii}\) Heavy Smoking in Midlife and Long-term Risk of Alzheimer Disease and Vascular Dementia - Minna Rusanen, MD; Miia Kivipelto, MD, PhD; Charles P. Quesenberry Jr, PhD; Jufen Zhou, MS; Rachel A. Whitmer, PhD

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