

Stoptober – campaign overview

Stop smoking for 28 days and you're 5 times more likely to quit for good!

OneSmallStep will promote the NHS and Public Health England (PHE) Stoptober campaign.

About Stoptober 2018

The campaign starts officially on 20th September 2018 to make smokers aware and give them time to prepare for their quit to on 1st October.

The overarching objective is to trigger significant numbers of quit attempts, by increasing motivation to quit and providing products to make this quitting easier.

Main National Stoptober campaign messages

1. If smokers can quit for 28 days they are 5 times more likely to quit for good.
2. Quit with support – people are more likely to quit if they identify the right quit plan and support for them. OSS and similar local SSS present the most effective route to stop smoking.
3. Most smokers in England want to quit the habit (6 in 10) – normalise quitting and non-smoking.
4. Thousands of smokers have already made successful quit attempts using Stoptober as a springboard. These examples/role models show that quitting is possible.
5. Target specific disadvantaged communities and groups e.g. routine and manual jobs etc.
6. Use motivators for quitting e.g. money and savings.

Stoptober returns from 1st October and runs for 28 days. To date, the campaign has driven over 1.7 million quit attempts, representing the biggest mass participation quit attempt in the UK. Stoptober is based on research that shows that if you stop smoking for 28 days, you are five times more likely to give up for good.

The campaign recognizes that 6 in 10 smokers in England want to quit and that they are far more likely to be successful if they use a personal quit plan that incorporates a combination of stop smoking support rather than trying to quit unaided or going 'cold turkey'.

Stoptober offers the following support methods:

- Free online Personal Quit Plan – to help smokers to find the support that is right for them. Based on level of tobacco dependency and what they have used previously.
- Advice on using e-cigarettes to combat nicotine cravings
- Stop smoking medicines (patches, gum and inhalers, including Nicotine Replacement Therapy)

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- Stoptober app — users can track progress, see how much money they have saved and request daily support when needed
- Online chat
- Daily email support
- Facebook messenger bot
- Stoptober online communities
- Face-to-face support — available through local stop smoking services

Stoptober

The Stoptober campaign breaks down the quitting process into chunks, rallying people around a specific start date and presenting it as a more manageable target to achieve over 28 days.

Stoptober encourages as many smokers as possible to prepare to quit from 1 October by taking part in the campaign and utilising the range of free resources and support available.

Throughout October the campaign will continue to recruit smokers to take part, whilst also encouraging and supporting people to quit through the 28-day smokefree journey. The overarching objective is to trigger significant numbers of quit attempts, by increasing motivation to quit and providing products, advice and support to make quitting easier.

Whilst Stoptober is a campaign in its own right, it is now positioned within the wider ‘One You’ programme.

‘[One You](#)’ is the PHE programme that helps adults across the country make small changes to their lifestyles that can have a big impact on their future health. In addition to encouraging people to stop smoking, ‘One You’ also tackles other everyday habits and behaviours such as eating too much unhealthy food, drinking more than is recommended and not being active enough.

Key messages

These key messages can be routinely communicated from Thursday 20th September 2018 until the end of October 2018 to support the campaign to encourage smokers to quit this Stoptober

1. England’s 6 million smokers¹ are being encouraged to take part in this year’s Stoptober, the 28-day stop smoking challenge from Public Health England, starting on 1st October.

¹ ONS, Adult Smoking habit in the UK, 2017

<https://www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcare/drugusealcoholandsmoking/datasets/adultsmokinghabitsinbritain> , P3, accessed: August 2018.

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2. Quitting smoking is easier with the right support, so this year Stoptober has developed a free online **Personal Quit Plan** to help smokers find the support that's suitable for them.
3. Stoptober's new free online **Personal Quit Plan** helps smokers find a combination of stop smoking support that's right for them based on their level of tobacco dependency and any quitting support used previously.
4. Stoptober has supported over 1.7 million people on their quit journey - if you can make it to 28 days smokefree, you're 5 times more likely to quit for good².
5. Each year 1000's quit smoking successfully with Stoptober, so join them on the 1st of October. Search 'Stoptober' and get your free **Personal Quit Plan**.
6. 6 out of 10 smokers want to quit,³ Stoptober is a great time to quit with others.
7. The most successful quit attempts are made with a combination of effective quit methods. Contacting OSS can help to identify these.
8. People who get expert support from local stop smoking services are up to 4 times as likely to quit successfully as those who try to quit unaided.
9. GPs and pharmacists can also give advice and tips to help smokers quit, including what prescription medicines might be right for them.
10. Stoptober offers a range of free quitting support including a Stoptober app, Facebook messenger bot, daily emails and Stoptober online communities.
11. The best way to quit smoking is with expert help from local stop smoking services (LSSS) together with smoking aids.
12. There are many different types of stop smoking support available which can be confusing – One Small Step can support you to identify the best combination of methods to help you to quit.
13. Smoking is the biggest cause of preventable death in England, accounting for more than 80,000 deaths each year. One in two smokers will die from a smoking-related disease.
14. You can quit using stop smoking medicines (including nicotine replacement therapies such as patches and gum) or e-cigarettes.
15. OneSmallStep Devon provides free and friendly phone support to help you quit smoking.

² West & Stapleton, 2008, Clinical and public health significance of treatments to aid smoking cessation, European Respiratory Review, Volume 17, number 210, P201

³ ONS, Adult Smoking habit in the UK, 2017

<https://www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcare/drugusealcoholandsmoking/datasets/adultsmokinghabitsingreatbritain> , P9, accessed: August 2018.

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16. NHS Smokefree has a range of information detailing free support services and advice on their website.

Campaign objectives

- Increase awareness, motivation and engagement with the OneSmallStep smoking pathway and telephone support service.
- Increase awareness of the benefits of quitting smoking.
- Encourage willingness for people to make a quit attempt
- Increase awareness that OSS are the point of contact for local GP practices who have patients looking to go smoke free.
- Promote available campaign resources through OneSmallStep.
- Provide support and signposting to OneSmallStep website.
- Drive awareness of the OneSmallStep telephone service to the public across Devon including to those areas of the population where smoking prevalence is highest – both geographically and demographically.
- Support Stoptober by providing OneSmallStep telephone support to those making quit attempts and through face-to-face engagement at events.

Expected campaign outcomes

Continue the conversation started to 'encourage smokers to quit' and illustrate the harm caused by smoking. Educate and inform the public on identifying and using the right free support for them that is available to help quit smoking.

OneSmallStep plans

Overview of planned activities

- **Integrated social media plan** – Across Facebook and Twitter, to run from 20th September to prepare smokers for giving up, until 31st October.
- OneSmallStep **engagement** team will attend various local events with Stoptober specific support material.

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Confirmed events (as of 18th September)

Tuesday, 2 nd October	Making Every Contact Count training course
Wednesday, 3 rd October	Loving Later Life, Age Concern
Sunday, 14 th October	Great West Run at Arena Park
Monday, 24 th October	EDDC Councilors Meeting
Tuesday, 25 th October	Intensive Assessment Meeting (CPD) pop-up

*Please check OneSmallStep social media for further event information**

- **Refreshed campaign resources** — brand new posters and leaflets will be launched at the start of the campaign, as well as an updated event banner.
- **PHE Stoptober posters** — a full stock of Stoptober branded resources will be available to the public at all OneSmallStep events and roadshows throughout October.
- **Smoking case study** to promoted across OneSmallStep social media, website and at events as takeaway collateral.
- **OSS website** — Stoptober resources available via the OneSmallStep website.

Social media

(Please refer to the Smokefree integrated social media plan – contact [Charlotte Vince](#) for more info)

Campaign resources

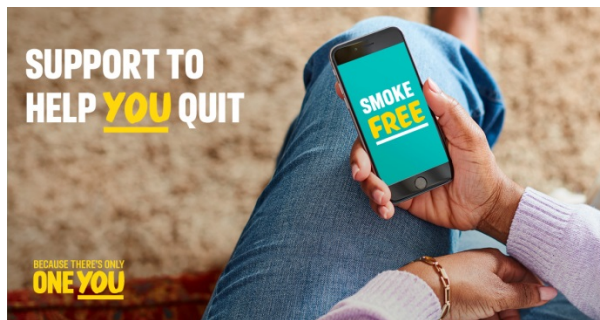
The full resource pack for Stoptober is available [here](#))

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Website and social media banner



Campaign images



Campaign logo



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Smoking and quitting rates in Devon and wider England

According to the Smokefree Devon Alliance, smoking - or tobacco dependence - is still the biggest cause of preventable disease and premature death in Devon. It is also a significant driver of health inequalities within the County, with rates remaining higher within some of our most vulnerable groups.

Smoking-related ill health increases pressure on the NHS. Around one in four hospital beds are occupied by a smoker. Smokers also see their GPs 35% more often than non-smokers.

What is the impact of smoking in Devon?

Not only are there significant costs to health, but smoking also plays a role in accidental fires, which are estimated to cost approximately £3.5 million each year in Devon^{xi}. Furthermore, the non-biodegradable nature of cigarette filters result in approximately 58 tonnes of waste going to landfill each year, a large amount of which is discarded as street litter that must be collected by local street cleaning services

Table 2.1 shows smoking prevalence in the adult population in comparison with other groups where rates are much higher. For instance, prevalence of smoking in people working in professions classed as routine and manual is 27.6% compared with just 13.5% in the adult population.

Table 2.1: Smoking Prevalence in Devon – Public Health Outcomes Framework^{xiii}

RAG	Indicator	Devon Value	England Value
Green	Smoking prevalence in adults (APS) 2017	13.5%	14.9%
Amber	Smoking prevalence in routine and manual occupations (APS) 2016	27.6%	25.7%
Red	Smoking prevalence in adults with severe mental illness 2014/15	42.1%	40.5%
Red	Smoking prevalence at age 15 – current smokers (WAY Survey) 2014/15	10.0%	8.2%
Red	Maternal smoking status at time of delivery 2016/17	12.3%	10.7%

RAG rating represents significance compared to England rate – green is significantly better, red is significantly worse, amber not significantly different.

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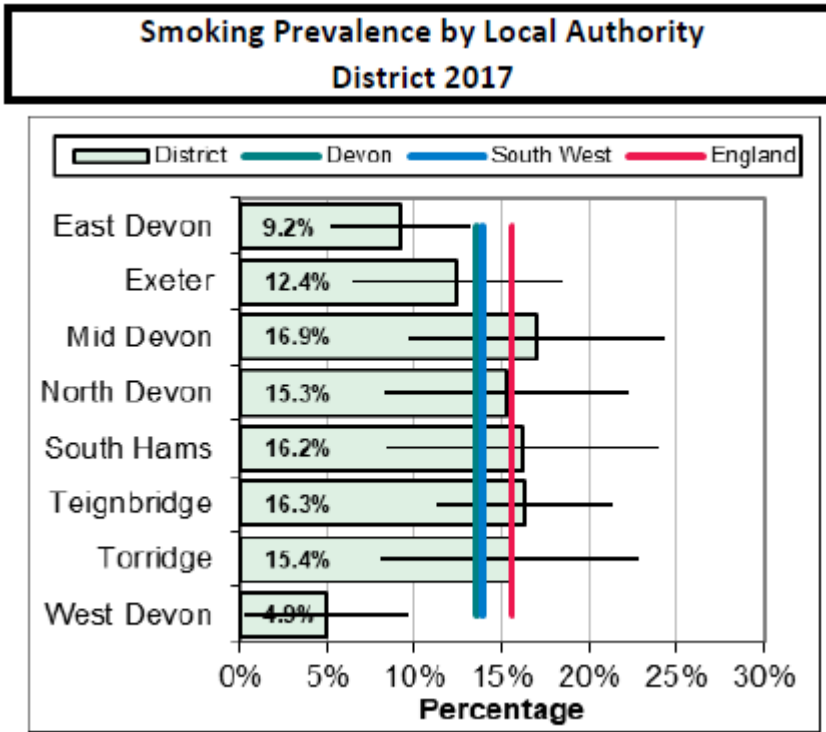
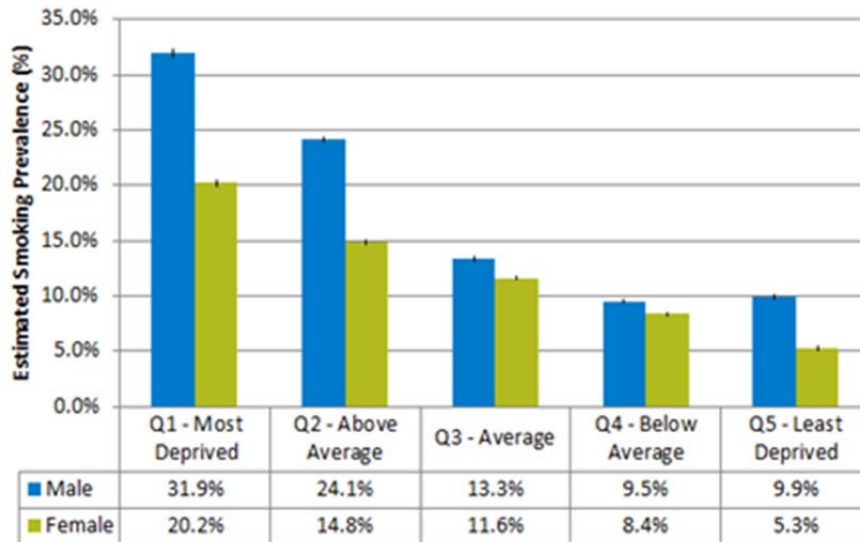


Figure 2.2: Estimated Adult Smoking Prevalence by Deprivation and Gender in Devon, 2016-17



There are 20 lower super output areas in Devon that fall into the 20% most deprived areas nationally and in these areas it is estimated that there is a smoking prevalence of between 27.2% and 34.7%.

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There is a strong association between deprivation and prevalence of smoking. For both men and women, as figure 2.2 shows, there are significantly higher rates of smoking prevalence in the most deprived, compared with the least deprived, areas of Devon.

- There is a 3.5 fold difference between the lowest estimated smoking rate in Devon (9.36% in Cotaton, Sidmouth) and highest (34.7% in parts of Exeter City Centre). Areas with a younger age profile and a higher level of deprivation are particularly affected, which also includes areas with higher levels of rural deprivation.
- In Devon it is estimated that smoking related health costs to the NHS alone are approximately £28.2m annually.
- There are over 7900 admissions to NHS Devon hospitals each year which are due to smoking. This is estimated to cost the NHS around £16.8 million each year.

*Information has been taken from the Smokefree Devon Alliance Tobacco Control Strategy 2018**

What is the impact of smoking in England?

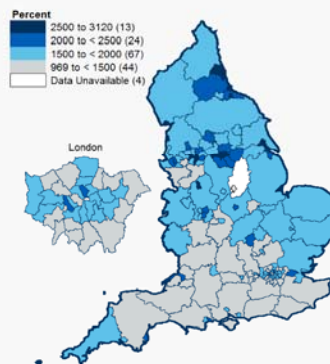
- According to NHS Digital, during 2016/17 there were 484,700 hospital admissions attributable to smoking. This was a 2% increase on the previous year.
- In 2016, 77,900 deaths were attributable to smoking.
- In 2017, 14.9% of adults classified as smokers – this statistic went down from 15.5% in 2016 and 19.8% in 2011.
- In 2017/18 10.8% of mothers were smokers at the time of delivery.

Smoking related ill health

Estimated smoking attributable hospital admissions rate per 100,000 population¹, by Local Authority (2016/17)

Blackpool, Manchester, Kingston upon Hull, Sunderland and Hartlepool all recorded rates above 3,000 per 100,000 population.

Wokingham had the lowest rate; 969 per 100,000 population. This was followed by Windsor & Maidenhead (1051), Isle of Wight (1082), and Redbridge (1091).



¹) Age standardised rate for people aged 35+.

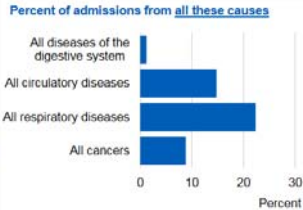
For more information: Table 3.3, [Statistics on Smoking, England, 2018](#), sourced from the PHE Local Tobacco Control Profiles.

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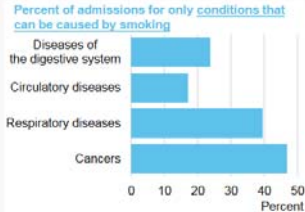
Smoking related ill health

Hospital admissions estimated to be attributable to smoking, by cause^{1,2}

22% of all admissions for respiratory diseases, were estimated to be attributable to smoking.



47% of admissions for cancers that can be caused by smoking, were estimated to be attributable to smoking.



Hospital admissions estimated to be attributable to smoking, by gender^{1,2}

6% of all admissions.



3% of all admissions.

31% of admissions for conditions that can be caused by smoking.

22% of admissions for conditions that can be caused by smoking.

*Information has been taken from the NHS England Statistics on Smoking 2018**