



HOW WILL **YOU** HELP SMOKERS QUIT THIS STOPTOBER?

Dear Pharmacy Team,

Quitting smoking is one of the best things you can do for your health, but many smokers who want to quit aren't sure about the best way to go about it.

Stoptober is a mass participation event where smokers are encouraged to make a quit attempt in October. The campaign is based on research showing that if you can stop smoking for 28 days, you are five times more likely to stay smokefree for good.

This year Stoptober will address the barrier of quit apathy by encouraging smokers to use Stoptober as a time to make a quit attempt.

The campaign is set to launch to the public towards the end of September, giving people enough time to get ready to prepare for their quit attempt on 1 October 2019.

This year Stoptober is a NHS England mandated pharmacy campaign so please support in your pharmacy.

HOW STOPTOBER CAN HELP

The help and tools Stoptober will be signposting to includes:



Face-to-face support including; expert help from local stop smoking services, and advice and support from pharmacy teams and GPs.



Email support for tips and motivational pick-me-ups.



Stop smoking aids including nicotine replacement therapies (such as patches, inhalers or lozenges), prescription tablets and e-cigarettes.



A **Facebook Messenger** bot for support, information and advice at any time of the day.



The **Stoptober app** with support at your fingertips.



Loads of encouragement and support from thousands of people also trying to quit, via **social media**.



An online **Personal Quit Plan** with suggestions of support tailored to you.



/stoptober



@stoptober



WHAT IS INCLUDED IN THIS TOOLKIT?

- 2 x A4 posters
- 100 x A5 leaflets
- 1 x A5 leaflet dispenser



A5 leaflet



A4 poster



A5 leaflet dispenser

WHAT WE ASK OF YOU

Stoptober is a great way to have conversations with your customers to encourage them to quit smoking. It provides you with an engaging way to discuss support options and tailor advice. Get involved and:

- Prominently display the enclosed promotional materials in your pharmacy, in areas such as till points and countertops.
- Tell smokers about Stoptober and the support available.
- Use the leaflets to encourage people looking to quit to take the first step by talking to you.
- Download and use digital resources such as email signature, TV screens and banners from the Campaign Resource Centre (campaignresources.phe.gov.uk/resources) closer to launch.

We'd love to hear how you're using Stoptober to encourage smokers to quit. Get in touch with us via the email below and if you have any photos of your activity please share them with us.

Make sure you're signed up to receive our newsletter with information about our campaigns. You can register via campaignresources.phe.gov.uk/resources. If you have any questions about the campaign, please email partnerships@phe.gov.uk

Thank you for supporting Stoptober 2019.

