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.
- **Stop smoking aids** including nicotine replacement therapies (such as patches, inhalers or lozenges), prescription tablets and e-cigarettes.
- The **Stoptober app** with support at your fingertips.
- An online **Personal Quit Plan** with suggestions of support tailored to you.
- **Email** support for tips and motivational pick-me-ups.
- A **Facebook Messenger** bot for support, information and advice at any time of the day.
- Loads of encouragement and support from thousands of people also trying to quit, via **social media**.
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.

WHAT IS INCLUDED IN THIS TOOLKIT?

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

PREPARING FOR YOUR QUIT ATTEMPT

Stoptober support

Face-to-face

You could benefit from talking to a trained advisor and give yourself the best chance of quitting successfully. Expert support that’s matched to your specific needs. Local and accessible. Ask your pharmacy team or speak to your doctor or nurse. You can also search Stoptober to find your local Stop Smoking Service.

Stop smoking aids

Stop smoking aids can help with managing nicotine cravings. You can mix and match different aids to meet your needs. Nicotine replacement therapy products can be purchased over the counter at your local pharmacy. They are most effective when used in combination – an all-day patch together with a fast-acting option such as an inhaler or lozenges. Ask your pharmacist for advice.

E-cigarettes are available in vape shops, some pharmacies and other outlets. E-cigarettes aren’t risk free but they are at least 95% less harmful than cigarettes. They can be particularly effective when combined with face-to-face support. Some stop smoking medicines are only available on prescription. Talk to your GP or stop smoking advisor to find out more.

Search Stoptober for more information and advice on stop smoking aids.

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. Relying on willpower alone is the least effective way to stop. You can boost your chance of success by getting some support. Choose the support that’s right for you and join thousand of others to stop smoking this October.

Search Stoptober for more support to help you quit smoking.