



## Don't Wait campaign toolkit – New Year 2022-23

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### 1/ Introduction

This toolkit is help partners support our New Year **Don't Wait** campaign from Fresh which is running again in the North East and North Cumbria from 28 December 2022 until January 18 2023 to time with January quitting intentions.

**We're encouraging every smoker to make a quit attempt in 2023 for a fresh start, better health and more money.**

**A healthier New Year. More money in the New Year. A happier New Year.**

The campaign will be running for maximum reach and impact across broadcast and digital channels on ITV (Tyne Tees and Borders), catch up ITV, radio and Facebook driving traffic to the campaign website [FreshQuit.co.uk](https://www.freshquit.co.uk).

Don't Wait has been running across the North East and North Cumbria through close partnership working between the ADPH Tobacco Commissioners Forum and Smokefree NHS Taskforce.

### 2/ Timings and channels

Don't Wait will launch again with:

**Two 30 second TV ads** from 28 Dec to run for three weeks across Tyne Tees and Borders ITV. View TV ads below:

- "Breaking news": the risks of smoking and impact on families to raise motivation to quit [https://www.youtube.com/watch?v=wIX\\_9Uw\\_fSo](https://www.youtube.com/watch?v=wIX_9Uw_fSo)

- “Never too late”: a positive message about the benefits of quitting even for people who have smoked for years  
<https://www.youtube.com/channel/UC2lnzX6fEhIckkz1amNs2Q>

Additional advertising will also run in Northumberland, Newcastle, North Tyneside, Gateshead, South Tyneside, Sunderland and County Durham from 28 Dec on:

- Catch up TV - ITV Hub (Video on Demand)
- Radio advertising on Metro and Smooth – listen to [radio advert](#)
- Facebook and Instagram

w/c	28 Dec	2 Jan	9 Jan	16 Jan
<b>ITV Tyne Tees/ Borders</b>				To 18th
<b>ITV Hub (LA7)</b>				To 18th
<b>Metro / Smooth Radio</b>				To 18th
<b>Facebook/ Insta</b>				To 18th

### 3/ FreshQuit.co.uk – a NE hub of stop smoking support

We are encouraging smokers to visit the regional quitting support hub at [FreshQuit.co.uk](https://www.freshquit.co.uk)

[FreshQuit.co.uk](http://FreshQuit.co.uk) offers a comprehensive hub of advice and support to highlight the benefits of quitting, advice, risks of smoking and **links and contact details of local stop smoking services**. With input from the NCSCT\* it features:

- A quit smoking engagement tool \*– an interactive Q&A style “conversation” asking whether you’ve tried to quit before, have used quit aids or support, have thought about risks or the cost of smoking. The aim is to get people thinking about quitting with tips to do so.
- Reasons to quit
  - Risks – interactive body tool
  - Smokefree savings cost calculator
  - Smoking, stress and mental health
  - Smoking and pregnancy
- Ways to quit – links and contacts to stop smoking services, advice about quitting aids, cutting down vs abrupt quitting\* and vaping
- Online support tools – links to the Smoke Free App and Facebook/ Email support
- Smokefree Families – keeping homes and cars smokefree
- Real stories and news

#### 4/ Supporting the campaign locally

Supporting the campaign is easy. As well as the template article and social posts included in this PR toolkit we have digital artwork including:

- **Digital screens** for public waiting areas – waiting rooms, reception areas, housing offices etc.
- **Social media** 15 second videos
- **Social media** images for Facebook and Twitter feeds - use the campaign hashtag #DontWait and use the URL FreshQuit.co.uk



Waiting room/ reception screens



Social media images



Social media videos



Posters/ flyers

#### 5/ Key Messages

##### Smokers

- Don't Wait – make a fresh start and stop smoking this New Year for your health, for extra money and for your family.
- It is never too late to quit smoking – your health improves from the moment you stop. Even if you've tried before, give it another go.

- Quitting does not need to be stressful. If you get support to quit it can make your quit attempt easier - whether through nicotine replacement, quit aids, an electronic cigarette or with local support from a stop smoking service.
- Quitting smoking can give you more money to help ease stress and worries.
- Quitting smoking will leave you feeling happier, calmer and less stressed.
- Visit [FreshQuit.co.uk](http://FreshQuit.co.uk) for tips and advice and local support.
- Smoking causes heart disease, diabetes, COPD, stroke and 16 types of cancer.
- Smoking damages the lungs and the immune system, leaving us more vulnerable to infections. Smokers are more vulnerable to Covid, more likely to develop influenza and have worse flu symptoms.

### Health professionals

- Smoking is the single biggest cause of preventable death and illness in the UK.
- Smoking causes 16 types of cancer including lung cancer, as well as COPD, heart attack and stroke, dementia and diabetes
- Smoking weakens the immune system and makes smokers more vulnerable to infectious diseases like flu and Covid, adding to winter pressures.
- Smoking has killed over 8 million people in the UK since 1971.
- Smokers on average lose 10 years of life compared to non-smokers.
- Health care professionals are in a position to make a difference. Keep giving advice at every opportunity and signpost support and quitting aids to help smokers overcome tobacco dependency – even if it takes them several attempts to quit smoking successfully.

## 6/ New Year article/ web copy

### **IF you smoke, quitting is one of the best things to do this New Year for better health, more money and for your family.**

When you stop, you give your lungs the chance to repair and you will be able to breathe easier. Going smokefree is also proven to boost your mental health and leave you feeling calmer.

The New Year is also a time when most people are counting the cost of Christmas. Quitting smoking can give you money you never knew you had for household bills, fuel or food, or even towards a trip away. If you smoke 10 a day, you could be spending nearly £40 a week and around £1,600 a year.

It's never too late to quit - and while it can take a number of attempts to successfully stop for good, there are more ways to quit than ever before.

For free advice and quitting support visit [FreshQuit.co.uk](http://FreshQuit.co.uk)

Dr Ruth Sharrock, respiratory consultant **OR INSERT LOCAL SPOKESPERSON**, said: "If you smoke the single most important thing you can do to improve your health and extend your life expectancy is to stop smoking.

"But quitting can improve your life in so many ways. It can make you feel so much better, give you more energy and help you to breathe more easily.

"Even if you have smoked for decades, it can bring you a new lease of life. It is never too late."

Ailsa Rutter OBE, Director of Fresh and Balance said: "Quitting smoking is one of the biggest gifts you can give to your loved ones this new year.

"If you quit you will improve your health and improving the chances of being around for many more years with your family in the future."

**Smoking causes 16 types of cancer, heart disease, dementia, stroke and COPD and makes us more vulnerable to infectious diseases such as Covid and flu.**

**Stopping smoking can also reduce stress and improve mental health with the benefits seen after just six weeks<sup>i</sup>.**

**Your chances are improved if you use a quitting aid or switching completely to vaping to reduce cravings. There are free local Stop Smoking Services near you which can help you develop a plan to help you stop. With their help, you're three times as likely to quit for good.**

### **Here's how your body recovers**

#### **After 20 minutes**

Your pulse rate starts to return to normal.

#### **After 8 hours**

Your oxygen levels are recovering, and the level of harmful carbon monoxide in your blood will have reduced by half.

#### **After 48 hours**

All carbon monoxide is flushed out. Your lungs are clearing out mucus and your senses of taste and smell are improving.

#### **After 72 hours**

If you notice that breathing feels easier, it's because your bronchial tubes have started to relax. Also your energy will be increasing.

#### **After 2-12 weeks**

Blood will be pumping through to your heart and muscles much better because your circulation will have improved.

#### **After 6 weeks:**

Smokers who stop have better mental health than those who continue to smoke. One study found that benefits could be seen as soon as six weeks and were maintained even a number of years after stopping.

#### **After 3-9 months**

Any coughs, wheezing or breathing problems will be improving as your lung function increases.

#### **After 1 year**

Great news! Your risk of heart attack will have halved compared with a smoker's.

## After 10 years

Your risk of death from lung cancer will have halved compared with a smoker's.

Source: <https://www.nhs.uk/better-health/quit-smoking/>

## More ways to quit than ever

Quitting smoking can be easier and less stressful with the right support. Several different treatments are available from shops, pharmacies and on prescription to help you beat your addiction and reduce withdrawal symptoms:

**Nicotine Replacement Therapy** provides you with a low level of nicotine, without the tar, carbon monoxide and other poisonous chemicals in tobacco smoke.

**E-cigarettes** allow people to inhale nicotine without most of the harmful effects of smoking, as the vapour contains no tar or carbon monoxide. Research has found that e-cigarettes can help you give up smoking, so you may want to try them rather than the medications listed above. E-cigarettes are not currently available on prescription, although vaping is much cheaper than smoking.

## Extra cash when you quit

**The cost of living is a worry for everyone, but quitting smoking can save you a packet. If you smoke 10 a day you could save around:**

- £36 after one week quit.
- £72 after two weeks quit.
- £110 after three weeks quit - a family food shop.
- £144 after a month quit.
- £949 after six months quit.
- £1,899 saved in a year – how far would that go towards your energy bill.

## **7/ Winter pressures (to be used alongside national Winter toolkit)**

An estimated 1 in 4 patients in acute hospital beds in England are smokers<sup>ii</sup> and there are around 506,100 hospital admissions a year due to smoking.<sup>iii</sup>

**Infections:** Smoking harms the immune system and makes respiratory infections worse. Smokers are five times more likely to develop flu than non-smokers and symptoms of both flu

**Chronic Obstructive Pulmonary Disease (COPD):** COPD describes a group of lung conditions that make it difficult to empty air out of the lungs because the airways have been narrowed. COPD includes chronic bronchitis, emphysema and chronic asthma.

Breathlessness, a cough and excess phlegm are just some of the symptoms of lung conditions which can get worse in winter and leave people vulnerable to serious chest infections, complications from flu such as pneumonia and potential hospital admission

In winter the cold air may cause a person's airways to become narrower. This can make breathing even more difficult than normal for someone with COPD alongside the risk of catching infections and viruses such as flu which circulate at this time of year.

**Heart:** Cold weather increases the risk of heart and circulation problems – smoking makes these worse.

Even people who have smoked for years can cut the risk of a heart attack relatively soon... the pulse rate returns to normal just 20 minutes after smoking, circulation improves within weeks and after 1 year the risk of having a heart attack is half that of a smoker.

**Cancers:** Many other long term illnesses and deaths such as 16 types of cancer are entirely avoidable through quitting smoking sooner.

Staff and comms teams are encouraged to include regular messages around quitting smoking in addition to winter messages such as vaccines and #DoYourBit

### **Winter web/ news copy**

Quitting smoking is an important part of looking after yourself this winter. When you stop, you give your lungs the chance to repair and you will be able to breathe easier.

Smoking not only causes cancer, heart disease, stroke, COPD and dementia but during the winter makes illnesses, viruses and infections such as flu and Covid much worse.

Breathlessness, a cough and excess phlegm are just some of the symptoms of lung conditions which can get worse in winter and leave people vulnerable to serious chest infections, complications from flu such as pneumonia and potential hospital admission

Cold weather also increases the risk of heart and circulation problems – smoking makes these worse.

The good news is that quitting brings benefits at any age and these start almost immediately. Quitting smoking improves your chances of recovery from illness and make it less likely to have to visit hospital as a patient, or being re-admitted.

If you smoke, quitting is one of the best things to do this New Year for better health, more money and for your family.

Many people try to quit smoking with willpower alone, but it's much easier with help like quitting aids, vaping and local stop smoking services.

If you are coming into hospital as a patient, you will be offered support to stop smoking tobacco for the time you are in hospital. All patients will now be asked if they smoke and offered free Nicotine replacement products (NRT) on arrival to manage their cravings whilst in hospital

Stop smoking support is also available in local communities and at local pharmacies. Find tips, advice and local support by visiting <https://www.freshquit.co.uk/ways-to-quit/local-support/>

## **8/ Social media posts**

**Please follow and share our posts from @FreshSmokeFree.  
Feel free to insert your local stop smoking service as the call to action**



<p>IF you smoke, quitting is one of the best things to do this New Year for better health, money you didn't know you had and your family. You can make quitting less stressful with the right support and quitting aids - visit <a href="http://FreshQuit.co.uk">FreshQuit.co.uk</a></p>	
<p>Make 2023 the year you quit smoking for good:</p> <ul style="list-style-type: none"> <li>• Feel fitter and better health</li> <li>• More money</li> <li>• Breathe easier</li> <li>• Feel less anxious and stressed</li> </ul> <p>Make quitting less stressful with the right support and quitting aids. For advice and support to quit visit <a href="http://FreshQuit.co.uk">FreshQuit.co.uk</a></p>	
<p>Quitting smoking is an important part of looking after yourself this winter. When you stop, you give your lungs the chance to repair and you will be able to breathe easier. For advice and support to quit visit <a href="http://FreshQuit.co.uk">FreshQuit.co.uk</a></p>	
<p>Did you know quitting smoking is proven to reduce anxiety and stress and can improve your mood after just six weeks? You can make quitting less stressful with the right support. For advice and support to quit visit <a href="http://FreshQuit.co.uk">FreshQuit.co.uk</a></p>	
<p><b>Short social videos</b></p>	
<p>It's never too late to quit smoking this New Year and you can see some of the benefits within just 20 minutes. Watch this video to see how quickly your body recovers – visit <a href="http://FreshQuit.co.uk">FreshQuit.co.uk</a></p>	<p>Insert 15 second “When you quit” video</p>
	
<p>Quitting smoking this New Year is one of the best things for better health, for extra money and for family. #DontWait. For advice and support to quit visit <a href="http://FreshQuit.co.uk">FreshQuit.co.uk</a></p>	
<p>Quitting smoking is an important part of looking after ourselves this winter. When you stop, you give your lungs the chance to repair and you will be able to breathe easier. For advice and support to quit visit <a href="http://FreshQuit.co.uk">FreshQuit.co.uk</a></p>	

Quitting smoking not only improves health but can also bring an immediate benefit to family finances. How much extra cash could you have if you quit smoking in 2023? Find out <https://www.freshquit.co.uk/reasons-to-quit/saving-money/>



Quitting smoking can be easier and less stressful with the right support. Find out more about ways to quit to help you stop and beat cravings. For advice and support to quit visit [FreshQuit.co.uk](https://www.freshquit.co.uk)

*\*Independent online survey of 793 adults in North East and North Cumbria by Bluegrass*

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<sup>i</sup> <https://ash.org.uk/media-and-news/press-releases-media-and-news/smokers-who-stop-happier-in-long-term-no-smoking-day-2021/>

<sup>ii</sup> <https://publichealthmatters.blog.gov.uk/2019/03/21/health-matters-identifying-and-offering-brief-advice-to-tobacco-and-alcohol-users/>

<sup>iii</sup> <https://digital.nhs.uk/data-and-information/publications/statistical/statistics-on-smoking/statistics-on-smoking-england-2020>