

# STAKEHOLDER TOOLKIT

## STOPPING SMOKING

# IT'S WELL WORTH IT



### Background:

West Sussex County Council's Public Health team is launching the second phase of their campaign to promote Smokefree West Sussex services this October and beyond [westsussexwellbeing.org.uk/smokefree](https://westsussexwellbeing.org.uk/smokefree).



### The campaign:

For this campaign launch, we are focusing on encouraging smokers to make a quit attempt, with the support of Smokefree West Sussex services, by highlighting the benefits of quitting and directing them to information about the free support available. To do this, we have developed a range of branded assets, both print and digital, that detail the physical and financial benefits of quitting smoking over time.

To promote this campaign's creatives and messaging, digital ads will be running for the month of October, with out of home advertising running from October onwards. For this second phase, we have developed a range of case study assets following the stories of four people from West Sussex who either shared their quitting journeys or are support workers that help others to stop smoking. Their stories will be shared across social media through a paid advertising campaign.

### Objectives:

Following from a period of desk and primary research with our main target audience, the "It's Well Worth It" brand was developed with the following objectives in mind:

- To increase belief in the target audience that they can quit smoking.
- To increase knowledge of support available to quit.
- To drive contacts to Stop Smoking Services.



### Get involved:

Files have been created for you to use. Click this [link](#) to open the toolkit. You'll see various campaign files in named folders, and you can select the ones you need to download and use.

The toolkit contains a range of assets including:

- Digital and print-ready A4 posters
- Digital and print-ready A5 leaflets
- Digital screen (for TV in waiting areas)
- Email signature
- Static social media assets for Facebook, Instagram and Tik Tok
- Social media posts to share

A wider range of Smokefree West Sussex materials are available to order from the Health Promotion Resource Service: [www.westsussex.gov.uk/healthpromotion](https://www.westsussex.gov.uk/healthpromotion)

**Smokefree**  
West Sussex

## Social media posts to share



**George**

George works for Quit 4 Wellbeing, part of the Smokefree West Sussex Services, helping people find the support that's right for them. He knows that every quit journey is different, whether that's vapes, patches, gum, or other nicotine replacement therapies.

If you're ready to start your quit journey, visit the Smokefree West Sussex website today. [www.westsussexwellbeing.org.uk/smokefree](http://www.westsussexwellbeing.org.uk/smokefree)



**Sophie**

When Sophie decided to quit smoking for her health and her son, she expected it to be hard. But with patches, vapes, and support along the way, it was easier than she thought. Step by step, she has reduced her nicotine and Sophie says the regular check-ins from her support workers gave her the motivation to keep going.

Ready to start your own quit journey?

Visit [www.westsussexwellbeing.org.uk/smokefree](http://www.westsussexwellbeing.org.uk/smokefree) for support today.



**Mike**

When Mike's doctor told him he'd need to stop smoking before getting treatment for his knee, he knew it was time to act. Having already lost a close friend to lung cancer and seeing another seriously unwell, the decision felt even more urgent. Mike switched to a vape and gradually reduced the strength.

For Mike, quitting hasn't just been about health. The financial savings of nearly £200 a month have been a huge bonus.

Find the right support for you today. Visit the Smokefree West Sussex website today. [www.westsussexwellbeing.org.uk/smokefree](http://www.westsussexwellbeing.org.uk/smokefree)



**Eliza**

Since making the decision to quit smoking, Eliza has noticed great improvements to her physical health. She feels fitter and finds tasks such as walking up hills much easier. She used nicotine gum and spray which helped her at work and on nights out.

Find out more what free support we offer to help you quit smoking.

Visit the Smokefree West Sussex website today.

[www.westsussexwellbeing.org.uk/smokefree](http://www.westsussexwellbeing.org.uk/smokefree)

To see the accompanying images, please see all assets located in the toolkit.

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- 1 Stoptober is here! If you smoke, now's the time to quit with support. Smokefree West Sussex offers free help in person, online, by phone and even in your community via our new mobile unit. Let's quit together.

Find out more: [westsussexwellbeing.org.uk/smokefree](https://westsussexwellbeing.org.uk/smokefree)

**#Stoptober #ItsWellWorthIt**

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- 2 Quitting smoking is easier with support and Smokefree West Sussex has expanded services to help. From GP surgeries to wellbeing hubs and a new mobile unit, help is closer than ever.

Find out more: [westsussexwellbeing.org.uk/smokefree](https://westsussexwellbeing.org.uk/smokefree)

**#QuitForGood**

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- 3 Smoking is still the leading cause of preventable illness in West Sussex. Stoptober is a chance to change that. Let's support residents to quit and reduce health inequalities across our communities.

Find out more: [westsussexwellbeing.org.uk/smokefree](https://westsussexwellbeing.org.uk/smokefree)

**#PublicHealth #Stoptober**

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- 4 Look out for the Smokefree West Sussex mobile unit this October! Advisors will be offering free stop smoking support at locations across the county.

Details: [westsussexwellbeing.org.uk/roadshow](https://westsussexwellbeing.org.uk/roadshow)

**#ItsWellWorthIt**

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- 5 This Stoptober, we're celebrating West Sussex residents who've successfully quit smoking with local support. Their stories show it is possible, and it's well worth it.

Find out more: [westsussexwellbeing.org.uk/smokefree](https://westsussexwellbeing.org.uk/smokefree)

**#Stoptober #ItsWellWorthIt**

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- 6 Know someone who smokes? Encourage them to take the first step this Stoptober. With professional help, they're 3x more likely to quit for good. Free support is available across West Sussex.

Find out more: [westsussexwellbeing.org.uk/smokefree](https://westsussexwellbeing.org.uk/smokefree)

**#LetsQuitTogether**

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## Get in touch

To find out more information about the campaign and how you can support, contact the Public Health Tobacco and Smoking Team

at: [tca@westsussex.gov.uk](mailto:tca@westsussex.gov.uk)

