

Stoptober

Stakeholder Toolkit



Stoptober campaign

As part of the national Stoptober 2026 campaign, a selection of promotional assets are available, which have been localised for use in West Sussex. Examples of these assets are shown below and can be used to promote Stoptober and encourage smokers in West Sussex to quit this October.

Get involved

Digital and print-ready resources are available to download for you to use [here](#). Within this link you will find a selection of promotional assets such as posters and digital screens. These assets include a QR code signposting users to the Smokefree West Sussex website for support to quit smoking.

Digital and print-ready A4 posters

These A4 posters are print-ready and ideal for display within your organisation, such as in waiting areas, consultation rooms and on community noticeboards.



Digital screens and email signatures



Digital screens (left) are available in a 16:9 format for TVs and tablets. The email signatures (right) can be used in emails.

Social media content suggestions

A social media content calendar is included [here](#). Within this link you will find a calendar that includes suggested social media posts that can be posted on social media throughout Stoptober. Follow the link, then select the File, click Download, and then Continue with Download only.

A selection of social media assets are shown below, including social carousels and social statics.

Social carousels

The social carousel designs are available in 4:5 and 9:16 formats and are provided as a series of static slides, which can be uploaded and displayed as a carousel post.



Social statics

These social static designs are available in 4:5 and 9:16 formats for use across social media channels.



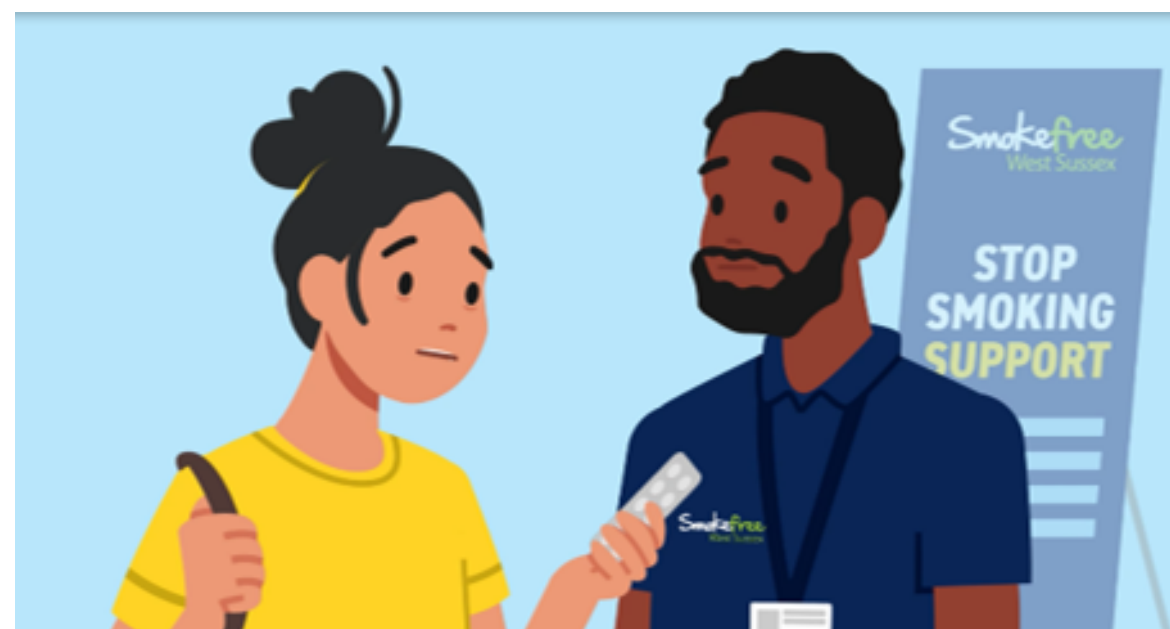
Smokefree West Sussex services

To find out more about Smokefree West Sussex stop smoking services and how you can support, visit: westsussexwellbeing.org.uk/smokefree

Visit our YouTube

To understand what support looks like from the Smokefree West Sussex stop smoking service, watch the [Smokefree West Sussex animation video](#) on YouTube.

Click [here](#) to watch videos from real people that have quit smoking through West Sussex.



Training opportunities

If your organisation delivers stop smoking services and you'd like to learn more about staff training, email: Q4WTraining@westsussex.gov.uk.

The Smokefree West Sussex Advisor Network will be providing a range of webinars to keep you informed on a wide range of topics relating to quitting smoking and the stop smoking services available in West Sussex. Registration is required to join the network - get in touch for more information at Q4WAdvisors@westsussex.gov.uk.

Host the outreach vehicle

If you're interested in arranging a visit from the Smokefree West Sussex outreach vehicle, have information about local parking permissions, contacts at potential sites, or suggestions for the best locations to visit, please contact:

chelsey.cooper@westsussex.gov.uk.



Reporting Illicit Tobacco

Illicit tobacco is any tobacco product that is sold without proper checks, packaging, or taxes. This means it's not regulated or tested for safety.

If you think that a trader is selling illicit tobacco, visit the weblink below to make a report:

[Report an incident or issue to Trading Standards - West Sussex County Council](#)

Sign up to the newsletter and events

To sign up to the Smokefree West Sussex quarterly newsletter or receive an invitation to our annual event, where we share the latest smokefree updates and developments, please email

tca@westsussex.gov.uk.