

New Year 2025 Quit Smoking Campaign Partner toolkit

January 2025

NHS

Better Health Smoke free

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Overview

The start of a new year is a great opportunity to support the nation's 6 million smokers to make a quit attempt.

Smoking claims around 80,000 lives a year in the UK (or around 64,000 lives a year in England) and causes one in four of all cancer deaths in England and kills up to two-thirds of its long-term users.

We know most smokers want to quit but lack a plan to do so. Quitting without support (relying on willpower and going 'cold turkey') is the least effective way of quitting, but is how most quit attempts start…and then fail.

This is where you and your organisation can help. Between us, we have a range of free quitting support available to help smokers quit for good this New Year. These include the free NHS Quit Smoking app, expert support from local Stop Smoking Services and a range of stop smoking aids. We've also recently launched our newly updated Personal Quit Plan tool that helps people find a combination of support that's right for them.

This toolkit presents the campaign resources available to support your New Year quit smoking campaign activity as we strive to become a smokefree nation.



How you can help people to quit smoking

Whether you're a Local Authority, NHS Trust, charity, service provider or employer, there are lots of opportunities to support smokers to quit in 2025.

In previous quit smoking campaigns, some examples of effective partner activity have included:

- Scheduling content for newsletters, websites and intranets.
- Planning social media content/takeovers.
- Creating displays/sharing assets with partners in your area for use in their premises (e.g. digital screens, notice boards etc.)
- Organising community outreach activities.
- Undertaking PR activity with local media.
- Raising awareness of the day amongst healthcare professionals.

At a local level, you may wish to use the New Year as an opportunity to signpost local stop smoking services and promote details of these within local communications.

In this toolkit there are a number of assets that can help support this activity.



Key messages

Key messages

- Quitting smoking is the best thing you can do for your health.
- It’s never too late to quit smoking. Even if you’ve tried quitting before, give it another go this New Year.
- When you stop smoking, there are almost immediate improvements to your health.
- There’s no need to go it alone – it’s much easier to stop smoking when you get the right support and there are lots of options to choose from.
- Getting free expert support from your local stop smoking service is proven to give you the best chance of quitting successfully. Some are now able to offer free vape starter kits too.
- NHS Better Health offers a range of free quitting support including the NHS Quit Smoking app, personal quit plan, 28-day email programme, local stop smoking service look-up tool, as well as advice on stop smoking aids including information on how vaping can help you quit smoking.
- The average smoker could save around £2,500 per year by quitting smoking.



Quit Smoking 2025

We have developed a range of posters and digital assets that you can use across a range of media including social, websites, digital screens and physical displays.

They include:

- Posters
- Digital screens
- Social assets (1x1 & 9x16)









Stop smoking start saving

We have developed a range of posters and digital assets that you can use across a range of media including social, websites, digital screens and physical displays.

They include:

- Posters
- Digital screens
- Social assets (1x1 & 9x16)







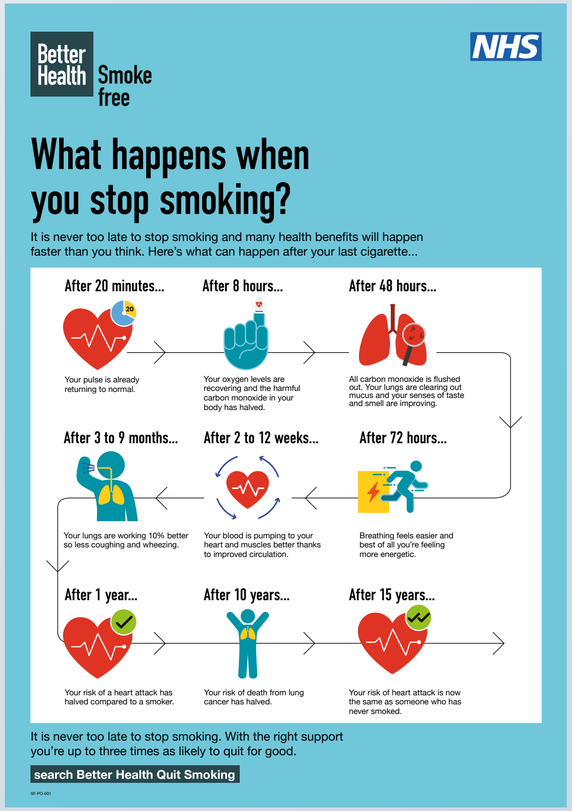


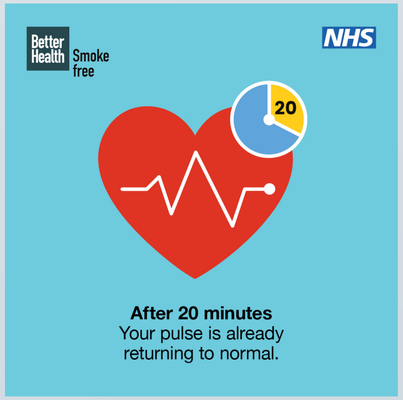
Health benefits of quitting

We have developed a range of posters and digital assets that you can use across a range of media including social, websites, digital screens and physical displays.

They include:

- Updated benefits of quitting timeline poster
- Individual health benefits social assets (1x1)











Confidence building

We have developed a range of posters and digital assets that you can use across a range of media including social, websites, digital screens and physical displays.

They include:

- Posters
- Social statics (1x1, 9x16 & 16x9)
- Digital screens
- Animations (tips, support and benefits)









Suggested social media posts

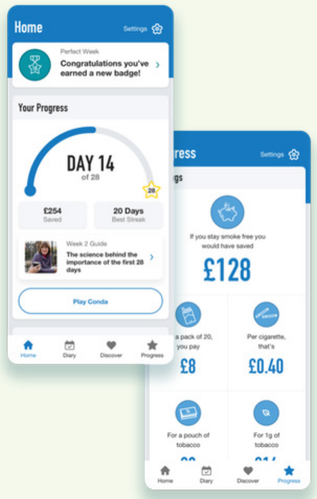
Below are some ideas for social media posts you may wish to use over the New Year period and throughout January. Many of these suggestions signpost to the Better Health website and tools, but feel free to include links to local services and websites should you wish to.

- Make 2025 the year you quit smoking for good. There's lots of free support available to help you.
- Join thousands of other people preparing to quit smoking this New Year.
- Quitting smoking is best thing you can do for your health. Get ready to quit for good this New Year.
- You're far more likely to quit smoking successfully with the right support. Discover what's available at NHS Better Health and prepare to quit for good this New Year.
- Getting support from your local stop smoking service gives you the best chance of quitting smoking successfully. Visit NHS Better Health to find your nearest service and get ready to quit for good in 2025.
- It's never too late to quit smoking and you will notice almost immediate improvements to your health when you stop. New Year is a great time to join others giving quitting a go.
- Did you know that the average smoker could save around £2,500 per year by quitting? Track your savings with the free NHS quit smoking app.
- Want to quit smoking but not sure where to start? Get your free personal quit plan now.
- Want to know more about using a vape to quit smoking? There's lots of information available on the NHS Better Health website.

Better Health Quit smoking tools

Better Health has a range of content and tools to help smokers make a successful quit attempt, all of which can be accessed at www.nhs.uk/better-health/quit-smoking.

Here's a summary of what's available:



NHS Quit Smoking app

Our quit smoking app is available to download for free on the Apple App Store or Google Play. Based on a 28-day quit programme, the app allows you to:

- track your progress
- see how much money you're saving
- get daily support



Personal Quit Plan

Don't know where to start?
Answer a few simple questions to get a Personalised Quit Plan, designed to support you every step of the way. With tailored advice and practical tips, this plan gives you the tools to quit smoking and stay smoke free for good.



Daily email support

Smokers can sign up for daily email support to get tips and advice direct to their inbox throughout their 28-day quit smoking journey, and occasional emails after that to help keep them on track.

Better Health Quit smoking tools







Information about vaping to quit smoking

On the Better Health website, you will find the facts on vaping, based on scientific evidence and research, plus advice on how to use vapes as a tool to quit smoking. We've also recently added a 'vaping myth buster' section.

Local stop smoking service lookup tool

Along with the service lookup tool itself, the website provides information about what to expect when accessing a local stop smoking service and how they can give you the best chance of quitting successfully.

Facebook Quit Smoking support group

Smokers don't need to go it alone – they can join others going through the same thing in a friendly and supportive environment. Our Facebook support group has over 37,000 members.

Thank you!

For supporting.

We hope you found this toolkit useful.

We'd love to see any examples of local activity and also hear your feedback.
please email **partnerships@dhsc.gov.uk.**

