Quit Cards

Five ways to help you quit

NHS

New for 2014

What is the NHS Smokefree January campaign?

Public Health England (PHE) is launching a new smoking cessation campaign in the New Year to drive motivation to quit smoking. Alongside this campaign, smokers will be able to pick up the new NHS Quit Cards from their local pharmacy or local NHS Stop Smoking Service to help them find the right support tool for them.

Why get involved?

The new NHS Quit Cards provide a great conversation starter with customers on quitting solutions and could result in advice on quitting and sale of an NRT product. It is aligned with a new PHE campaign and is a way of introducing smoking cessation services. Quit Cards are made available to pharmacies free of charge.

What are the NHS Quit Cards?

Specially designed to help start your conversation with a smoker, the NHS Quit Cards are a pack of cards that helps smokers quit successfully by signposting them to the range of support available*:

- **Face to face support** – As their nearest pharmacy is never more than 20 minutes away, and they are up to four times more likely to stay smokefree with your support
- **Smokefree app** - Highly interactive support including personalised motivational messages, delivered just when they need them, as well as the distractions tool – to help combat cravings when they strike
- **Quit Kit** - Practical and engaging tools to help them step-by-step in the comfort of their own home
- **Daily email support** - It's Smokefree's newest support tool, and already over 70,000 people are benefiting from it
- **Text support** - Proven to double their chance of quitting successfully

*Information on stop smoking medicines is also included in the pack.

The promotional materials developed to help signpost the Quit Cards in your pharmacy includes:

Quit Cards reference tool (a larger version of the Quit Cards to keep behind the counter), dispenser, window clings, shelf wobblers, A4 posters and 'out of stock' business cards.

How can you get involved?

Pharmacies can place an order for 50 Quit Cards and a POS toolkit by calling **0800 678 3173** from 11th November 2013. The order line will be open Monday to Friday, from 8am to 6pm, until 28th March 2014 or whilst stocks last. If you are a large multiple pharmacy or part of a small chain of pharmacies, please check with your head office as we may already be liaising with you.

SMOKEFREE