

STOP SMOKING LONDON

NO SMOKING DAY 2023 – PARTNER PACK FROM STOP SMOKING LONDON

To coincide with No Smoking Day 2023, Stop Smoking London is running a campaign to raise awareness of smoking and dementia, as well as encourage smokers who want to be 'Smokefree for 2023' to get help from local stop smoking services rather than trying on their own.

This toolkit supports local campaign activity for No Smoking Day 2023, with the theme this year that: "Stopping smoking improves your brain health"

Many people try to quit smoking with willpower alone, but it's much easier with the right support. The message for the campaign is that you're three times as likely to quit successfully in 2023 using free expert help and proven tools like nicotine replacement therapy.

In this pack, we've pulled together graphics, videos and pre-written texts for you to use in March to drive visitors to Stop Smoking London* – a collaboration between London local authorities.

Download these graphics to use with our pre-written posts: •


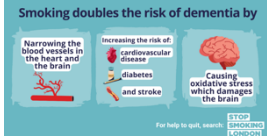




Download campaign graphics here: <https://bit.ly/3YLLtd4>.

No Smoking Day social media posts

Tweets for activation phase from 1st March 2023

Suggested text	Suggested media*
<p>#DYK that smoking increases your risk of developing dementia. Ahead of #NoSmokingDay we're raising awareness that if you stop smoking it will help protect your brain health and reduce your risk of dementia.</p> <p>Link to https://www.stopsmokinglondon/todayistheday</p>	
<p>Dr Chi Udeh-Momoh, a neuroscientist from Imperial College London, knows the damage smoking does to the brain. Watch her explain how stopping smoking reduces your risk of dementia.</p> <p>**If you want to tag Chi and Imperial College London in these are their Twitter handles - @MomohChi and @imperialcollege</p>	<p>Video</p>
<p>Recent data from @AlzResearchUK shows only a third of UK adults know there are things they can do to help reduce their risk of dementia, and stopping smoking is one of them.</p> <p>Link to: https://www.stopsmokinglondon/todayistheday</p>	
<p>It's never too late to quit and feel the benefits of better health – that's our message to smokers ahead of #NoSmokingDay.</p> <p>From reducing the risk of at least 16 cancers, stroke, COPD & dementia, a smoker's health improves from the moment of quitting.</p> <p>For more information, visit https://www.stopsmokinglondon/todayistheday</p>	
<p>Most people who smoke know smoking causes cancer, lung and heart disease, but not that it also increases your risk of dementia.</p> <p>[link to graphic showing percentages]</p>	
<p>Stopping smoking reduces your chances of developing dementia as every cigarette contains harmful chemicals which are bad for your brain.</p> <p>[link to https://www.stopsmokinglondon/todayistheday</p>	

Tweets for No Smoking Day (8th March)







Suggested text	Suggested media*
<p>[ORGANISATION NAME] is supporting #NoSmokingDay 2023. Don't give up on giving up #TodayIsTheDay. Take the first step on your quit journey today, visit www.stopsmokinglondon.com</p>	
<p>Did you know stopping smoking at any age can cut your dementia risk? It's never too late to quit and feel the benefits of better health, so why not quit this #NoSmokingDay? #TodayIsTheDay</p>	
<p>Smoking causes damage to every single organ in your body including your brain. But the good news is that you begin to heal from the moment you quit. Make #NoSmokingDay the day you quit for good. #TodayIsTheDay</p>	
<p>What is good for your heart is good for your brain too. Make #NoSmokingDay the day you quit for good. Visit www.stopsmokinglondon.com #TodayIsTheDay</p>	
<p>Today is #NoSmokingDay! 'We're encouraging smokers to quit smoking to reduce their risk of developing dementia.</p> <p>Dr Chi Udeh-Momoh, a neuroscientist from Imperial College London shares this important message with smokers 🙌</p> <p>#TodayIsTheDay</p>	<p>Video</p>
<p>Don't give up on giving up this #NoSmokingDay 2023. For advice on making quitting easier visit www.stopsmokinglondon.com #TodayIsTheDay</p>	
<p>If you've tried to quit in the past and haven't been successful don't worry, you're not alone. This #NoSmokingDay the perfect opportunity to give it another go. You're 3 times more likely to quit with specialist support 🙌</p> <p>www.stopsmokinglondon.com #TodayIsTheDay</p>	
<p>Every time you try to stop smoking, you're a step closer to success. Start your quit attempt on #NoSmokingDay www.stopsmokinglondon.com #TodayIsTheDay</p>	

TodayIsTheDay campaign – any time

Suggested text	Suggested media*
It's never too late to quit – stopping smoking improves your health and wellbeing, even if you're already have a smoking-related illness. #TodayIsTheDay visit www.stopsmokinglondon.com	Website link
You are up to three times more likely to quit smoking successfully with specialist support. It is important to find the right quitting aid for you, so for more information visit www.stopsmokinglondon.com #TodayIsTheDay	
Don't give up on quitting smoking – it can make you healthier, wealthier and happier – for more information and for help to quit smoking visit www.stopsmokinglondon.com #TodayIsTheDay	
Even if you've smoked for many years, it's never too late to quit. #TodayIsTheDay – for tips, tools and support to stop visit www.stopsmokinglondon.com	
Even if you've tried before, don't give up on quitting smoking. There's plenty of support and advice. Visit www.stopsmokinglondon.com and start your quitting journey #TodayIsTheDay	

Facebook posts

Suggested text	Suggested media*
[ORGANISATION NAME] is supporting #TodayIsTheDay as part of #NoSmokingDay 2023. Don't give up on giving up. Take the first step on your quit journey today, visit www.stopsmokinglondon.com	
Did you know that smoking increases your risk of developing dementia? This No Smoking Day we're raising awareness that if you stop smoking it will help protect your brain health and reduce your risk of dementia. Find out more at https://www.alzheimersresearchuk.org/blog/all-you-need-to-know-about-smoking-and-dementia/	
Dr Chi Udeh-Momoh, a neuroscientist from Imperial College London, knows the damage smoking does to the brain. Watch her explain how stopping smoking reduces your risk of dementia. #TodayIsTheDay Visit www.stopsmokinglondon.com	Video

<p>No Smoking Day is here! If you smoke, now is the perfect time to give quitting a go and feel the benefits – from better health to saving money.</p> <p>There are so many reasons to quit– even if you’ve smoked for years, it’s never too late to quit. Make today the start of your body’s recovery.</p> <p>Visit www.stopsmokinglondon.com</p>	
<p>Every cigarette contains harmful chemicals which are bad for your brain. Quitting smoking reduces your risk of developing dementia. If you smoke, quitting is one of the best things you can do for your health and your family. For help to quit head to www.stopsmokinglondon.com</p>	
<p>If you’ve tried to quit in the past and haven’t been successful - don’t worry, you’re not alone. This No Smoking Day is the perfect time to give it another go.</p> <p>There is plenty of help and advice available near you and remember – you’re 3 times more likely to quit with personalised support, so don’t give up!</p> <p>To find the best way to quit for you, visit www.stopsmokinglondon.com</p>	
<p>Not everybody manages to quit first time around. The important thing is giving it a go. Each time you try it is another stepping stone to success. Well done to everyone who’s quit – and to those who haven’t managed it – don’t be put off – it’s never too late.</p> <p>There’s loads of great support out there like quitting aids, pharmacies and local stop smoking services, visit www.stopsmokinglondon.com</p>	
<p>Are you ready to say goodbye to smoking? The health benefits from quitting smoking start from the day you stop and build over time. Find out how and make today the day that you give quitting a go www.stopsmokinglondon.com</p>	
<p>Even if you’ve tried stopping smoking before – don’t give up on giving up. There are plenty of support options which can really improve your chances of quitting for good.</p> <p>Visit www.stopsmokinglondon.com and start your quitting journey</p>	
<p>There has never been a more important time to quit smoking. Even if you’ve tried before, don’t give up on giving up – you <u>can</u> do it! The benefits to your health, bank balance and family will make such a difference.</p> <ul style="list-style-type: none"> • Think of your reasons for quitting – and keep them front of mind • Clear out old ashtrays, lighters and cigarettes • Get support – visit www.stopsmokinglondon.com for advice on how to quit • Use stop smoking aids to help you manage cravings • Try new routines and remember you CAN do it 	<p>Website link</p>

For many people, finances are tighter than ever right now. If you smoke 10 cigarettes a day, you could save around £40 per week. That's £2,000 a year. Find out how much you could save www.stopsmokinglondon.com

