

The London Tobacco Alliance and Stop Smoking London

Public Health Communications Meeting

Emma Barry
Programme Manager

Jon Winter
Stakeholder and Comms Lead



11th December 2023

Campaigns – December Pre Christmas Partner Pack

- **December Pre-Christmas Partner Pack:**
- [London Tobacco Alliance - Resources, Smoking Insights & More](#)
- As the festive season can be a trigger for smokers
 - perfect time to inspire positive change
 - support local people to start planning for a smokefree lifestyle in 2024.
- We have produced our Communications Partner Pack for you to adapt and share locally in the lead up to Christmas
- Will also be amplifying the OHID national campaign (to be announced) which will be available from the Campaign Resource Centre:
- [Campaigns | Campaign Resource Centre \(dhsc.gov.uk\)](#)

PARTNER COMMS PACKS

We regularly pull together packs that you can use in your campaigns. Download these here.

[Download Trading Standards e-cigarette and vapes guidance](#) >

[Download Swap to Vaping to Stop Smoking Communications Toolkit](#) >



Christmas – Stop Smoking London advice for smokers ahead of January

Pre-Christmas partner pack to share in your borough

[Download](#)



**ASK FOR PARTNERS:
To share and amplify locally**

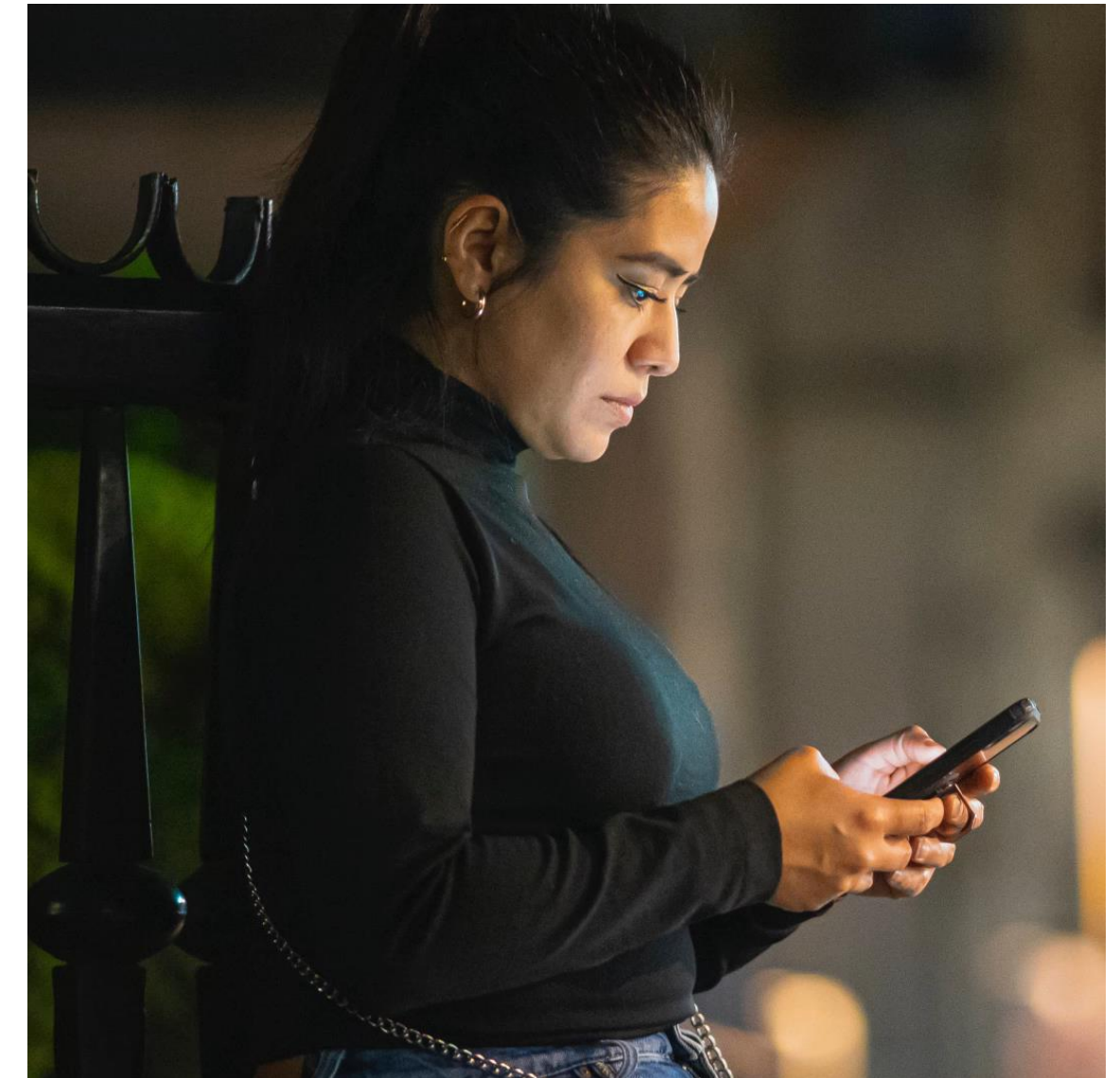
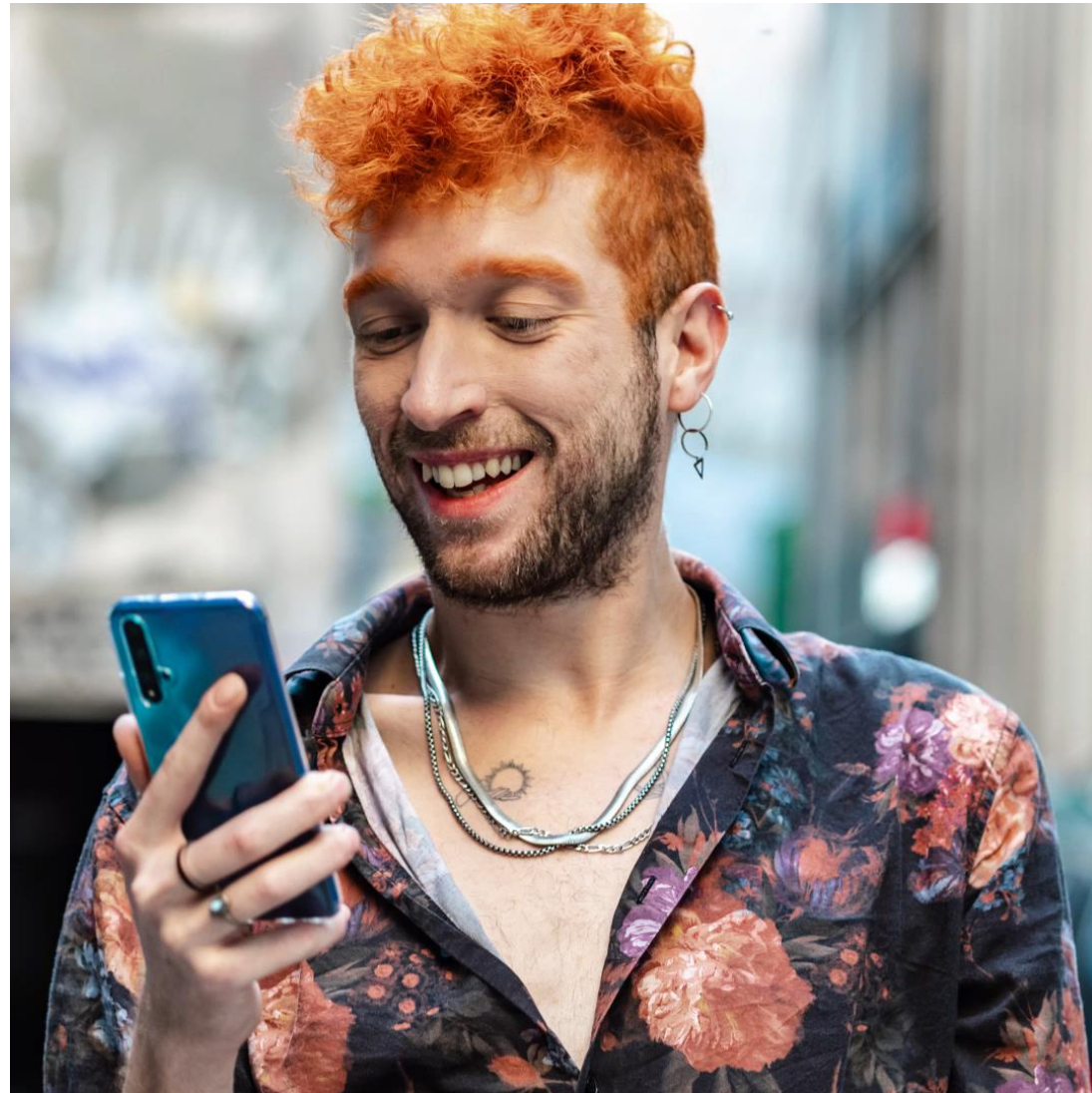
January – SMS Service Relaunch

- Stop Smoking London is relaunching its free SMS motivational support service.
- Sign up to receive daily texts in preparation for their Quit Day and for 28 days post quit to help support and motivate them along their journey.
 - Daily messages are tailored to their chosen reason for quitting.
 - General Health
 - Save money
 - Motivation from Family Friends
 - Planning a Family
 - Pregnant
- Its free to register and can be used either on its own or alongside their usual programme of face to face or telephone support for additional daily motivation.

A registration form titled "QUIT BY TEXT MESSAGE" on a teal background. The form includes the following fields: "First Name", "Last Name", "Phone", "Borough" (with a dropdown menu showing "Not from London"), "Preferred language for the campaign" (with a dropdown menu showing "English"), "Chosen quit attempt date" (with a dropdown menu showing "Monday 11th December"), and "Quit reason" (with a dropdown menu showing "For general health"). At the bottom, there is a checkbox for "I agree to the privacy policy." and a dark blue "Submit" button.

January Partner Pack and Comms – Coming soon

[London Tobacco Alliance - Resources, Smoking Insights & More](#)




ASK FOR PARTNERS: To share and amplify locally

New Guide – Is Vaping Healthier than Smoking

[Is Vaping Healthier than Smoking? Debunking Common Myths \(stopsmokinglondon.com\)](https://stopsmokinglondon.com)

[← Back to all guides](#)

IS VAPING HEALTHIER THAN SMOKING?
DEBUNKING COMMON MISCONCEPTIONS



The medical evidence is clear. Vaping poses a fraction of the risk of smoking traditional cigarettes and is a fantastic tool for smokers looking to quit cigarettes and tobacco products.

Despite this, there is an ongoing debate as to whether vaping is healthier than smoking cigarettes.

English

“

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