



Department
of Health &
Social Care

Stoptober 2025

Regional partner briefing
July 2025



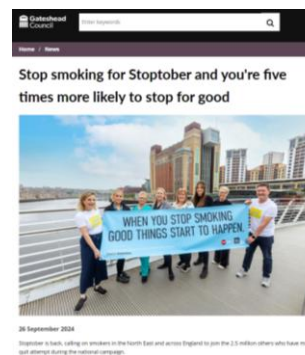
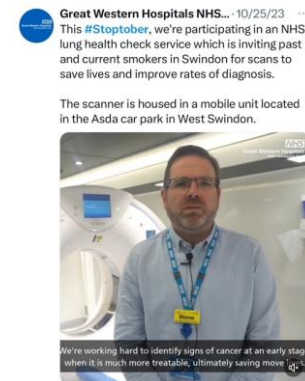
What is Stoptober?

- Stoptober was **first launched in 2012** and has so far helped **millions of smokers** to make a quit attempt.
- Stoptober takes places throughout the month of October and encourages smokers to **quit for 28 days** – based on evidence that if they can quit for this length of time, they're five times more likely to quit for good.
- We know that up to 70% of smokers want to quit smoking. Stoptober can be a great trigger for them to make a quit attempt as they see other **people "like me"** giving quitting a go.
- Stoptober takes a **positive, 'hope' led approach**, focusing on the benefits of quitting rather than the harmful impacts of tobacco, to encourage and support smokers to make a quit attempt.
- Each year, Stoptober is supported by a range of partners including **LAs, ICBs/NHS, service providers, charities and employers**. It offers a great opportunity to promote smoking cessation services, which are one of the most effective sources of support

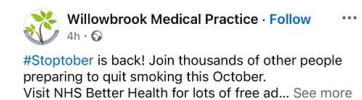


Last year's approach

- Stoptober 2024 was different to previous years as there was **no national paid media activity**.
- However, many partners still wished to undertake activity, given that Stoptober is such a well-**recognised calendar moment**.
- Stoptober therefore took a '**partner-led**' approach. We developed a campaign creative, toolkit and resources to help partners activate the campaign locally.
- Partners were actively encouraged to plan their own local activity, such as **PR, social media content, case studies and blogs**.
- Whilst signposting to the suite of **Better Health digital quit smoking support**, we are strongly encouraging partners to use Stoptober as an **opportunity to promote local stop smoking services and drive sign-ups**



#Stoptober is back!
Join thousands of other people preparing to quit smoking this October.... [See more](#)

The logo for STOP TOBER, featuring the word "STOP" in white capital letters inside a red circle, followed by the word "TOBER" in black capital letters.

Case study: East Riding of Yorkshire Council

- East Riding's participation in Stoptober 2024 aimed to promote their newly commissioned Local Stop Smoking Service (LSSS) provider, Xyla, and to focus campaign efforts on Bridlington, an area with higher smoking prevalence.
- Using the Stoptober resources available, they delivered an effective communications and engagement campaign, combining paid advertising, digital and social media activity, community outreach, and internal stakeholder engagement.
- As well as the types of activity pictured, East Riding also delivered over 30 in-person engagement events, which helped to extend reach and reinforce messaging.
- The campaign successfully met its desired outcomes. Most significantly, Xyla reported a **131% increase in referrals to the stop smoking service** compared to the previous October, demonstrating a clear and measurable positive impact of the campaign.
- Their Facebook campaign generated 1,316 clicks, and the targeted digital radio campaign in Bridlington achieved a reach of 8,617 and over 15,000 impressions.



Partner feedback from 2024

95 partners shared feedback about the campaign via our partner evaluation survey. This provided us with valuable insights which has helped shaped the campaign this year. They told us that:

- The campaign assets were clear, supportive, motivating and informative
- That focussing on quitting for 28 days in the main campaign message may seem too challenging/off-putting for some, so may be better to lead with a more general quit message and include quitting for 28 days in secondary messaging
- Almost half used Stoptober to promote local stop smoking services, with others signposting to national support such as the Better Health quit smoking website and NHS quit smoking app
- They mainly promoted Stoptober through social media, physical displays and information on websites
- Some dedicated budget to promoting Stoptober which helped increase sign-ups to local services
- Some of them found evaluating the impact of local activity challenging so more guidance would be helpful
- All said they would be likely to support Stoptober again in the future.



Approach for 2025

Following the success of our partner-led approach for Stoptober 2024, we're taking a similar approach but with a fresh new creative and suite of assets. We've recently engaged partners about what they need this year, they told us:

Partners said:

1. It would be useful to have a bigger volume of social posts to keep momentum going throughout the campaign period
2. You couldn't localise the resources because you don't have access to Adobe In-Design
3. You weren't aware of our 'always on' printed assets that could support your activity
4. It would be helpful to get the resources earlier than late-August
5. You wanted some physical resources sent to you, rather than everything being download only
6. The partner evaluation survey was a good way for you to share feedback about your activity and results.

We have:

1. Created a whole calendar of daily posts, from the 17th September to 31st October
2. Ensured that the localisable resources are editable via Canva, which many of you use
3. Outlined our 'always on' resources within the toolkit
4. Set ourselves a target to release the resources earlier
5. Aiming to provide printed poster packs to use for stalls or displays
6. We will share a Stoptober 2025 survey mid-campaign to gain feedback in real time.





Theme: Let's quit smoking together

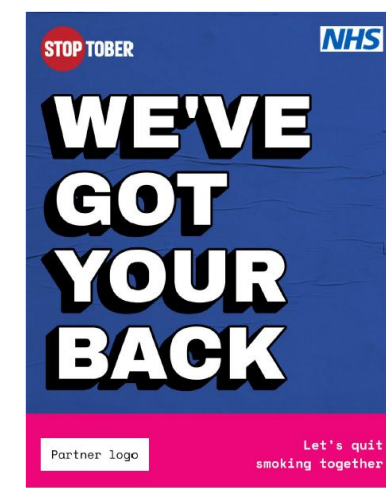
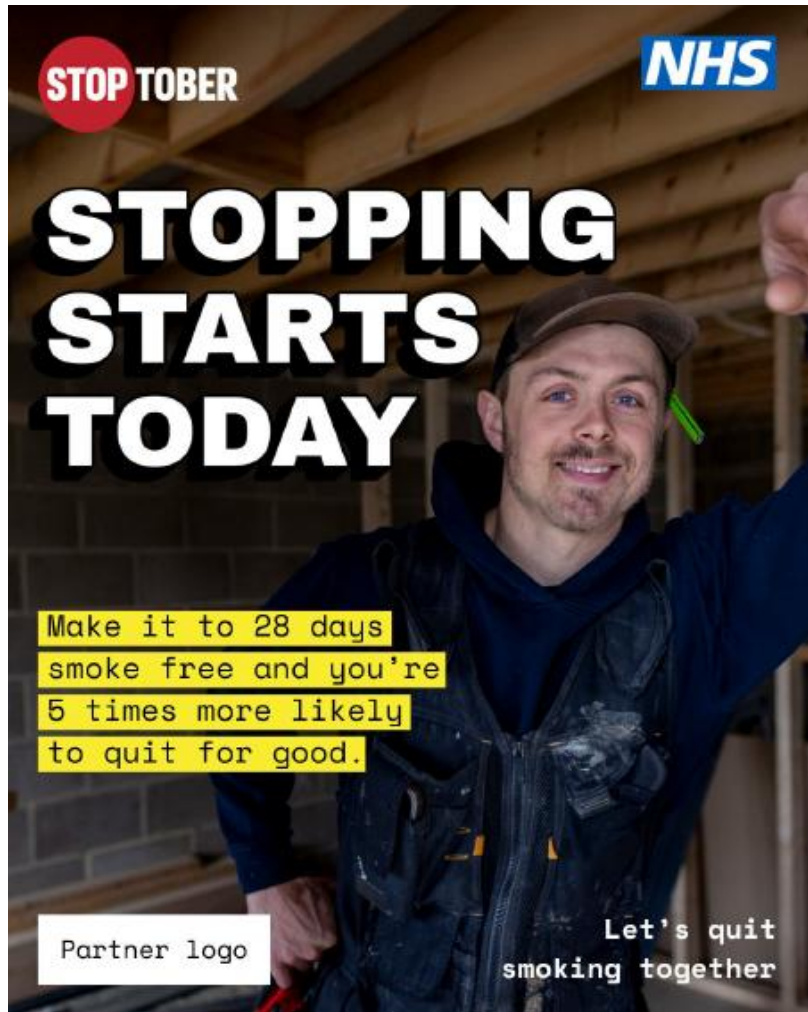
Territory: Mass participation and quitting support



Key messages

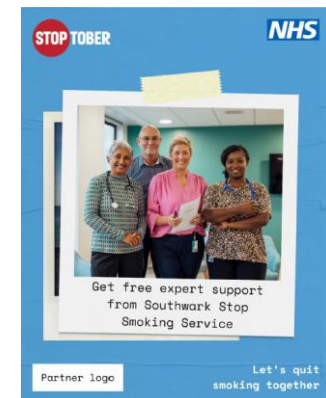
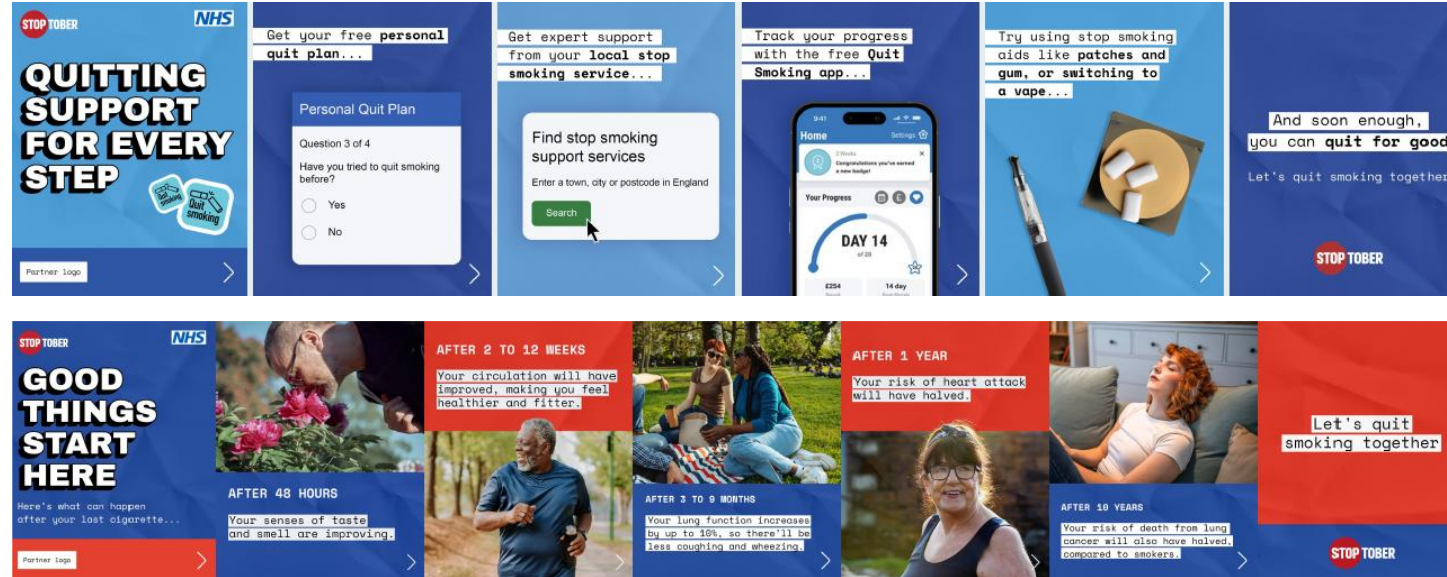
- Let's quit together this Stoptober. There's no need to go it alone - it's much easier to stop smoking when you get the right support and there are lots of options to choose from.
- Millions of people have quit smoking with Stoptober – join thousands of other smokers committing to quit this October.
- Quitting smoking is the best thing you can do for your health. When you stop there are almost immediate improvements to your health.
- Stop smoking for the 28 days of Stoptober and you're five times more likely to quit for good.
- It's never too late to quit smoking. Even if you've tried quitting before, give it another go this Stoptober.
- 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 through the National Swap to Stop scheme, along with other nicotine replacement therapies and support.
- NHS Better Health offers a range of free quitting support including the NHS Quit Smoking app, personal quit plan and a local stop smoking service look-up tool. It also offers advice on stop smoking aids including information on how vaping can help you quit smoking.

Creative



A more comprehensive suite of assets *(and editable)*

- Posters
- Digital screens
- OOH templates
- Email signature
- Social statics, animations and carousels
- Social 'quitter' assets
- Daily social content calendar
- Campaign toolkit



Freely available early August from:
<https://campaignresources.dhsc.gov.uk/>

Request editable Canva files by emailing:
partnerships@dhsc.gov.uk

How you can support

We recommend starting to promote Stoptober around **mid-September**, raising awareness that Stoptober is coming and encouraging smokers to start planning their quit attempt. Activity can then continue **throughout October** to support those quitting, but also to keep encouraging those who haven't, to give quitting a go. 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
- Undertaking PR activity with local media, preparing case studies of successful quitters
- Creating displays/sharing assets with partners in your area for use in their premises (eg digital screens, notice boards etc)
- Organising community outreach activities
- Raising awareness of the day amongst healthcare professionals

Our Stoptober campaign toolkit will guide you on how to use all the assets available, including how to request editable versions in Canva.

Evaluation

Evaluating campaigns is important to ensure future activity is as effective as possible and allows us to demonstrate the impact they have. We would really appreciate your help with this in the following ways:

Share examples of local activity

We love to see examples of local activity, whether that's a quick email explaining what you've done, photos of displays or screenshots of online activity. We're also really interested to see any metrics you have captured, such as website visits or social media reach/interaction.

Monitor stop smoking service data

If you're using Stoptober as an opportunity to promote local stop smoking services, it would be great to see any change in the number of smokers accessing them – eg an uptick in sign-ups during the month of October compared to prior months.

Complete our evaluation survey

Towards the end of October, we will get in touch with a short online survey. This is your opportunity to share feedback on the assets and resources we've provided, along with details of your local activity. We will also ask about future campaigns to identify areas where we can make improvements.

Request trackable links

If you are signposting people to the Better Health website from your online communications, we are able to provide unique links which enable you track the user journey and help with your evaluation.



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Thank you.

We'll be in touch when resources are live
on the Campaign Resource Centre.

Questions:

partnerships@dhsc.gov.uk

