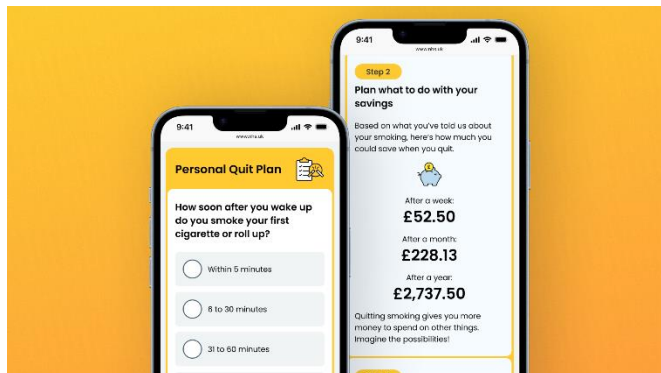




Office for Health
Improvement
& Disparities

Updated Personal Quit Plan (PQP) now live!



The updated version of the Personal Quit Plan (PQP), available as part of the Better Health/Quit Smoking website is now live.

<https://www.nhs.uk/better-health/quit-smoking/ready-to-quit-smoking/personal-quit-plan/>

In the upcoming Q4 smoking cessation campaign, PQP will play an important role in driving high-quality quit attempts that help people stop smoking for good. The updated PQP will provide smokers with personalised tips and tools to recognise their triggers and manage their cravings. PQP offers options for support methods and the best stop-smoking aids, going beyond relying on willpower alone.

Changes made in this version include:

- An engaging design that makes use of colour, images, and illustrations/iconography
- Addition of a cost calculator based on the number of cigarettes or roll-ups smoked
- Option to set a quit date
- Calendar reminders for the quit date
- Option to subscribe to a new, more personalised email programme to support the quit attempt