ENCOURAGING SMOKERS TO QUIT WITH THE 'EXSMOKER' CAMPAIGN – INFORMATION FOR PARTNERS ACROSS GREATER MANCHESTER

The 'exsmoker' campaign

From Wednesday 13 March (National No Smoking Day) Greater Manchester Health and Social Care Partnership will be running a mass media campaign to encourage smokers across Greater Manchester to quit.

The 'exsmoker' campaign features real stories from former smokers from across the city region. We want to reach all smokers but this campaign is primarily targeted at those aged between 18 and 45. With the strong and simple brand of YOU CAN STOP SMOKING, the campaign encourages smokers from all walks of life to 'discover what you can be when you quit smoking'. Many smokers see being a smoker as part of their identity. This campaign encourages them to imagine a future where they identify as an exsmoker instead.



'Exsmoker' is part of the Making Smoking History programme, which aims to reduce the percentage of people in Greater Manchester who smoke by a third by 2021, saving thousands of lives and millions of pounds.

The campaign will run on mass media until late April and will then form part of our 'always on' messaging to encourage quit attempts. Campaign activity includes:

- TV, radio, digital and 'out-of-home' advertising featuring former smokers from across Greater Manchester (GM). A mix of voices from across the GM boroughs means that different experiences of smoking and quitting are shared and bolsters smokers' belief that they too can quit.
- Links to the new GM Health Hub website and the Greater Manchester NHS Stop Smoking Helpline for information, advice and support (the website and helpline both provide information on local stop smoking services, pharmacies and GPs).
- PR activities to further share the stories featured in the campaign and to highlight the fact that every week over 400 people across Greater Manchester successfully stop smoking.
- Partners' activities to share the campaign messages and promote the free help and support available to smokers who want to quit.

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Tools to help smokers quit

No matter how smokers are planning to quit, there are lots of tools available to help make their quit attempt successful. The campaign links to the gmhealthhub.org website and the Greater Manchester Stop Smoking Helpline (0300 123 1044). These can link smokers to:

- Local face-to-face support and advice through specialist stop smoking services, pharmacies and their GP.
- Stop smoking aids such as nicotine replacement therapies (such as patches and gum), e-cigarettes and prescription stop-smoking medication and information on how to use these.
- Ongoing expert advice and support via the Stop Smoking Helpline, with a trained adviser offering regular calls for up to twelve weeks.
- Apps and digital support to help smokers quit and stay smokefree.

The 'exsmoker' campaign and you

Partnership working is vital as we strive to Make Smoking History in Greater Manchester. We're inviting you to work alongside Greater Manchester Health & Social Care Partnership throughout the 'exsmoker' campaign to encourage smokers across Greater Manchester to quit and to support them in their quit attempts.

Activity by organisations and individuals can really help us make this campaign a success. You could:

- Share posts on social media, using the hashtags #exsmoker and #YouCanGM
- Put up posters and distribute flyers
- Plan articles and campaign adverts in newsletters and publications
- Add digital banners to your website and/or intranet
- Include the campaign on screens in public spaces and waiting rooms
- Run a stand in your local area with campaign materials encouraging people to quit

Resources available include:

- 30' and 60' TV adverts featuring six exsmokers' stories which can also be shared on social media or screened publicly
- Short (90'-120') videos featuring individual stories from exsmokers, suitable for social media or public screening
- High quality audio advert, cleared for radio broadcast
- Impactful quote alongside 'exsmoker' identity and high quality image for each of our 12 case studies
- Printed A4 posters and A5 flyers
- Digital resources including social media artwork, email footers, web banner, screen saver and GIFs
- Suggested text for newsletters, internal communications and social media posts

To obtain campaign resources, download from: https://www.dropbox.com/sh/2o625ayakeimnqq/AAAr_oSo4Egz__K4r6RT-Miqa?dl=0 or email gmhscp.makingsmokinghistory@nhs.net

Key messages and tone of voice

- More than 400 people a week successfully stop smoking in Greater Manchester
- Greater Manchester is marking national No Smoking Day by launching an inspiring new stop smoking campaign, celebrating the achievements of real people across the city region in becoming exsmokers
- No matter what your situation, you can stop smoking
- Stopping smoking can be hard. But there are many ways you can successfully quit, even if you've tried and failed before.
- The right advice, support and motivation can help you to quit and stay quit. Visit GMHealthHub.org or call the GM Stop Smoking Helpline, 0300 123 1044.
- Together we can Make Smoking History in Greater Manchester.

Our tone of voice is empathetic and non-patronising, clearly anti-smoking but supportive of smokers, most of whom became hooked when they were young and did not fully understand the addiction or health risks. The campaign is positive and celebrates the fact that more and more people across Greater Manchester are becoming exsmokers whilst also highlighting the serious harms caused by tobacco.

The voices of the campaign

The exsmoker campaign features twelve former smokers from across Greater Manchester:



Andrew, Rochdale: When Andrew started having breathing difficulties he suspected there was a carbon monoxide leak on his boat. Instead he was diagnosed with asthma and COPD linked to smoking. He quit with support from his local stop smoking service, using a nicotine replacement spray to deal with cravings.



Charlotte, Manchester: With a stressful life as a single mother, Charlotte saw having a cigarette as 'me time'. But she realised that the money she was spending on smoking could be better spent elsewhere. She now helps others to quit in her job as a smoking cessation nurse and gets her 'me time' by having long bubble baths!

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Charlotte & Harry, Bury: Charlotte & Harry quit together as they prepared to welcome their daughter Evelyn to the world. By quitting together they could support each other as they adjusted to a smokefree life. They are thankful for the support they had to quit through their local specialist stop smoking service.



Chris, Bolton: Chris started smoking because he wanted to be cool but as he got older he realised that leaving social gatherings to stand outside and have a cigarette wasn't cool, it was just cold! He says that since quitting he feels healthier and likes the fact that he no longer smells of stale smoke.



David, Oldham: Eighteen years later, the heart attack that David suffered at the age of just 53 still impacts his health, limiting what he can do. But he says that if he hadn't quit smoking then he doesn't think he would be around now to spend time with his grandchildren.



Gary, Wigan: Café owner Gary was bluntly told by a doctor that he may have lung disease and that smoking would 'kill him one way or the other'. He left the surgery feeling angry but then decided he needed to quit. He just wishes his dad was still around to see that he's stopped smoking as he had always told him to quit.



Jacub, Stockport: Jacub started smoking at school and by the time he was 21 he'd been smoking for nine years. As well as quitting smoking, he also made wider changes to his life, exercising more and eating more healthily. He talks about the impact smoking had on his finances, saying that sometimes he would prioritise buying cigarettes over buying food.



Leigh, Trafford: Shortly after Leigh changed her life by stopping smoking and taking up running she got the shocking diagnosis of lung cancer. Thankfully it was caught early and after surgery Leigh is cancer-free. She is now training for her first marathon and paid for a trip to New York with the money she saved by stopping smoking.



Lisa, Salford: Everyone around Lisa smoked when she was growing up and it seemed natural for her to also take it up. She enjoyed smoking and used to say 'if it kills me, it kills me'. That all changed when she underwent surgery for a suspicious lump in her throat. As she says, "Being told it could be cancer changes everything."

Scarlett, Salford: Scarlett was a social smoker, but with a job as a female drag queen she was out (and therefore smoking) every night. She started to notice an impact on her singing. After several attempts, she finally quit with the help of friends and has a message for other smokers: if you fail first time keep trying, you can stop smoking.



Stewart, Tameside: Stewart was an unapologetic and heavy smoker, smoking up to 60 roll-ups a day. Then one night he just decided not to buy any more tobacco. He says that quitting was 'hell' but got better after the first week and that he only stopped smoking because he owned the decision to quit and did it for himself.

What are the key benefits of supporting the campaign?

Promoting the 'exsmoker' campaign can:

- Encourage your service users to consider stopping smoking
- Offer an opportunity to start a conversation about quitting and to refer to support in your area
- Make you a part of a high profile Greater Manchester-wide campaign which is part of how we are doing things differently due to healthcare devolution.

Thank you for your support. If you have any queries or to order additional campaign materials email gmhscp.makingsmokinghistory@nhs.net

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