

**Social media toolkit**

This document provides information and materials to raise awareness of the effects of secondhand smoke, the availability of local stop smoking support services in Lancashire and encourage smokers to quit smoking.

The campaign aims to provide clear, consistent and accurate messaging to build awareness around the associated health benefits of smokefree environments and quitting, and to signpost to the range of accessible support services.

The following information is contained below:

* Campaign overview
* Key messages
* Suggested social media posts

To request additional resources, including posters which can be made available on request, or if you have any questions or queries about the content of this toolkit, please contact [quitsquad.comms@lscft.nhs.uk](mailto:quitsquad.comms@lscft.nhs.uk)

**Please note, the information and resources in this toolkit apply to** **the area of Lancashire and to the Quit Squad community stop smoking service only.**

**The existence of this smoking cessation service does not apply to residents in Cumbria, Blackpool or Blackburn with Darwen due to the different commissioning arrangements.**

For further information on the provision of stop smoking support services in Cumbria, Blackpool and Blackburn with Darwen, please see further information below:

Residents of Cumbria can access stop smoking support from Smoke Free Cumbria by visiting: <https://legacy.westmorlandandfurness.gov.uk/healthandwellbeing/stopsmoking.asp>

Residents of Blackpool can access local stop smoking support from Smokefree Blackpool by contacting a free helpline number on 0808 1964324 or by visiting: <https://www.bfwh.nhs.uk/our-services/stop-smoking-service/>

Residents of Blackburn with Darwen can access local stop smoking support from re:fresh by visiting: <https://refreshbwd.com/stay-healthy/quit-smoking/>

**KEY MESSAGES**

**Overarching core messages**

* In Lancashire, Quit Squad is a dedicated smoking cessation service who provide specialist advice and support.
* The Quit Squad stop smoking service has specially trained advisors who are friendly, approachable and will not judge you.
* They provide 12 weeks of support and advice to help people to stop smoking including information on coping with triggers, habits, stress and weight gain.
* There are a variety of different products available on prescription to aid quitting. Treatments are free if you do not pay for prescriptions.
* Local residents can access the service directly by using the Freephone number 0800 328 6297 (Office hours 9:00am – 5:00pm, Mon - Fri ), registering at **https://bit.ly/3PdSxND** or accessing 24/7stop smoking support via the My Quit Route app.
* Referrals from GP practices, practice nurses, other health professionals and hospitals are also accepted. Forms are available on request.
* Pregnant women can access 24/7 stop smoking support to quit during pregnancy by downloading the Quit for Us app.
* Make a #SmokeFreePromise at **https://bit.ly/45xGT60** to keep your home, car, school, sports sidelines, workplace and other spaces smokefree.
* There is a lot of support available to help you to stop smoking and getting the right support can boost your chances of success by up to 3 times.
* There has never been a more important time to quit.

**Specific messages to support improved health**

* Quit smoking medications can double your chances of quitting for good.
* 20 minutes after quitting, your pulse rate returns to normal and your heart works less hard.
* After 48 hours, your lungs are clearing of mucus and you can smell and taste better.
* After 72 hours, your breathing becomes easier and you feel more energetic
* If you can stop smoking for 28-days, you are 5 times more likely to stay smoke free for good.
* After 3 – 9 months, your lungs are working 10% better and you are coughing less.
* After 1 year, your risk of a heart attack halves and research shows you’re likely to feel happier.
* 10 years, the risk of lung cancer falls to half that of a smoker
* 15 years, risk of heart attack falls to the same as someone who has never smoked.
* Evidence shows that once people have got past the short-term withdrawal stage of quitting, they have reduced anxiety, depression and stress and increased positive mood compared with people who continue to smoke
* For symptoms of anxiety and depression, stopping smoking is as effective as taking antidepressants. Just 6 weeks after quitting, people start feeling happier as well as healthier

**Specific messages to support SmokeFree environments**

* 80% of secondhand smoke is invisible and odourless, and it contains more than 4000 chemicals.
* Secondhand smoke increases the risk of
  + Lung cancer and heart disease in adults
  + Cot death, meningitis, cancer, bronchitis and pneumonia in children
  + Reduced growth in babies and premature births in pregnant women
* Children who live in the home of smoker are more likely to smoke themselves as an adult.
* The less children are exposed to smoking, the more they will not see smoking as normal behaviour.

**SOCIAL MEDIA POSTS AND ARTWORK**

Below are some examples of suggested social media posts for Facebook, Twitter and Instagram that should be used when communicating with audiences about the campaign.

Please use the copies below for promotion via social media channels alongside the accompanying artwork (see links below)

**My Quit Route**

<https://drive.google.com/drive/folders/1IxcY6nfPca-ybWchzik0DhHEP-wfUQ3q?usp=sharing>

**Now is the Time to Quit**

<https://drive.google.com/drive/folders/1tpFxxp7HaoFTpwLtURjvEF0CinRCVIgV?usp=drive_link>

**SmokeFree Lancashire**

<https://drive.google.com/drive/folders/1DJg2LdIcqIhQ8aHWN9H5enge-Cn5IyBn?usp=sharing>

**For use on Facebook, Twitter and Instagram:**

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| **Suggested posts** |
| **📢 I/We is/are proud to support the @lancsquitsquad #SmokeFreeLancashire campaign and promise to keep our {Insert location} SmokeFree.**  **✍️Make your #SmokeFreePromise too**  [**https://bit.ly/45xGT60**](https://bit.ly/45xGT60) |
| **Whenever you light up a cigarette, #secondhandsmoke is produced🚬**  **Did you know that it contains more than 4⃣0⃣0⃣0⃣chemicals?**  **Protect yourself, others and pets. Make a #SmokeFreePromise and keep spaces smokefree ➡️** [**https://bit.ly/45xGT60**](https://bit.ly/45xGT60)  **Quit now➡️** [**https://bit.ly/3PdSxND**](https://bit.ly/3PdSxND) |
| **We know that children copy behaviour. A child is two-thirds more likely to start smoking if they have a parent who smokes. 👪**  **Be a positive role model. Don't smoke at sports matches⚽️🏉🎾**  **Make your promise➡️** [**https://bit.ly/45xGT60**](https://bit.ly/45xGT60)  **Quit smoking➡️** [**https://bit.ly/3PdSxND**](https://bit.ly/3PdSxND) |
| **🚬When children witness adults lighting up in everyday settings such as the school gates, they see smoking as a normal lifestyle choice.**  **🚭Let's change this.**  **Make your #SmokeFreePromise➡️** [**https://bit.ly/45xGT60**](https://bit.ly/45xGT60)  **Quit with @LancsQuitSquad➡️** [**https://bit.ly/3PdSxND**](https://bit.ly/3PdSxND) |
| **🤸Looking to improve the health of your employees?**  **Why not make a promise to make your workplace #SmokeFree?** [**https://bit.ly/45xGT60**](https://bit.ly/45xGT60)  **Boost staff's chances of quitting by up to 3⃣ times with support from @LancsQuitSquad:** [**https://bit.ly/3PdSxND**](https://bit.ly/3PdSxND) |
| **🤔Children and young people are highly influenced by what they see and the “important” people in their lives.**  **Help ensure they don't take up smoking. Promise to keep homes and cars #SmokeFree➡️** [**https://bit.ly/45xGT60**](https://bit.ly/45xGT60)  **Quit with @LancsQuitSquad➡️** [**https://bit.ly/3PdSxND**](https://bit.ly/3PdSxND) |
| **📲 The My Quit Route app offers expert guidance and help to quit smoking that can be accessed 24/7, whenever it's needed.**  **Download now at ⬇️**  [**www.myquitroute.com**](http://www.myquitroute.com) |

**REFERENCES**

Mental health benefits of stopping smoking: DHSC Monitoring Evaluation Data, 2021