

# #NoSmokingMonth

*Make March Your Month to Quit*

Communications Toolkit

March 2023



## Purpose

This document provides an overview of the No Smoking Month campaign for March 2023. An aid to help Trusts, GP practices and pharmacies, Councils, and Community Champions (Healthy Living Alliance) and those managing relevant social media accounts to lead on their own locally led campaigns to engage with smokers.

### **The purpose of the month is to:**

- Raise awareness and highlight the health implications of smoking tobacco for both smokers and those who regularly spend time with smokers, such as family and friends.
- Encourage smokers to take that first step towards quitting smoking.
- Highlight the many benefits associated with giving up smoking.
- Profile the people positively impacted by giving up smoking and the specialists who make the journey to abstinence successful.



## No Smoking Month Themes

We have created a handy set of themes and ways to use them to help you plan your activity throughout the month of March.

You can use the themes most important to you, your work, and your local audiences. The important thing is to keep the momentum going across the month of March to reach as many people as possible with your No Smoking messages.

1. **Services Available** – what they are, what they do, how to access them.



2. **Meet The...** - showcasing the people behind the services, both staff and clients.



3. **General Health** – highlighting the health benefits of quitting.



4. **Finances** – detailing the savings to a smoker's pocket when they quit.



5. **Pregnancy** – promoting the importance of a smoke free pregnancy.



6. **Mental Wellbeing** – educating people on how smoking plays a big part in anxiety and depression.



7. **Smoke Free Places** – encouraging smokers to be considerate of smoking in particular locations.



## Weeks 1 & 2: Suggested Social Media Messages (1-12 March)


Themes: 'Services Available' and 'Meet The...Specialists'

Suggested Text	Suggested Media*
<i>This #NoSmokingMonth, meet some of the #StopSmoking specialists offering free support throughout Northern Ireland to people wishing to kick their nicotine habit: <a href="https://youtu.be/p9QFOia0Zss">https://youtu.be/p9QFOia0Zss</a></i>	<a href="https://youtu.be/p9QFOia0Zss">https://youtu.be/p9QFOia0Zss</a>
<i>This March, <b>[Insert Your Organisation Name]</b> is supporting #NoSmokingMonth. If you're interested in quitting smoking, there is free help and support available to help you along the way: <a href="https://vimeo.com/513440577">https://vimeo.com/513440577</a></i>	<a href="https://vimeo.com/513440577">https://vimeo.com/513440577</a>
<i>Needing help and support to quit smoking this #NoSmokingMonth? Free help is available across Northern Ireland to anyone wanting to start their #StopSmoking journey: <a href="https://www.stopsmokingni.info/">https://www.stopsmokingni.info/</a></i>	
<i>Did you know that your local #StopSmoking Service can be easily accessed through your Hospital/GP or Pharmacist? Matched with an expert adviser, this free service will increase your chances of kicking your smoking habit for good: <a href="https://www.stopsmokingni.info/">https://www.stopsmokingni.info/</a></i>	
<i>Last year, 8,039 people in Northern Ireland set a quit date through a local stop smoking service. Why not challenge yourself this March to #stopsmoking.</i>	
<i>Last year, 4,668 people in Northern Ireland reported that they had successfully quit smoking after four weeks.</i>	
<i>Across NI, Nicotine Replacement Therapy (NRT) is the most popular therapeutic intervention for those looking to quit smoking. Speak to your local #StopSmoking Service today to see if this option is right for you.</i>	

\* Please see the [Campaign Assets Library](#) to download the ready-to-use social media images/videos to accompany the posts. Alternatively, create something bespoke to your own social media channels.

## Week 3: Suggested Social Media Messages (13-19 March)

Themes: 'General Health' and 'Finances'






Suggested Text	Suggested Media
<p><i>Your heart rate rises within one minute of starting to smoke. It could rise by as much as 30% within the first 10 minutes of smoking.</i></p> <p><i>You're at an increased risk of developing cardiovascular disease even with light smoking. Make March your Month to Quit #StopSmokingNI</i></p>	
<p><i>Lung cancer was almost unheard of before the smoking of manufactured cigarettes became popular.</i></p> <p><i>There are approximately 800 lung cancer deaths in Northern Ireland each year. Of these, approximately 700 are caused by smoking. Make March your month to #StopSmoking.</i></p>	
<p><i>Looking to buy a home in the next five years? Give yourself an instant pay rise and speed up the process. Did you know that the average person saves almost £323 per month when they #stopsmoking: <a href="http://www.stopsmokingni.info/why-quit/save-money">www.stopsmokingni.info/why-quit/save-money</a></i></p>	
<p><i>Looking to retire in the next 5 years? How would an extra £20,000 in the bank feel on top of a healthier body? On average, when someone decides to #stopsmoking they save themselves around £3,900 per year. Find out more at: <a href="http://www.stopsmokingni.info/why-quit/save-money">www.stopsmokingni.info/why-quit/save-money</a></i></p>	
<p><i>Smoking is an expensive habit in more ways than you might think. In Northern Ireland, the health service spends over £164million on treating tobacco related illnesses each year. Learn more about #StopSmoking at <a href="http://www.stopsmokingni.info/success-stories">www.stopsmokingni.info/success-stories</a></i></p>	

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## Week 4: Suggested Social Media Messages (20-26 March)




Themes: 'Pregnancy' and 'Mental Health'

Suggested Text	Suggested Media
<i>Across NI, trained #StopSmoking specialists are at hand to help you #StopSmoking. This #NoSmokingMonth, connect with an expert and begin your journey to being smoke free. <a href="https://youtu.be/p9QFOia0Zss">https://youtu.be/p9QFOia0Zss</a></i>	<a href="https://youtu.be/p9QFOia0Zss">https://youtu.be/p9QFOia0Zss</a>
<i>Looking to start a family? Did you know that smoking can reduce fertility in both men and women but thankfully the effects of smoking on fertility are reversible. Forward plan this #NoSmokingMonth and quit.</i>	
<i>A difficult subject to talk about in any household, smoking or being near second-hand smoke during pregnancy increases the chances of sudden infant death syndrome (SIDS). Have the #StopSmoking conversation this #NoSmokingMonth</i>	
<i>Feeling anxious, depressed, or stressed? Did you know it might be because of your smoking habits? Studies show that when people #stopsmoking, their quality of life and positive mood improves.</i>	
<i>Quitting smoking this #NoSmokingMonth doesn't have to be stressful. Find out more ways to stay mentally fit during your #StopSmoking March: <a href="http://www.mindingyourhead.info">www.mindingyourhead.info</a></i>	
<i>It's a common misbelief that smoking helps you relax. In fact, it increases anxiety as it interferes with chemicals in the brain. This #NoSmokingMonth speak to a #StopSmoking specialist &amp; find out how you can take back control over your mental wellbeing: <a href="https://www.stopsmokingni.info/">https://www.stopsmokingni.info/</a></i>	

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## Week 5: Suggested Social Media Messages (27-31 March)

Themes: 'Meet the...Previous Quitters' & 'Smoke Free Spaces'

Suggested Text	Suggested Media
<i>Congrats to anyone who started their #StopSmoking journey this #NoSmokingMonth. The first month is always the hardest, so find out more about how to handle it: <a href="https://www.stopsmokingni.info/when-you-quit/relapse-and-start-again">https://www.stopsmokingni.info/when-you-quit/relapse-and-start-again</a></i>	
<i>Make any month in 2023 your personal #NoSmokingMonth. With free and confidential help at hand, anywhere in NI, now is the time to make the decision to become #SmokeFree: <a href="https://youtu.be/p9QFOia0Zss">https://youtu.be/p9QFOia0Zss</a></i>	<a href="https://youtu.be/p9QFOia0Zss">https://youtu.be/p9QFOia0Zss</a>
<i>If you think you can't #StopSmoking, just remember that thousands of people in NI were once in the same place as you. People like Lorna who quit after 25 years: <a href="https://www.stopsmokingni.info/success-stories/lornas-story">https://www.stopsmokingni.info/success-stories/lornas-story</a></i>	<a href="https://www.stopsmokingni.info/success-stories/lornas-story">https://www.stopsmokingni.info/success-stories/lornas-story</a>
<i>Joy stopped smoking with support from her free #StopSmoking service. Since then, she lost two stone and bought her first car with the money from quitting. Hear her story: <a href="https://www.stopsmokingni.info/success-stories/joys-story">https://www.stopsmokingni.info/success-stories/joys-story</a></i>	<a href="https://www.stopsmokingni.info/success-stories/joys-story">https://www.stopsmokingni.info/success-stories/joys-story</a>
<i>We all have a role to play in ensuring vulnerable people aren't victims of second-hand smoke. This #NoSmokingMonth, we're encouraging people visiting hospitals to #StopSmoking on hospital grounds.</i>	
<i>A new-born's first breath of fresh air when leaving the hospital shouldn't be filled with 7,000 harmful chemicals. This #NoSmokingMonth, we're encouraging anyone visiting a hospital to #StopSmoking on the grounds.</i>	

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# Campaign Assets Library

[Click Here](#) to find everything you need to help with your No Smoking Month promotional activity.

## Stop Smoking Logo

[Click Here](#) to download the Stop Smoking Logo to use on any posters or social media graphics that you plan to create for No Smoking Month 2023.

## Press & Media

We will be issuing an official media release to press in advance of No Smoking Month. You will be included in the distribution list at that time and are encouraged to share the release on your website, internal channels and on social media.

## Email Signature

[Click Here](#) to download your Stop Smoking Month email signature.

## Video Content

We have created an official No Smoking Month video for 2023, which showcases the people working behind the Stop Smoking Services.

In addition, there is a bank of video content from previous years that can be used throughout the month to help grow awareness and educate people on the benefits of quitting smoking.

- [Click to Access](#) the 2023 No Smoking Month video.
- [Click to Access](#) previous #StopSmoking case study videos.

## Social Media Graphics

[Click Here](#) to download the themed social media graphics.

To help monitor the effectiveness of the campaign please use one or more of the following official hashtags when posting:

**#NoSmokingMonth**  
**#StopSmoking**  
**#StopSmokingNI**

## One Stop Shop Webpage

[Click Here](#) to visit the Stop Smoking website where you will find information on quitting, benefits, ways to quit and success stories.



