



December 2014  
Issue 12

# Newsletter

## Special Campaign Issue:

January: New Year Health Harms Campaign

February: Smokefree Homes and Cars Campaign

Be There for Tomorrow Regional Campaign (second phase)

March: No Smoking Day

Devon Stoptober Results

This newsletter is a Special Campaign Issue, giving details of the smoking cessation campaigns coming up in the next few months. If you would like to receive regular copies of this tobacco control update, please contact me at the email address below.

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## January—New Year Health Harms National Campaign

*The New Year sees a re-run of previously successful campaigns*

**Timing:** Launches 29<sup>th</sup> December and runs until the end of January.

**Media used:** TV, social media, quit cards and quit kits, texts and phone apps.

**Theme:** It will feature a new piece of creative, 'Rotten Roll-up', appearing on digital and traditional billboards, as well as an online video, which we hope you will share widely. The creative dramatises the damage caused by smoking to every part of your body and dispels the myth that hand-rolled tobacco is less dangerous than manufactured cigarettes. The campaign will also feature re-runs of 'Mutations' (2013) and 'Toxic Cycle' (2014) on TV and traditional billboards.

**Support:** Quit cards, quit kits, smokefree app and texting and posters. Pharmacy Multiples (ASDA, Boots, Lloyds, Sainsbury's, Tesco, Rowlands, Co-op, Superdrug, All About Health) will be receiving Smokefree resource toolkits direct from the Public Health marketing team. They also be sending orders direct to 34 small chain pharmacies.

Public Health in Devon will help support this campaign by making available leaflets listing all local stop smoking providers in the county. The website is not quite ready but <http://resources.smokefree.nhs.uk/news/campaigns> will take you to the link.



## February - Smokefree Homes and Cars National Campaign

*Laws governing smoking in privately-owned vehicles to change in 2015*

**Timing:** starts in early February 2015

**Media Used:** TV, radio, online and social media

**Theme:** to raise awareness of the dangers of second-hand smoke to children and drive motivation to quit smoking as the most effective way to keep your home and car smokefree.



The law governing smoking in a privately-owned vehicle when someone under the age of 18 is present will change in 2015 and this campaign will encourage voluntary adoption before legislation comes into effect.

The website is not quite ready, but stay informed with the most up to date news from Smokefree by visiting:

<http://resources.smokefree.nhs.uk/news/campaigns>

## February 2015—Be There Tomorrow Regional Campaign

**Timing:** starts early February 2015

**Media used:** the campaign will feature a 30 second TV advert and radio advert and will be accompanied by outdoor billboards, some of which will be localised for each local authority area. A microsite will direct people to their local Stop Smoking Service.

**Theme:** focuses on the emotional consequences of smoking. The message is '1 in 2 smokers will lose their life prematurely to smoking' and could therefore miss out on key moments in life with loved ones. More information will be available in January.



Visit [www.betheretomorrow.co.uk](http://www.betheretomorrow.co.uk) for more information

# 11th March 2015

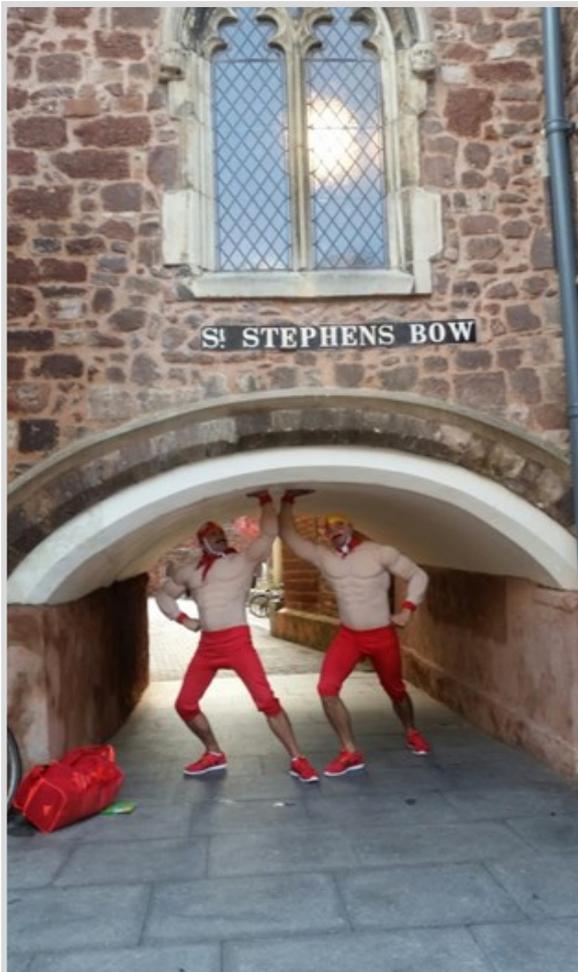
## No Smoking Day

**Media Used:** website, other resources tbc.

**Theme:** the 2015 theme is **PROUD TO BE A QUITTER**. This year, the campaign presents quitting as something to be proud of, and 'Quitters' as people to be admired. Smokers each have their own reasons for wanting to quit so real ex-smokers, like Ria, are showcased, each with their key motivation for quitting.

You can visit the website now [www.nosmokingday.org.uk](http://www.nosmokingday.org.uk) to get a campaign pack. In 2014, the Smokefree Devon Alliance won 1<sup>st</sup> prize in the Best Community/Local Partnership category for our work with partners. This year we could try one of the other categories – Best Photo perhaps?

The No Smoking Day website and shop has everything you need to make your 2015 No Smoking Day the most successful one yet.



## Great Success from Devon's Stoptober Campaign!

Public Health Partnerships Team would like to say a massive thank you to you for helping to make Stoptober 2014 such a huge success.

Over 250,000 smokers across England and Wales stubbed out their cigarettes this Stoptober, making them 5 times more likely to stop smoking for good. Devon had a fantastic response with 2,744 sign-ups.

Well done everyone on promoting Stoptober!

