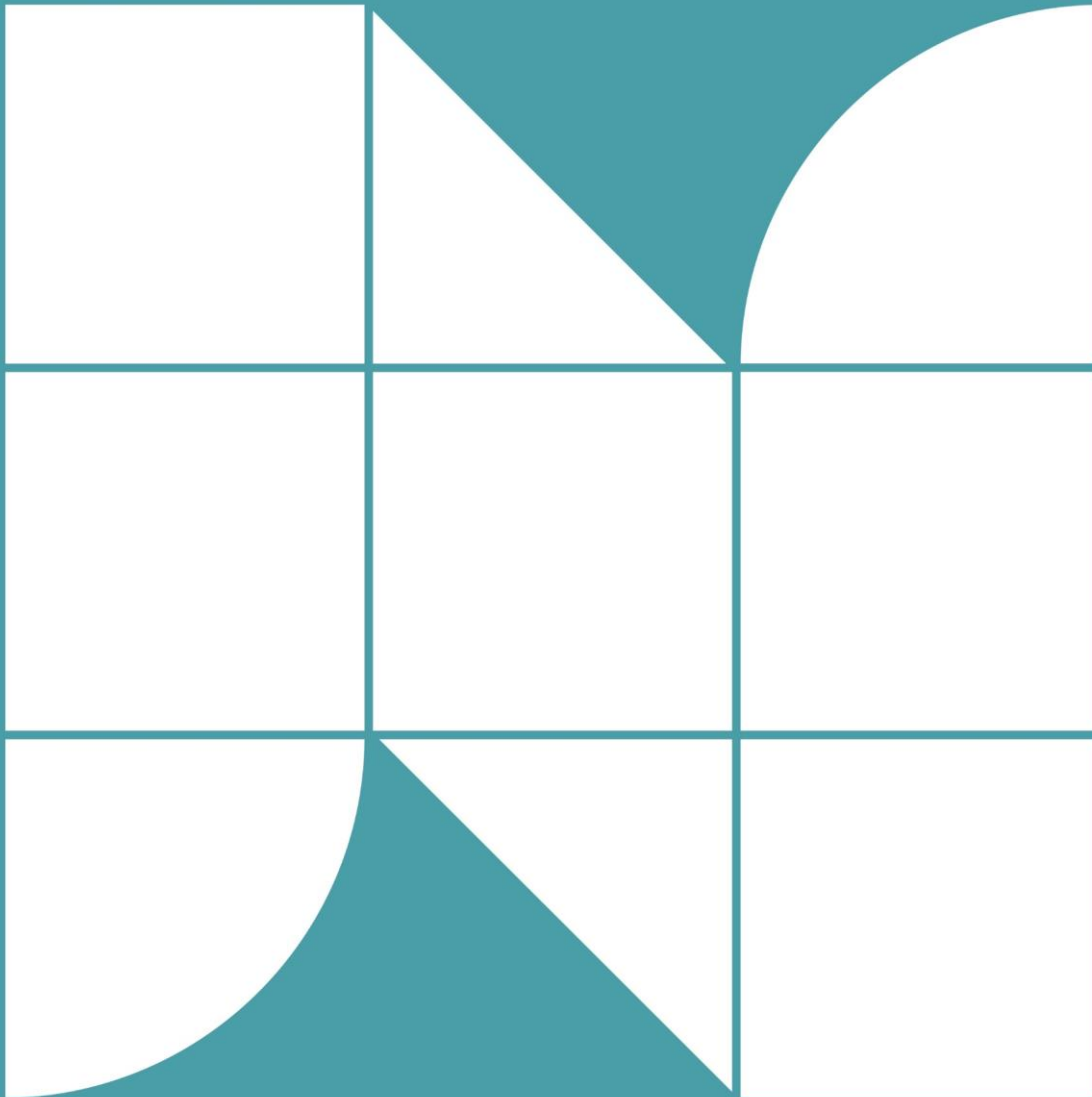




Nottingham &
Nottinghamshire
Smoking & Tobacco
Alliance

Theme 1: Helping Vulnerable Groups to Quit Smoking Marketing and Communications Toolkit



Introduction

The Alliance has a clear, shared ambition to see smoking amongst adults reduced to 5% or lower by 2035 across Nottinghamshire and Nottingham City. Further to this, we want to make the harms of smoking a thing of the past for our next generation such that all of those born in 2022 are still non-smokers by their 18th birthday in 2040.

With the smoking rates in Nottingham and parts of Nottinghamshire still above the national average, the need to help vulnerable groups to quit smoking is as great as ever. Current smoking prevalence is at 21.2% in the city and the average prevalence of 12.6% in the county masks significant variations at a local level, with the rates ranging from 21.4% in Mansfield down to just 4% in Rushcliffe.

Communications campaigns can be highly effective behaviour change interventions and a useful tool to inform and communicate tobacco control messages. As part of a Clear Review, we as an Alliance, recognise that effective communication is an area for improvement with both the city and county scoring low for communication and denormalization. We also recognize that whilst we link well with national campaigns we need more regional and local mass media campaigns.

This communication toolkit aims to help Alliance members create consistent evidence-based messaging relating to tobacco control. A consistent tone of voice between partners will help to reduce confusion and the spread of misinformation around newer treatments such as E-cigarettes. It will also empower partners to openly discuss tobacco-related topics and create a wider reach of public health messages.

This tool kit is for general messaging and can be used for any Public-facing platforms and channels such as social media, websites, and newsletters. This can also be used as a tool to improve confidence and capability of having smoking-related conversations. This makes it accessible to a wide range of partners and should be used to support Nottingham and Nottinghamshire's Tobacco Control Alliance's visions.

IF we have unified messaging and a consistent tone of voice

THEN we can begin to dispel misinformation and raise awareness of the harms of smoking

BECAUSE we all want to see smoking amongst adults reduced by 5% or lower by 2035 and make sure that all of those born in 2022 are still non-smokers by their 18th birthday in 2040

THE AIM

- Unified messaging across all partners
- Dispel rumour and misinformation – particularly around vaping.
- Raise awareness around the effects of smoking on physical health/finance/mental health.
- Advertise local stop smoking services within Thrive Nottingham and Your Health Notts.

THE ASK

- Use this toolkit as a basis for Tobacco control messaging within your organisation.
- Use this guide as a first port of call when enquiring about the Alliance's stance on general TC topics.
- Adhere to the guidelines to create a non-judgemental tone of voice.
- Make sure to put out meaningful messaging in order to not flood/over saturate media pages.
- Ask WHY and WHAT your intention is before posting.
- Also consider who will be reading it and if they are your intended audience.
- Using the same tone of voice to create a consistent tone of voice across all organisations.

THE OUTCOME

- Consistent messages around tobacco control topics
- A standardised tone of voice between partners
- Gained confidence in messages outputted.
- Evidence based messaging that is easily verifiable.
- Wider spread of the Alliance brand
- Meaningful messages that are not posted for social media's sake.
- Easy point of reference for partners when looking for the alliance's stance on general TC topics
- A sustainable model for up-to-date information for external partners
- Increased awareness of health opportunities for public through marketing and communication

The Purpose

WHY do we need to put these messages across?

Smoking is a harmful practice that can cause lifelong physical, mental and financial disparity. It is the number one cause of preventable disease. Tobacco use accounts for 50% of the difference between the least and most deprived communities¹.

WHO are we speaking to?

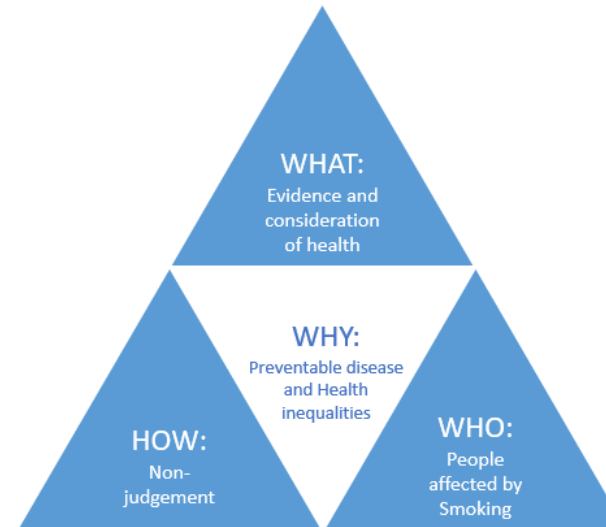
People affected by smoking.

WHAT do we aim to achieve?

To dispel the misinformation of e-cigarettes and raise awareness of the harms of smoking through unified messaging and a consistent tone of voice to help see smoking amongst adults reduced to 5% or lower by 2035 and make sure that all of those born in 2022 are still non-smokers by their 18th birthday in 2040.

HOW will we do it?

By being understanding and non-judgemental of tobacco dependency and signposting to the necessary support options. The tone of voice will be key to keeping messaging consistent.



¹ Health inequalities and tobacco – Royal College of Physicians, 2020

Our tone of voice is....

Empowering

- Encourage smokers to take control of their addiction.
- Active call to action
- Improve self-efficacy.
- Make sure service users are confident in their choice and treatment options.
- Shift perspective to an internal focus of control.
- Goal focused, step by step to achieve long term outcome.

Supportive

- Understand the challenges involved with attempting to quit smoking.
- Positive outlook, not focusing on negative or setbacks.
- Recognise achievements no matter how small.
- Learn from mistakes, not dwell on them.
- Knowing it's never too late to quit and being mindful of external factors.

Informed

- Evidence based messaging.
- Making smokers confident in the offer of support.
- Continuously reviewing the evidence and adapting.
- Consistent messages to dispel rumour.
- Giving smokers the facts on each treatment option.
- Allowing smokers to make INFORMED decisions about their quitting journey.

WE ARE

- Non-Judgemental
- Accessible
- Empowering
- Trustworthy
- Evidence-Based

WE ARE NOT

- Judgmental
- Exclusive
- Over-the-top
- Biased
- Un-realistic

Word Bucket

- | | |
|-------------------|-----------------|
| • Educating | • Motivated |
| • Non-Judgemental | • Informed |
| • Supportive | • Approachable |
| • Factual | • Direct |
| • Caring | • Eloquent |
| • Friendly | • Knowledgeable |
| • Welcoming | • Mindful |
| • Positive | • Trustworthy |
| • Encouraging | • Accessible |
| • Empathetic | • Professional |
| • Reliable | • Reliable |
| • Accepting | • Up-to-date |
| • Straightforward | • Empowering |

Key Messages

- Harms of smoking
- Health benefits of quitting (physical and mental)
 - o Not only will smokers' physical health begin to improve when quitting, but mental health will improve too. This is a lesser-known benefit as smoking is commonly misconceived as a stress reliever. Newer evidence has suggested that there are links between smoking and mental health. One example is the correlation between smoking and mental health as smoking rates in those suffering from poor mental health are significantly higher when compared to the general population. For Nottingham and Nottinghamshire, that's 23.7% and 24.4% of adults with long term mental health conditions who smoke². It has even been suggested it can have further consequences such as shortened life expectancy and higher risk or earlier development of other mental health disorders developing such as schizophrenia and bipolar disorder³.
- Saving Money
 - o In the current climate where Britain faces a cost-of-living crisis, people are looking for ways to save money and cut back on unnecessary spending. However, smokers spent on average £2000 a year on cigarettes in 2022⁴. This can result in smoking-related poverty, pushing those already facing economic disadvantage into further hardship. However, breaking that cycle can be used as a motivator for those considering quitting and has been demonstrated in the form of "better-off" calculators.
- Smoking in pregnancy
 - o Most pregnant women are aware that smoking during pregnancy can be harmful to their baby, however, within Nottingham and Nottinghamshire 13.4% and 12.8% of women are smoking at the time of delivery. Smoking can lead to a range of implications for their child and increase the risk of complications during birth⁵.
 - o Pregnant women could be apprehensive about using cessation aids such as nicotine replacement therapy and e-cigarettes due to the misbelief that nicotine is the sole cause of negative effects. Educating and informing mothers of the reduced risk NRT and vapes pose when compared to smoking cigarettes, can help mothers understand the value of harm reduction for them and their children.
 - o To reduce the apprehension of pregnant smokers, it's important to promote success stories as it can feel like a momentous task quitting on top of managing a pregnancy. This will also help women feel less ashamed, which may be a factor deterring pregnant smokers from seeking help. For example, in a study conducted by Ash UK and Bluegrass in 2022, it was noted that in responses from pregnant women, most mentioned that they felt guilt and shame because of smoking whilst pregnant⁶. For this reason, it is important to follow the tone of voice guidelines to support, not judge pregnant smokers.
- Protecting loved ones (including pets)
- Local services (Your Health Notts and Thrive Nottingham)
 - o Thrive Nottingham (for City residents) and Your Health Notts (for County residents) can be referred to via a healthcare professional or individuals can self-refer themselves for support. They can also be found via the Your Health Notts website and search bar on the NHS Better Health quit smoking pages.

² Economic and health Inequalities dashboard – ASH UK, 2022

³ Smoking and Mental Health – ASH UK, 2019

⁴ Smoking and poverty Briefing - ASH UK, 2022

⁵ Smoking, Pregnancy and Fertility – ASH UK, 2021

⁶ Insight into Smokers: Primary Research Pregnant Smokers – ASH UK and Bluegrass, 2022

Channels we will use:

Channels and target audiences have been chosen based on national insight and local analysis of existing alliance posts. Headlines include:

- Facebook, Instagram and Linked In used mostly by ages 25-34
- Facebook and Instagram used mostly by Women
- Linked In and X used mostly by Men
- Linked In and X have low usage - 21% and 35%
- Facebook and Instagram have higher usage - 70% and 54%
- Linked In and X have low popularity – 21% and 33%
- Facebook and Instagram have high popularity – 63% and 51%

- **Facebook**
 - o Targeting millennials (25-34)
 - o Slightly stronger focus on producing content for women as more women use this channel than men
 - o Higher reaching posts centralise around promoting our stop smoking services and vaping messages
 - o Lower reaching posts are national campaigns

- **Instagram**
 - o Targeting millennials (25-34)
 - o Slightly stronger focus on producing content for women as more women use this channel than men
 - o Higher reaching posts centralise around smokefree and second-hand smoke agenda
 - o Lower reaching posts are politically focused or illicit product posts

- **Website**
 - o Residents of Nottingham and Nottinghamshire who would like to quit smoking
 - o Partners who work across Nottingham and Nottinghamshire and can support people to quit smoking

Suggested Messages

Topic	Subject	Example
Reasons to Quit Smoking	Nicotine: is it harmful?	<p>“Did you know that it's not the nicotine that causes cancer?</p> <p>Nicotine is the addictive substance in cigarettes, but it's not the cancer-causing part. The carcinogens (cancer-causing chemicals) are actually in the smoke and tar.</p> <p>When you stop smoking you will probably experience withdrawal symptoms: Anxiety, shakiness, irritability—and yes, cravings for nicotine.</p> <p>So how can you avoid these uncomfortable symptoms when you quit smoking? Our team at Thrive Nottingham/Your Health Notts have been helping people as you quit for many years. We know that quitting smoking isn't easy, but we're here to help.”</p>
	Immediate Physical Health benefits	<p>Smoking can lead to a host of medical issues, including cancer, heart disease, lung disease, and more. But that means there are loads of benefits to look forward to once you quit smoking. Stopping smoking will start to improve your physical health in many ways:</p> <ul style="list-style-type: none"> • 20 mins – Blood pressure and pulse rate return to normal. Circulation improves, especially to hands and feet. • 8 hours – Blood oxygen levels increase to normal and chances of a heart attack start to fall. • 24 hours – Carbon monoxide leaves the body. Lungs start to clear out mucus and debris. • 48 hours – The body is now free of nicotine. Sense of smell and taste begin to improve. • 72 hours – Breathing is easier, and energy levels increase. <p>There are ways to help yourself quit smoking for good without having to go cold turkey (which can cause withdrawal symptoms). Talk to Thrive Nottingham/Your Health Notts today.”</p>
	Mental Health Benefits	<p>“Studies show that when people stop smoking, their anxiety, depression and stress levels are lower.</p> <p>Here's why: when you smoke, you're constantly surrounded by the chemicals in cigarettes. Those chemicals have a negative effect on your brain chemistry and raise your cortisol levels as you crave your next cigarette. So to stop the cycle, speak to a member of our team at Thrive Nottingham/Your Health Notts today.”</p>

Reducing the Risk of Future Health Issues	<p>“When you quit smoking, you lower your chances of developing heart disease, lung cancer and other smoking-related diseases.</p> <p>And the best part? You can do it with the help of a stop-smoking specialist free of charge!</p> <p>No matter what your age or why you're quitting, there's no reason to wait until later in life to have a healthy heart and lungs. Get started today and contact the Thrive Nottingham/Your Health Notts team on (insert number)!”</p>
Financial Benefits	<p>“Smoking is expensive, and the more you smoke, the more money you spend. It's a vicious cycle that can be hard to break.</p> <p>Quitting smoking will help you save money on cigarettes—and not just in the short term. The average smoker spends £2000 a year on cigarettes alone! So if you're thinking about quitting, think about how much it's costing you—and then think about how much more money you could save by quitting.</p> <p>The best part? You can find resources to help you quit smoking here: (link to new website).”</p>
Fears of Quitting Smoking	<p>“Quitting smoking may seem like a scary thing. You may be worried that it will make you stressed, affect your thinking, make you feel unwell or simply the fear of the unknown may put you off. However, it is important to remember that addiction is playing a key role in keeping you from quitting.</p> <p>Our Thrive Nottingham/Your Health Notts Healthy lifestyle service is here to support you throughout your quit. They are expertly trained advisors that can give you the tools and advice to help you quit smoking for good, making the unknown something to look forward to.</p> <p>Get in touch with Thrive Nottingham/Your Health Notts today via their website or by contacting them at (insert contact details).”</p>
Previous Quit attempts	<p>“Did you know you are 3 times more likely to quit smoking if you access support from a Stop Smoking service versus if you were trying to quit alone? So even if you have tried to quit previously, it's never too late to try again with a little help from one of our Stop Smoking Advisors – Visit Thrive Nottingham/Your Health Notts today to make your first appointment.”</p>
Not Ready to quit	<p>“Did you know that Second-hand smoke can be just as harmful when inhaled by someone who doesn't smoke? We understand that stopping smoking can be difficult, especially if you have a lot on your plate. However, you can take steps now to help protect your loved ones until you are ready to stop smoking.</p> <p>Keeping your home smoke-free is a great place to start, and we can help you get started with these tips and tricks.”</p>
Protecting Loved Ones	<p>Fill in the blank: The one thing I would say to anyone picking up their first cigarette is _____.</p>

Smokefree Pregnancy	Harms of Smoking on Mother and Baby	<p>Smoking during pregnancy is harmful to your baby. Smoking increases the risk of problems, including premature birth and low birth weight. It also increases the risk of miscarriage and Sudden Infant Death Syndrome. The placenta is exposed to the toxins in your smoke, which go directly to your baby.</p> <p>We're here to tell you that we've got your back, and we want to help. To create the best start in life for your child, contact our Thrive Nottingham/Your Health Notts Healthy Lifestyle Service today for free non-judgemental support."</p>
	Harms of Second-Hand smoke to baby	<p>"You may have heard that second-hand smoke can affect pregnant women, and it's true. But did you know that it can also harm your baby?</p> <p>Whether you are an expectant parent or pregnant yourself, the best way to protect yourself and your baby is by avoiding exposure to second-hand smoke whenever possible. Creating a smoke-free environment in your home can help, but quitting is always better - find out how to here: https://www.freshquit.co.uk/smoke-free-families/secondhand-smoke-myths-tips/"</p>
	How to keep a smokefree home	<p>"We know that second-hand smoke is dangerous for your health and the health of your children. It can increase the risk of asthma, bronchitis, pneumonia, and even sudden infant death syndrome (SIDS).</p> <p>Even if you're not a smoker yourself, you may be at risk for a range of health concerns.</p> <p>Maintaining a smoke-free home can help protect you and your loved ones. To find out how to click here: https://www.freshquit.co.uk/smoke-free-families/secondhand-smoke-myths-tips/"</p>
Available Support	Live Well Stop Smoking Service Offer	<p>"We can help you stop smoking. Our dedicated advisors support you with your quit attempt and make appointments for you on the phone or face to face where we will supply you with free treatments that are right for you to help you stop smoking. If you are tired of living with cravings or have tried to give up and failed, then we can help you."</p>
	Patient Success Stories	<p>"Thinking of stopping smoking? We can help!</p> <p>**INSERT PATIENT TESTIMONY HERE**</p> <p>Thrive Nottingham/Your Health Notts offer a healthy lifestyle service, where we can help you to stop smoking by providing a dedicated Stop Smoking Advisor, who will provide telephone appointments and in-app support. This service is available to those of all ages and backgrounds who are trying to stop smoking for the first time or who have tried in the past but failed. Once you've decided to quit, our Stop Smoking Advisor will be with you every step of the way.</p>

		We know what it's like to be addicted to cigarettes and how hard it is to quit. We also know that quitting smoking takes more than just willpower—it takes some tools that will last for life.”
	Types of NRT	<p>“If you're struggling to quit smoking, nicotine replacement therapy can help.</p> <p>Nicotine replacement therapy (NRT) products help to reduce cravings and withdrawal symptoms when you stop smoking. They also help you better regulate your emotions, so it's easier to stay focused on quitting. And they can increase the likelihood that you'll stick with your plan to quit smoking.</p> <p>Thrive Nottingham/Your Health Notts Leicester offers a range of FREE medications and a trained Thrive Nottingham/Your Health Notts Stop Smoking Advisor to help advise what products would suit you. Find out more here”</p>
	E-cigarettes for Smoking Cessation	<p>“Whether you're looking to quit smoking or just want to cut down, e-cigarettes are an effective smoking cessation tool.</p> <p>They contain fewer toxins and carcinogens than regular cigarettes. This makes them a great option to help you keep your home smoke-free and protect those around you.</p> <p>Plus, e-cigarettes come in lot of different shapes, sizes, and strengths - so you can find something that fits your lifestyle preferences.</p> <p>Although e-cigarettes are a lot less harmful than cigarettes, they are not risk-free, so if you don't already smoke, please don't start to vape.</p> <p>Did you know Thrive Nottingham/Your Health Notts provides e-cigarette starter kits free of charge? Find out more here - https://Thrive Nottingham/Your Health Notts.leicester.gov.uk/services/stopping-smoking”</p>
	Types of Smoking Cessation Offered (e.g. Paan, Shisha)	<p>“Have you been trying to quit smoking? We have the tools, resources and support you need to make it happen.</p> <p>At Thrive Nottingham/Your Health Notts, we offer a variety of services to help people quit smoking, including:</p> <ul style="list-style-type: none"> * Free Nicotine replacement therapy * Free Electronic cigarettes (vaping) * 1 to 1 behavioural support <p>We also offer support for those who use alternative tobacco products like shisha (waterpipe smoking) and Paan/Bidi.”</p>
Vaping	What is vaping/ an e-cigarette?	<p>“You may have heard about e-cigarettes also known as vapes, but do you know what they are?</p> <p>E-cigarettes are a less harmful alternative to cigarettes for smokers looking to quit. They are less harmful as they do not contain tar or cancer-causing chemicals that you would get from burning tobacco. They instead work by heating a liquid that</p>

		contains nicotine which is the relatively harmless part of smoking. Thrive Nottingham/Your Health Notts offer free vaping starter kits for those looking to quit. For more information, talk to our friendly advisors on (insert number)."
	Effectiveness as a quitting aid	<p>"Did you know that e-cigarettes (also known as vapes) are the most popular quitting aid used by smokers in the UK?"</p> <p>When people combine vaping with support from a stop-smoking service it can make them 3 times more likely to quit. This is why at Thrive Nottingham/Your Health Notts we offer free vaping products to help you quit smoking."</p>
	Risks of Vaping	<p>"As e-cigarettes become more popular, more research into the safety of them is being conducted. From the evidence we do have, e-cigarettes are safe to use for quitting smoking, because they have a reduced risk of harm when compared to cigarettes.</p> <p>Levels of harmful chemicals such as carbon monoxide are significantly lower in those who vape when compared to those who continue to smoke. If you wish to make healthier life choices, get free vaping and nicotine products and receive support throughout your quitting journey - get in contact with Thrive Nottingham/Your Health Notts Leicester today."</p>
	Impact on bystanders	"When the smoke from tobacco is breathed in by people nearby, they are at risk of damaging their health too. So for a similar product such as e-cigarettes, why not treat it in the same way? Well, because there are significantly fewer toxic chemicals in vapes, it is much safer than breathing in cigarette smoke. To find out more about how vaping could help you to quit smoking, find out more on our website (insert website link)."
	Flavouring in e-cigarettes	"E-cigarettes come in a variety of flavourings with anywhere from blue raspberry slush to sticky toffee pudding with custard! No matter how whacky the flavouring gets, it's important to remember that the flavouring used is safe to have as long as you purchase from a reputable source . At Thrive Nottingham/Your Health Notts, we have a selection of free vaping and nicotine products to help you quit smoking and we can help you to choose which product is right for you."
Links between smoking and poor Mental Health	Higher chance of smoking if suffering poor mental Health	<p>"Unfortunately, people with poor mental health are more likely to smoke.</p> <p>It is estimated that around 30% of smokers in the UK have a mental health condition, and more than 40% of adults with a serious mental illness smoke.</p> <p>If you're thinking about quitting but you're worried about the impact on your mental health, consider talking to one of our advisors about the support available"</p>
	Myth busting Smoking and Stress benefits	<p>If you smoke and haven't had a cigarette for a while, the craving for another one makes you feel irritable and anxious. These feelings can be temporarily relieved when you light up a cigarette. So you associate the improved mood with smoking. But there are healthier, safer, more effective and longer lasting solutions to dealing with stress.</p> <p>You can stop the cycle now and contact Thrive Nottingham/Your Health Notts for support to quit."</p>
	Negative impact of smoking on	"Quitting smoking has been associated with many benefits to both physical and mental health in those with mental ill-health, including reduced depression, anxiety and stress, and improved positive mood and quality of life.

Commented [KM1]: " Suggested alternative: As long as you buy legal products, you can be sure that the ingredients in your vape, including flavourings, will be approved for UK use. You can check the validity of your vape by scanning the QR code on the pack - this will tell you if it's a valid product. If your product is illegal - you can't be sure it won't contain harmful ingredients, like flavourings that are banned in the UK"

	MH longer term	To get the ball rolling on improve your health and wellbeing, find out more here: (insert website link)”
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