

CAMPAIGN AIM: to increase the number of people in our area using the Leeds NHS Stop Smoking Service

Why? Smoking is the biggest cause of death and serious illness in Leeds South and East and we have the highest smoking rates in the city.

The campaign focused on six areas in inner south and east Leeds where the smoking rates highest

It was based on feedback from local smokers who told us they wanted a bright simple design that did not judge smokers, and used real case studies



We spoke to local people who used the stop smoking service and their stories were used in four videos and other campaign materials



Todayistheday.co.uk was launched to share these stories and to help people book appointments



A facebook campaign, including four videos, during Stoptober (October) was seen around 12,000 times. Around 300 people visited the website

"If it wasn't for the bad health, I don't think I would've quit. I ended up in hospital with an attack of the breathing and that was it."

CATH USED CROSSGATES CLINIC



The campaign is being promoted on bus shelters and bus backs across Leeds South and East



Around 200 venues have supported the campaign, including shops, pubs, community venues, GP practices and hospitals. Local charities Health for All and Zest have helped us

NHS Leeds South East
@NHSLeedsSE

Take advantage of your **#FREE** **#NHS** stop smoking service in Leeds; get support and quit for good in **#2017** todayistheday.co.uk [@breathe2025](https://twitter.com/breathe2025)



Today is the Day was promoted regularly on social media with tweets linking to the website and partner organisations for more coverage



What next? We are working with midwives and the stop smoking service to develop resources featuring a new champion who quit smoking during pregnancy

Is it working?

During the Stoptober campaign self-referrals in our targeted wards increased, on average by 12%

Referral data in the target areas is monitored monthly and matches the national trend which is a decrease year on year. We have seen increases in months of key campaign activity and an evaluation is due in July 2017

19 out of 25 people recognised the campaign at two stop smoking clinics in our area. The bus backs and cardboard cut-outs were the most recognised