

Stoptober 24 campaign guide 'IT'S WELL WORTH IT'

- A communications toolkit for Oxfordshire organisations

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THANK YOU for helping Oxfordshire's residents get support to stop smoking.

Since launching in April 2021, Stop for Life Oxon has supported thousands of residents across Oxfordshire to quit.

To encourage as many of Oxfordshire's estimated 60,000 smokers as possible to take advantage of the support we offer, we are asking you to share our message and support the promotion we are running over the next few weeks, using the established national 'Stoptober' event as a springboard.

To help make this as easy as possible, we have created this toolkit of resources that you can simply copy and paste to your social platforms, or use alongside your own messages, as you think best.

Thank you so much for your support in promoting this important health service for Oxfordshire residents. We look forward to continuing to work closely with community stakeholders, prescribers, and referral partners to support Oxfordshire on the journey to becoming smoke free.

WHAT IS THE "IT'S WELL WORTH IT" CAMPAIGN?

We want our residents to be able to stop smoking. But many smokers need extra support to help them.

Some of the best incentives to make a change come when we see progress. For this campaign, we're focusing on the benefits that people see very quickly once they stop smoking – and then directing them to the Stop For Life Oxon services.

- Stress levels reducing.
- Within three days, improvements to physical health; breathing, taste and smell and fitness.
- The health of people around them.
- Saving money. With the average person spending £365 per month.
- Life span. About half of all life-long smokers will die prematurely, losing on average about 10 years of life.

HOW YOU CAN HELP

We want to help as many people in Oxfordshire as we can, but we can only do it if people know about how we can help. We'd love to let people know we are here and wanting to support them through.

Your voice is vital to building that trust.

We have provided the resources below to make it easy for you to spread the 'It's well worth it' word. This includes posters and leaflets you can print out or request from us, social media posts you can use on your channels and text that can be used in a newsletter or online post.

Please use these where you can, so as many people as possible can hear about the help that is on offer to stop smoking.

If there are any other organisations, community groups, or individuals you think would also be able to pass our message, please share the toolkit with them too.

Do let us know if you have any questions, or if there's anything else we can provide.

Many thanks,

The Oxfordshire County Council Public Health Team

RESOURCES

POSTERS FOR A NOTICEBOARD OR A HANDY WALL

Please can you display our posters on any notice boards or public areas you have access to. The posters are available here to print yourself as [A4 posters](#), or we are happy to post them to you.

[CLICK TO ORDER YOUR POSTERS](#)

LEAFLETS FOR YOUR LOBBY, STAFF ROOM, FRONT DESK OR TABLES

Please can you make our flyers available if you have a suitable place or post them to your members / colleagues with any other post you send out.

[CLICK TO ORDER YOUR FLYERS](#)

ROLLER BANNER FOR USE IN YOUR RECEPTION, STAFF ROOM OR OFFICE

[CLICK TO ORDER YOUR ROLLER BANNER](#)



NEWSLETTER

If you have a local newsletter, it would be great if you could include the message too:
These are example images. Others are [available to download](#).

100 WORD VERSION



Get help to stop smoking. It's well worth it!

After 28 days smoke-free, you're five times more likely to quit for good.

It's not easy. It can feel overwhelming but small steps can make all the difference.

Some of the best incentives to make a change to our health is when we see progress – and see it happen quickly. And when we stop smoking, there are benefits almost immediately.

There are so many reasons to stop. And we are here to help you.

stopforlifeoxon.org/well-worth-it

50 WORD VERSION



Stop smoking. It's well worth it!

Making a change forever can be daunting. Let's make it happen together.

Some of the best incentives to make a change to our health is when we see progress – and see it happen quickly. And when we stop smoking, there are benefits almost immediately.

stopforlifeoxon.org/well-worth-it/

SOCIAL MEDIA PROMOTION

It would be great if you could share some posts to promote the Well Worth It campaign. Suggested text can be found below and a range of social media graphics are [available to download](#).

Quitting smoking will reduce your stress and make you feel more relaxed. To help you quit and make a positive change to your lifestyle, there is free support to help guide you on your journey.

To find out information on the free support services and quitting aids that are available to you, visit stopforlifeoxon.org/well-worth-it

Once quitting, it only takes a period of three days before you start to feel improvements to your physical health; you can breathe better, your taste and smell will improve, and you will be able to take part in physical activity more comfortably.

To find out how Stop For Life OXON can support you on your quitting journey, visit stopforlifeoxon.org/well-worth-it

Are you preparing to quit smoking so you can enjoy life without the burden of cigarettes? At Stop For Life OXON we are here to help you navigate this and make this process a much simpler one to allow you to live a much healthier and smoke-free life.

To find the right support and free quitting aids for you today, visit stopforlifeoxon.org/well-worth-it

When quitting smoking, smokers who quit with the help of a stop smoking service are 4 times more likely to quit for good. We understand that quitting can be a scary thought, but at Stop For Life OXON, we are here to support you every step of the way.

To find out how Stop For Life OXON can support you on your quitting journey, visit stopforlifeoxon.org/well-worth-it

Start your journey to a smoke-free life today with the help of our stop smoking services for not just you, but also for your loved ones. We offer free weekly support and a range of quitting aids that can help guide you to a happier and healthier future.

Discover what free support services Stop For Life OXON offer: stopforlifeoxon.org/well-worth-it

Quitting smoking isn't just a choice - it's a life-changing decision and one that can feel very scary to make. With the help of our free support services, you can say hello to better health and more energy.

To find out information on the free support and quitting aids that are available to you, visit stopforlifeoxon.org/well-worth-it

Ahead of Stoptober this October, we want to shed light on the benefits that quitting smoking can bring to your life and not only your physical health, but also your mental wellbeing. Shortly after ditching the cigarettes, you will begin to feel an increase in your mood, feeling less anxious and stressed in your day-to-day life.

To learn more about the free support and quitting aids available at Stop For Life OXON, take a look online: stopforlifeoxon.org/well-worth-it