

# No Smoking Day: Wednesday 8th March 2023

## Communications toolkit

### Introduction

This toolkit supports local campaign activity for No Smoking Day 2023, with the theme this year that: "Stopping smoking protects your brain health". While it's never too late to make positive changes, keeping your heart healthy in your forties and fifties seems to be particularly important for helping to reduce your risk of dementia.<sup>1</sup> The same chemicals which cause damage to the heart also cause damage to the brain.

We're working with Alzheimer's Research UK whose research shows dementia is the most feared health condition for people over the age of 55 – more than any other life-threatening disease including cancer and diabetes.<sup>2</sup> Only 18% of smokers know that smoking causes dementia, compared to over 70% who know that smoking causes lung diseases and cancers.<sup>3</sup>

No Smoking Day is 8th March but for the first time this year there will be a pre-launch period two weeks before NSD.

1. Activation phase - launch 2 week prior to NSD23 (22nd February) with 'new news' PR and 'get ready' for NSD23.
2. 'Big Splash' 8th March 2023 NSD promoting the tried and tested quitting messages

### Strategy

Target audience:

- Primary: Smokers (C2DE 40-60 smokers)
- Secondary: Healthcare Professionals

Activation phase key messages:

- If you smoke you are more likely to develop dementia.
- Stopping smoking reduces your chances of dementia.
- Every cigarette contains harmful chemicals which are bad for your brain.

No Smoking Day key messages remain the same as last year:

- Never give up on giving up.
- Every time you try to stop smoking, you're a step closer to success – Today is the Day.

This toolkit is designed to support activity on and around No Smoking Day, with partners encouraged to extend their communications activity in the month that follows, to expand its impact on smokers.

The toolkit provides:

- Information about the campaign content.
- Campaign aims and key messages.
- Links to assets to support local amplification work.
- Templates for social media, emails, websites and local PR.

This work has been developed collaboratively between ASH and Breathe 2025 with support from Alzheimer's Research UK, OHID, Greater Manchester Integrated Care Partnership, Fresh, Stop Smoking London, the British Thoracic Society and the BMA.

Contact [quit@todayistheday.co.uk](mailto:quit@todayistheday.co.uk) if you have any questions.

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## 1. The campaign and its aims

### 1.1 No Smoking Day background and impact

No Smoking Day (NSD), which is on the second Wednesday in March every year, was co-ordinated by the charity of the same name, from 1984 until 2011. Funding cuts threatened its closure, but the British Heart Foundation took it over and continued to fund and co-ordinate activity until 2017. However, although there used to be national co-ordination, it was always a locally led campaign, with people finding inspiring ways to engage their smokers locally.

To better support people to do this Breathe 2025 in Yorkshire and The Humber, Fresh in the North East and Action on Smoking and Health came together to support a co-ordinated set of messages and assets alongside other regional and national partners. Awareness of the day remains high with smokers, partners and the media (and politicians). Last year's campaign resulted in significant increases in traffic to the NHS [Better Health website](#). On NSD itself there were 7,226 visits to the quit smoking pages, and for the week of NSD there was an uplift of 23% activity compared to the previous week, almost double the average volume.

### 1.2 This year's campaign

As in previous years all the assets will be stored on the campaign website set up by Breathe 2025: [www.todayistheday.co.uk](http://www.todayistheday.co.uk) This toolkit will also walk you through this year's campaign and assets. We encourage you to use No Smoking Day to raise awareness about the damage smoking does to brain health and to kick off longer term communications activity using the 'Today Is the Day' branding to expand the reach of No Smoking Day beyond 8th March.

This project has no national funding and has been developed through in-kind resource and funding from Alzheimer's Research UK to undertake filming. This has limited our ability to develop the campaign and toolkit any sooner. However, whatever you are able to do locally with limited time and capacity is great. **This is about a moment and a movement with a positive message to smokers that they can quit, that quitting can be life-changing and there is help out there for them. Today is the day.**

### **Paid-for advertising**

Some regions have found additional funding to run paid-for advertising. These are:

- London
- North East
- Greater Manchester

If you have funding locally to enable you to run paid-for advertising on social media, local radio or elsewhere — get in touch and we'll support you to utilise the assets to do this.

### **Purpose of No Smoking Day resources**

- Support all areas to align around a single message for No Smoking Day.
- Provide resources to extend that message beyond No Smoking Day to the month beyond using the Today is the Day branding.
- Provide local organisations with assets they can use to promote the quitting message and engage with local partners.
- Engage media in the message around No Smoking Day and raise the visibility of the day with smokers.

## **1.3 Theme for No Smoking Day 2023**

### **Key Messages for smokers**

#### **Activation Phase w/c 20<sup>th</sup> February 2023**

- If you smoke you are more likely to get dementia.
- Stop smoking and reduce your risk of dementia.
- Every cigarette contains harmful chemicals which are bad for your brain.

### **Call to action for No Smoking Day 2023**

Smokers are asked to search smokefree today to find support to make a quit attempt. This will take them to the [NHS Better Health website](#). - Healthcare professionals and partners (for resources) Today is the Day website [www.todayistheday.co.uk](http://www.todayistheday.co.uk)

- We'll be directing smokers to the NHS quitting smoking pages through social media posts: <https://www.nhs.uk/better-health/quit-smoking/>

## **NSD 2023 Wednesday 8<sup>th</sup> March 2023**

**Overarching message:** Never give up on giving up. Every time you try to stop smoking, you're **a step closer to success**.

This is a positive message that acknowledges that most smokers will have tried and failed to quit in the past but providing them with hope for future success.

### **Key messages for smokers**

- Make No Smoking Day 2023 the day you quit for good – you've got what it takes!
- Quitting smoking protects your brain health and reduces your chances of dementia.
- Getting support really boosts your chances of quitting - you're up to three times as likely to succeed.
- Support from local stop smoking services gives you the best chance of success, and GPs and pharmacists can also give advice and tips to help you quit.
- It's never too late to quit – stopping improves health and wellbeing, even if you're already sick from smoking.
- On average smokers spend £47 a week on tobacco,<sup>4</sup> that's nearly £2,500 a year to spend on other things once you quit.
- There are a range of free quitting support to help you on No Smoking Day including:
  - the NHS Quit Smoking app, daily emails and SMS;
  - information and advice on stop smoking aids, including how vaping can help you quit; and an online Personal Quit Plan tool that helps you find a combination of support that's right for you.
  - expert support from local Stop Smoking Services

### **Healthcare professionals**

While smokers are the most important people to hear our message about quitting on No Smoking Day, we also want those working in health to know how important their messages to smokers are and what a difference they can make.

Smokers are more likely to try and quit if advised to by a trusted health professional and given advice about the most effective ways to stop.

Our key messages for health professionals:

- The single best thing a smoker can do to improve their health is to stop. Quitting can add as much as a decade to life expectancy.
- Smoking can cause 16 types of cancer, heart disease, COPD and stroke. However fewer people realise that smoking is also a significant risk factor for dementia.

- Smokers expect you to talk to them about their smoking; they know it's bad for them and most want to quit.
- What you say to smokers matters. Even if they don't stop immediately, your advice will influence their future attempts.
- Raising the issue of smoking, and advising people on how to stop, can take as little as 30 seconds. The NCSCT provides a [free online training module](#) on how to do this well.
- Informing smokers of the most effective ways to quit is the best way to help them. If they are referred to a stop smoking service, advised to use medications like NRT or encouraged to use an e-cigarette to quit, they are more likely to succeed.
- Smokers in deprived circumstances, with mental health conditions or other challenging life circumstances, still want to stop smoking but they face more barriers to achieving that goal – you can help connect them to the best support to help them succeed.

### Quitting now

The cost of living crisis on top of the continued impact of the pandemic is placing significant pressures on society and services. You will know what is available to help smokers locally and how they can best access this. With so much change, it's to be remembered that other partners might benefit from being reminded about what is available ahead of No Smoking Day.

People who smoke are also experiencing a tough time. Smokers are more likely to be living in disadvantaged circumstances, suffering most from the cost of living crisis, while mental distress has increased for smokers during the pandemic, making it more, not less, difficult to stop smoking. Quitting smoking can help poorer smokers alleviate financial pressures, but they may need more advice, support and encouragement to help them achieve this.

## 1.4 Evidence behind the campaign

Activation phase on smoking and brain health

### In summary

- Smoking raises dementia risk.<sup>5</sup>
- Tobacco smoke contains chemicals that are associated with impaired cognition, as well as chemicals that harm the vascular system that provides blood to the brain.<sup>6</sup>
- However, it is never too late to stop smoking. A study of 50,000 men aged over 60 found that those who quit smoking were substantially less likely to develop dementia.<sup>7</sup>

**In more detail**

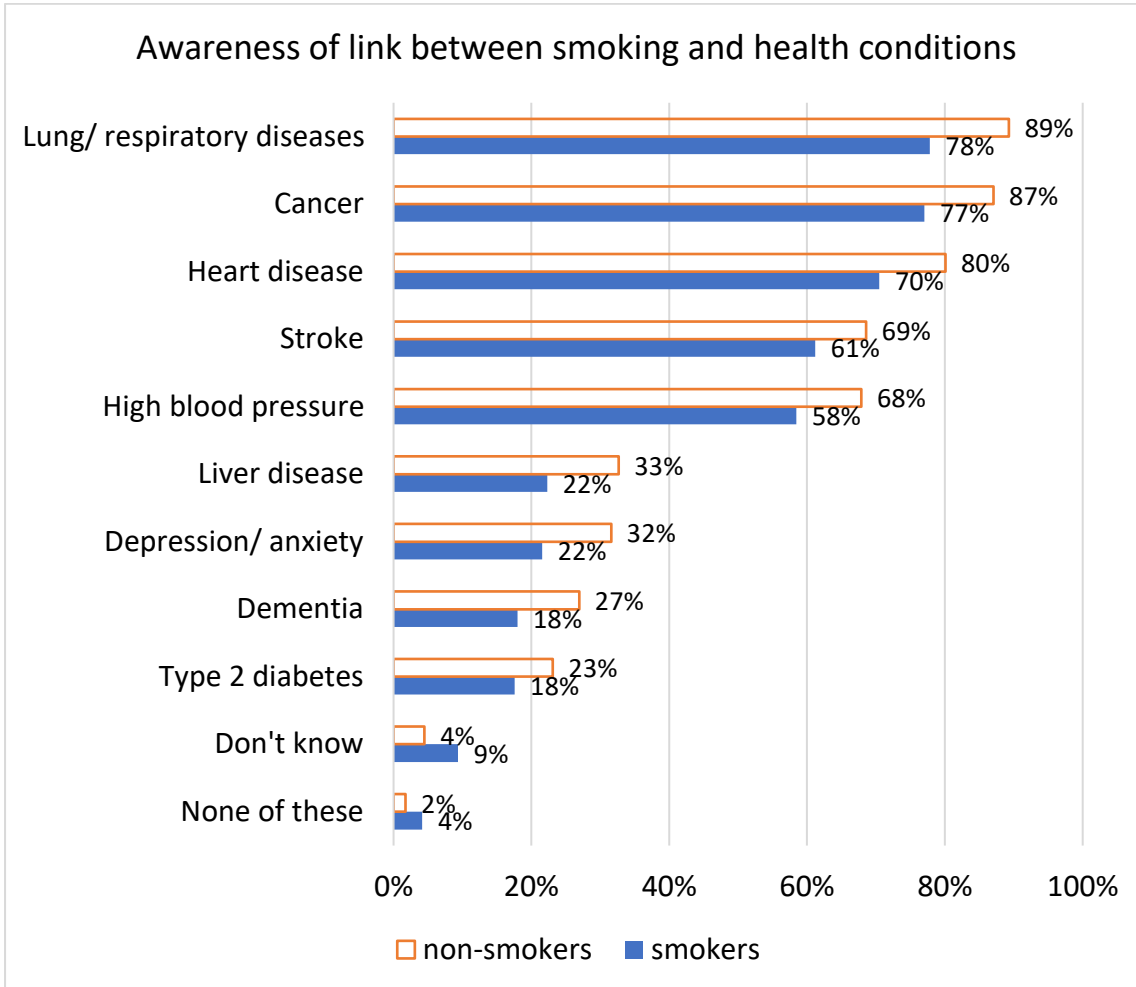
Smokers have an increased risk of dementia, and smoking cessation can substantially decrease the risk,<sup>8</sup> in some cases to that of never smokers. Up to four in ten cases of dementia could be linked to health, lifestyle and environmental risk factors. Quitting smoking was ranked the third most significant out of the twelve modifiable risk factors identified.<sup>5</sup>

The WHO Knowledge Summary on Tobacco and Dementia<sup>9</sup> explains many of the reasons behind the link between smoking and dementia. These include the fact that the two most common forms of dementia - Alzheimer's disease and vascular dementia - have both been linked to problems with the vascular system (your heart and blood vessels).

- smoking increases the risk of vascular problems, including strokes or smaller bleeds in the brain, which are also risk factors for dementia. In addition, toxins in cigarette smoke cause inflammation and stress to cells, which have both been linked to the development of Alzheimer's disease.
- WHO estimates that 14% of cases of Alzheimer's disease worldwide are potentially attributable to smoking.

The British doctors study over fifty-years found that quitting smoking as late as aged 60 could increase life expectancy by as much as three years. The benefits improve the younger you choose to quit, with those quitting aged 30 gaining up to 10 years of life expectancy.<sup>10</sup>

Yet the 2022 ASH YouGov survey of adults in Great Britain<sup>11</sup> found relatively low levels of understanding that smoking can cause dementia, particularly among smokers where only 18% (less than 1 in 5) correctly identified that smoking is linked to dementia.



### For the day itself

**Every time you quit, you're closer to success:** It's estimated that the average smoker takes 30 quit attempts to succeed.<sup>12</sup> Just under 40% of smokers try to quit every year in England and around a quarter of these will succeed.<sup>13</sup> However, many more smokers are contemplating quitting or engaged in behaviours such as cutting down. Every quit attempt should be seen as making progress and an opportunity to learn, encouraging smokers to get into the habit of quitting.

**Advice from health professionals can make the difference:** While health professionals can be concerned that patients will be hostile to behaviour change advice, most people welcome it.<sup>14</sup> Even very simple brief interventions increase the likelihood of a person staying 'quit' 12 months later.<sup>15</sup> It's not just in the primary care context that health professionals' interventions can make a difference; approaches such as 'stop before the op' have also been shown to succeed.<sup>16</sup>



**Smokers given advice on *how* to quit rather than *why* to quit are more likely to succeed:** Providing advice on how to quit and assistance to do so is more likely to lead to a successful quit attempt than simply advising smokers to quit on medical grounds.<sup>17</sup> Health professionals should follow the Very Brief Advice model from the NCSCT and undertake their short training module to ensure that their practice is most likely to prompt smokers to stop successfully.<sup>18</sup>

## 2. Local promotion of No Smoking Day

There are a range of activities which local authorities and NHS organisations can carry out to extend the reach of the campaign and encourage more smokers into local stop smoking services. Below are a suite of ideas and links to resources.

### 2.1 Voices of local health professionals

We have national films and assets available for use, but it will be even more powerful to have local voices. Here are some ideas for using local clinical voices in your campaign:

- Identify a core network of local health professionals willing to take action on No Smoking Day but send out communications to as many health professionals as possible encouraging them to get involved.
- Professionals can engage on social media with messages for smokers, reach out to patients in their care, put up posters and share leaflets – anything which might reach smokers with the message that Today is the Day!
- Record short video clips with your key network. These can be done in a low-tech way on phones or through video conferencing platforms. These clips should be health professionals telling smokers in their own words why quitting matters and where they can get help locally. Encourage people to talk from their own experience about successful quitters who have inspired them in the past.
- Reach out to senior clinical leaders in your area to back the campaign and encourage their colleagues to get involved too. You may have opportunities through the rollout of the tobacco dependency treatment programme under the NHS Long Term Plan.
- Use our templates to create local visuals using local health professionals. Posters or social media images using a photo and a quote can be powerful ways to communicate quickly.
- Let professionals know that No Smoking Day is the start of the campaign, and they can continue to give smokers key messages about quitting for the rest of the month and throughout the year.

## 2.2 Direct communications to smokers

### Website branding and information

You can use the Today Is The Day branded assets on your websites, so they visually align with the campaign.

You may also want to add website text to reflect the messages in the campaign.

### Posters and leaflets

Identifying local places where information could be prominently displayed (beyond the usual GP practice) is an effective way of extending the campaign message.

The downloadable assets include files which can be adapted for local use as either a poster or leaflet.

### Contacting past service users and GP patients

Direct communication to smokers has been shown to significantly increase footfall to stop smoking services, particularly contact via GPs. Below are some template text and emails which you can adapt locally:

- Suggested text for smokers in touch with service: *Today is the day to stop smoking. Quitting now can improve how you feel both physically and mentally and protect your health. Contact [local Stop Smoking Service name and number] or text Today is the Day to [local text number] for telephone support and medication to quit.*
- Suggested text for GPs to send smokers: *There has never been a more important time to look after your mental and physical health. Your doctor would like you to stop smoking today. Contact [local Stop Smoking Service name and number] or text Today is the Day to [local text number] for telephone support and medication to quit.*
- Suggested email: *There has never been a more important time look after your mental and physical health. Stopping smoking has immediate benefits to your physical health and long term will significantly reduce your chances of developing many illnesses including heart disease, stroke, lung disease cancer and type 2 diabetes. While quitting can feel stressful in the short term, research shows that once you're past the withdrawal stage your mental health also improves. Today is the day to stop smoking. Get in touch to find out how we can help make quitting less stressful. [local contact information]*

### Staff in your organisation

No Smoking Day is not just about engaging with smokers in our services and in our communities but also those in our workplaces. It's a great chance to reach out to smokers employed by our organisations and let them know what support they can get to stop.

Your organisation may provide staff with time off to attend stop smoking services, access to specific staff programmes or funded quitting aids. Some organisations have been funding staff access to apps to help them to quit.

Whether your organisation provides extra support to staff who smoke or connects them with the available local support, it's important to reach out to them. Remember it's more likely that smokers are in lower paid roles in the organisation and may not necessarily be office based.

## 2.3 Engaging your organisation

The **Local Government Declaration on Tobacco Control** and the **NHS Smokefree Pledge** are commitment tools for local organisations which have been updated to reflect the Government's smokefree 2030 ambition and the commitment of NHS England to roll out tobacco dependency treatment for smokers in acute, maternity and mental health settings.

Over half of local councils with a public health responsibility have already signed the Declaration and many Trusts and CCGs have signed the Pledge but there is nothing to stop them doing this again on No Smoking Day. If your organisation is yet to sign, then this a great chance to do so.

The Declaration and Pledge are endorsed nationally by health leaders including the Public Health Minister, Chief Medical Officer and the Chief Executive of NHS England. Locally they are signed by senior leaders in an organisation committing the organisation to take action to address the harms from smoking.

Find out more about the current [Declaration](#) and [Pledge](#). If your organisation wants to adopt the Declaration and Pledge, then please let us know and we'll send you further information [admin@smokefreeaction.org.uk](mailto:admin@smokefreeaction.org.uk)

## 2.4 Engaging partners

One of the ways to amplify activity is to further engage local partners to reach smokers within their networks. Actions could include:

- Briefing relevant partners on the campaign and key messages, providing access to the assets.
- Engaging primary care partners to text or email all smokers registered on their systems.
- Engaging other stakeholders with a direct relationship with sizable populations of smokers to encourage them to reach out to smokers.
- Reaching out to target populations locally such as people with mental health conditions, pregnant women and their families and front-line workers.
- Translating relevant materials for high need groups. Please note where local translation takes place, please provide us with access to this nationally so we can share with others.
- Making a specific offer to NHS staff who smoke through their employers or other local mechanisms.

## 2.5 Social media

We'll be using the hashtags #TodayIsTheDay and #NoSmokingDay to promote the campaign.

We recommend using a combination of both Twitter and Facebook (and others such as Instagram) as part of your local social media approach. While Twitter is a great platform for reaching stakeholders and health professionals, Facebook is still the best platform to reach people who smoke.

Section 5 below includes template tweets and Facebook posts which you can adapt for local use. You can access the visual assets here:

- [Google Drive](#)
- If you have any problems accessing assets, please contact [quit@todayistheday.co.uk](mailto:quit@todayistheday.co.uk)

Here are some additional tips for using social media to support the campaign:

- Create video clip interviews of spokespeople for social media channels – videos should ideally be a maximum of two minutes to be able to be hosted organically on Twitter and Facebook. Be sure to use the campaign hashtag #TodayIsTheDay.

- Facebook and Twitter posts – use the hashtag #TodayIsTheDay so all partners following can see this and support.
- People are increasingly using local neighbourhood groups on social media. Can your stop smoking service engage with any of these to post content and advice?
- Boosting Facebook posts can be a very cost-effective way to promote to your audience the type of content you think will benefit them. A little bit of budget goes a long way, and you can target by area, age etc. If you would like further advice on paid-for Facebook advertising, please get in touch [quit@todayistheday.co.uk](mailto:quit@todayistheday.co.uk)

## 2.6 News media

We will be putting out a national press release for the activation phase focused on the “new news” that quitting smoking reduces your risk of dementia. We will provide an embargoed press release to the Smokefree Action Coalition list ahead of publication and a template which can be adapted locally. If you are not signed up for SFAC updates, please email [admin@smokefreeaction.org.uk](mailto:admin@smokefreeaction.org.uk)

Do create your own local PR based on local stories and information. We’d love to know what you’re putting out so do let us know at [press@ash.org.uk](mailto:press@ash.org.uk)

Below are some further tips on local PR work to support the campaign:

- Develop a press release for your organisation for local print and online news outlets to back the campaign and to encourage people to quit smoking – use quotes from your local health professionals (clinicians or academics working on dementia would be ideal but not essential)/ Director of Public Health/ elected lead for health.
- It can be very motivational for people who smoke to see other people doing so and succeeding – so it is important to highlight that people are quitting smoking right now and that others are trying. Do you have any case studies of local people making a quit attempt, or former smokers who have quit previously who would participate in a press release?
- Think about what publications you have access to internally or via partners which could carry stories about the campaign – e.g. council publications and emails, local NHS Trust publications etc.

## 2.7 Key local statistics

This section provides you with links to the data which can be used to localise PR. The links below take you to the Local Tobacco Control Profiles which include local breakdowns of the ONS Annual Population Survey data.

- Find your local smoking prevalence including the number of smokers in your local authority [here](#)
- Find the difference in prevalence between socioeconomic groups in your local authority [here](#).
- Smoking related mortality in your local authority can be found [here](#) divide the 'count' column by three to get your annual figure.
- Find your local figure on the number of smoking attributable hospital admissions each year [here](#).
- £17 billion of potential wealth is lost from the national economy in England each year as a result of lost productivity due to smoking. Reducing smoking will help increase incomes and support economic recovery, reducing impacts like smoking-related sick days and economic inactivity. Find the cost of lost productivity due to smoking in your local area in the ASH Ready Reckoner here: <https://ash.org.uk/ash-ready-reckoner/>
- Each year hundreds more children take up smoking, [download your local authority figures here](#).
- Smoking has a profound impact on inequality. Find more local stats [here](#).

## 3. Social media and assets

Below are assets you can use organically on social media, but you can also use them in paid-for advertising through boosted posts. We're happy to provide further advice where your organisation wants to invest additional resource in further paid for advertising using social media. ASH will not be advertising through the campaign on Facebook or Twitter but locally this can be a good way to amplify activity, particularly where you have an established social media presence.

Please feel free to adapt the template posts below to include local information and links as appropriate.

### 3.1 Downloadable social media assets

You can download ready-to-use #TodayIsTheDay social media assets using the links below.

- [Google Drive](#)

### 3.2 Suggested tweets

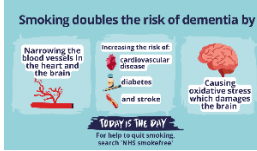

Dr Chi Udeh-Momoh, a neurologist and the Academic Programme and Biomarker Lead at Imperial College London. She is the medical expert and academic champion selected to deliver a 'new' health message - the expert voice of the campaign.

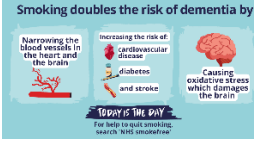

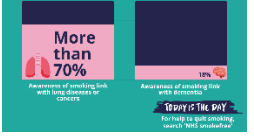

Chi is about to start running the UK component of the Worldwide FINGERS trial and is passionate about research into modifiable risk factors for dementia.

All of the media shown is available in section 3.1: Downloadable social media assets.


If you do not want to upload the videos, and would prefer to embed a YouTube link, the videos will become available on the [ASH YouTube channel](#).

#### For activation phase starting w/c 20<sup>th</sup> February 2023

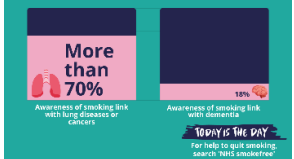
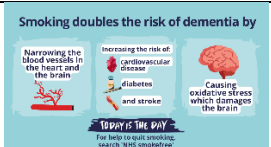
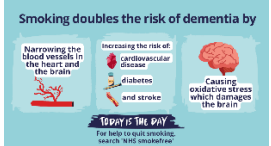
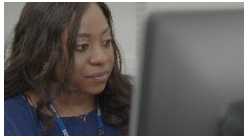


Suggested text	Suggested media*
<p>#DYK that smoking increases your risk of dementia? Ahead of #NoSmokingDay we're raising awareness that if you stop smoking it will help protect your brain health and reduce your risk of dementia.</p> <p>[link to <a href="#">Effect of smoking cessation on the risk of dementia: a longitudinal study - Choi - 2018 - Annals of Clinical and Translational Neurology - Wiley Online Library</a> <a href="https://onlinelibrary.wiley.com/doi/10.1002/acn3.633">https://onlinelibrary.wiley.com/doi/10.1002/acn3.633</a> ]</p>	 <p>Dementia and smoking health.png</p>
<p>Dr Chi Udeh-Momoh, a neuroscientist from Imperial College London, knows the damage smoking does to the brain. Watch her explain how stopping smoking reduces your risk of dementia.</p>	 <p>No Smoking Day video.mp4</p>


<p>**If you want to tag Chi and Imperial College London in these are their Twitter handles - @MomohChi and @imperialcollege</p>	
<p>Data from @AlzResearchUK shows only a third of UK adults know there are things they can do to help reduce their risk of dementia, and stopping smoking is one of them.</p>	 <p>Dementia and smoking health.png</p>
<p>It's never too late to quit and feel the benefits of better health – that's our message to smokers ahead of #NoSmokingDay. From reducing the risk of at least 16 cancers, stroke, COPD &amp; dementia, a smoker's health improves from the moment of quitting.</p>	 <p>Today.png</p>
<p>Most people who smoke know smoking causes cancer, lung and heart disease, but not that it also increases your risk of dementia.</p>	 <p>Awareness.png</p>
<p>Stopping smoking reduces your chances of developing dementia as every cigarette contains &gt;250 toxic chemicals which damage your brain.</p> <p>[Link to <a href="https://www.sciencedirect.com/science/article/pii/S1552526017338554">https://www.sciencedirect.com/science/article/pii/S1552526017338554</a>]</p>	 <p>Chemicals.png</p>

**Tweets for No Smoking Day (8<sup>th</sup> March)**





Suggested text	Suggested media*
<p>[ORGANISATION NAME] is supporting #NoSmokingDay 2023. Don't give up on giving up #TodayIsTheDay. Take the first step on your quit journey today, visit <a href="http://www.nhs.uk/better-health/quit-smoking/">www.nhs.uk/better-health/quit-smoking/</a></p>	 <p>Steps.png</p>




<p>Did you know stopping smoking at any age can cut chances of dementia? It's never too late to quit and feel the benefits of better health, so why not quit this #NoSmokingDay? #TodayIsTheDay</p>	 <p>Awareness.png</p>
<p>Smoking causes damage to every organ in your body including your brain. But the good news is that you start to heal from the moment you quit. Make #NoSmokingDay the day you quit for good. #TodayIsTheDay</p>	 <p>Dementia and smoking health.png</p>
<p>What is good for your heart is good for your brain too. Make #NoSmokingDay the day you quit for good. Visit <a href="http://www.nhs.uk/better-health/quit-smoking/">www.nhs.uk/better-health/quit-smoking/</a> #TodayIsTheDay</p>	 <p>Dementia and smoking health.png</p>
<p>Today is #NoSmokingDay! We're encouraging smokers to quit smoking to reduce their risk of developing dementia.</p> <p>Dr Chi Udeh-Momoh, a neuroscientist from Imperial College London shares this important message with smokers👉</p> <p>#TodayIsTheDay</p>	 <p>No Smoking Day video.mp4</p>
<p>Don't give up on giving up this #NoSmokingDay 2023. For advice on making quitting easier visit <a href="http://www.nhs.uk/better-health/quit-smoking/">www.nhs.uk/better-health/quit-smoking/</a> #TodayIsTheDay</p>	 <p>Steps.png</p>
<p>If you've tried to quit in the past and haven't been successful don't worry, you're not alone. #NoSmokingDay is the perfect opportunity to give it another go. You're 3 times more likely to quit with specialist support 👉</p>	 <p>Today is the day to stop smoking</p>


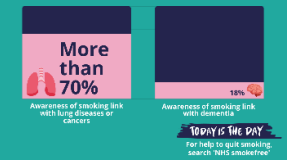

<p><a href="http://www.nhs.uk/better-health/quit-smoking/">www.nhs.uk/better-health/quit-smoking/</a> #TodayIsTheDay</p>	<p>Today.png</p>
<p>Every time you try to stop smoking, you're a step closer to success. Start your quit attempt on #NoSmokingDay  <a href="http://www.nhs.uk/better-health/quit-smoking/">www.nhs.uk/better-health/quit-smoking/</a> #TodayIsTheDay</p>	 <p>Steps.png</p>





### #TodayIsTheDay campaign – any time

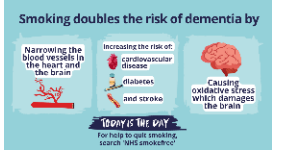



Suggested text	Suggested media*
<p>It's never too late to quit – stopping smoking improves your health and wellbeing, even if you're already have a smoking-related illness. #TodayIsTheDay visit <a href="http://www.nhs.uk/better-health/quit-smoking/">www.nhs.uk/better-health/quit-smoking/</a></p>	 <p>Today.png</p>
<p>You are up to three times more likely to quit smoking successfully with specialist support. It is important to find the right quitting aid for you, so for more information visit <a href="https://www.nhs.uk/better-health/quit-smoking/">https://www.nhs.uk/better-health/quit-smoking/</a> #TodayIsTheDay</p>	 <p>Steps.png</p>
<p>Don't give up on quitting smoking – it can make you healthier, wealthier and happier – for more information and for help to quit smoking visit <a href="http://www.nhs.uk/better-health/quit-smoking/">www.nhs.uk/better-health/quit-smoking/</a> #TodayIsTheDay</p>	 <p>Money.png</p>
<p>Even if you've smoked for many years, it's never too late to quit. #TodayIsTheDay – for tips, tools and support to stop visit <a href="http://www.nhs.uk/better-health/quit-smoking/">www.nhs.uk/better-health/quit-smoking/</a></p>	

	Today.png
<p>Even if you've tried before, don't give up on quitting smoking. There's plenty of support and advice. Visit <a href="http://www.nhs.uk/smokefree">www.nhs.uk/smokefree</a> and start your quitting journey #TodayIsTheDay</p>	 <p>Steps.png</p>

### 3.3 Suggested Facebook posts

Suggested text	Suggested media*
<p>[ORGANISATION NAME] is supporting #NoSmokingDay 2023. Don't give up on giving up. Take the first step on your quit journey today, visit <a href="http://www.nhs.uk/better-health/quit-smoking/">www.nhs.uk/better-health/quit-smoking/</a> #TodayIsTheDay</p>	 <p>Steps.png</p>
<p>Did you know that smoking increases your risk of developing dementia?</p> <p>This #NoSmokingDay we're raising awareness that if you stop smoking it will help protect your brain health and reduce your risk of dementia.</p> <p>Find out more at <a href="https://www.alzheimersresearchuk.org/blog/all-you-need-to-know-about-smoking-and-dementia/">https://www.alzheimersresearchuk.org/blog/all-you-need-to-know-about-smoking-and-dementia/</a></p>	 <p>Awareness.png</p>
<p>Dr Chi Udeh-Momoh, a neuroscientist from Imperial College London, knows the damage smoking does to the brain. Watch her explain how stopping smoking reduces your risk of dementia.</p>	 <p>No Smoking Day video.mp4</p>

<p>#TodayIsTheDay Visit <a href="http://www.nhs.uk/better-health/quit-smoking/">www.nhs.uk/better-health/quit-smoking/</a></p>	
<p>No Smoking Day is here! If you smoke, now is the perfect time to give quitting a go and feel the benefits – from better health to saving money.</p> <p>There are so many reasons to quit– even if you’ve smoked for years, it’s never too late to quit. Make today the start of your body’s recovery.</p> <p>Visit <a href="https://www.nhs.uk/better-health/quit-smoking/">https://www.nhs.uk/better-health/quit-smoking/</a></p>	 <p>Today.png</p>
<p>Every cigarette contains harmful chemicals which are bad for your brain. Quitting smoking reduces your risk of developing dementia. If you smoke, quitting is one of the best things you can do for your health and your family. For help to quit head to <a href="http://www.nhs.uk/better-health/quit-smoking/">www.nhs.uk/better-health/quit-smoking/</a></p>	 <p>Chemicals.png</p>
<p>If you’ve tried to quit in the past and haven’t been successful - don’t worry, you’re not alone. This No Smoking Day is the perfect time to give it another go.</p> <p>There is plenty of help and advice available near you and remember – you’re 3 times more likely to quit with personalised support, so don’t give up!</p> <p>To find the best way to quit for you, visit <a href="http://www.nhs.uk/better-health/quit-smoking/">www.nhs.uk/better-health/quit-smoking/</a></p>	 <p>Steps.png</p>
<p>Not everybody manages to quit first time around. The important thing is giving it a go. Each time you try it is another stepping stone to success. Well done to everyone who’s quit – and to those who haven’t managed it – don’t be put off – it’s never too late.</p> <p>There’s loads of great support out there like quitting aids, pharmacies and local stop smoking services, visit <a href="https://www.nhs.uk/better-health/quit-smoking/">https://www.nhs.uk/better-health/quit-smoking/</a></p>	 <p>Steps.png</p>

<p>Are you ready to say goodbye to smoking? The health benefits from quitting smoking start from the day you stop and build over time. Find out how and make today the day that you give quitting a go <a href="https://www.nhs.uk/better-health/quit-smoking/">https://www.nhs.uk/better-health/quit-smoking/</a></p>	 <p>Dementia and smoking health.png</p>
<p>Even if you've tried stopping smoking before – don't give up on giving up. There are plenty of support options which can really improve your chances of quitting for good.</p> <p>Visit <a href="http://www.nhs.uk/better-health/quit-smoking/">www.nhs.uk/better-health/quit-smoking/</a> and start your quitting journey</p>	 <p>Steps.png</p>
<p>There has never been a more important time to quit smoking. Even if you've tried before, don't give up on giving up – you <u>can</u> do it! The benefits to your health, bank balance and family will make such a difference.</p> <ul style="list-style-type: none"> <li>* Think of your reasons for quitting – and keep them front of mind</li> <li>* Clear out old ashtrays, lighters and cigarettes</li> <li>* Get support – visit <a href="http://nhs.uk/better-health/quit-smoking/">nhs.uk/better-health/quit-smoking/</a> for advice on how to quit</li> <li>* Use stop smoking aids to help you manage cravings</li> <li>* Try new routines and remember you CAN do it</li> </ul>	 <p>Today.png</p>
<p>For many people, finances are tighter than ever right now. If you smoke 10 cigarettes a day, did you know that by stopping, you could save around £47 per week which is £2,500 a year?</p>	 <p>Money.png</p>

<sup>1</sup> Alzheimer's Research UK. [All you need to know about smoking and dementia](#). January 2020. [Accessed 26/01/23]

<sup>2</sup> Alzheimer's Research UK. [Public attitudes towards dementia](#). September 2021. [Accessed 26/01/23]

<sup>3</sup> ASH Smokefree GB Adult Survey. Total sample size was 13,088 respondents. The online survey was undertaken between 16th February – 21st March 2022. The figures have been weighted and are representative of all GB adults

<sup>4</sup> ASH. [Smoking and Poverty Briefing](#). December 2022. [Accessed 26/01/23]

<sup>5</sup> Livingston G, Huntley J, Sommerlad A, Ames D, Ballard C, Banerjee S, Brayne C, Burns A, Cohen-Mansfield J, Cooper C, Costafreda SG. [Dementia prevention, intervention, and care: 2020 report of the Lancet Commission](#). The Lancet. 2020 Aug 8;396(10248):413-46. DOI: 10.1016/S0140-6736(20)30367-6. [Accessed 26/01/23]

<sup>6</sup> Van der Lee SJ, Teunissen CE, Pool R, Shipley MJ, Teumer A, Chouraki V, van Lent DM, Tynkynen J, Fischer K, Hernesniemi J, Haller T. Circulating metabolites and general cognitive ability and dementia: Evidence from 11 cohort studies. *Alzheimer's & Dementia*. 2018 Jun 1;14(6):707-22. DOI: 10.1016/j.jalz.2017.11.012. [Accessed 26/01/23]

<sup>7</sup> Choi D, Choi S, Park SM. Effect of smoking cessation on the risk of dementia: a longitudinal study. *Annals of clinical and translational neurology*. 2018 Oct;5(10):1192-9. DOI: 10.1002/acn3.633. [Accessed 26/01/23]

<sup>8</sup> Zhong G, Wang Y, Zhang Y, Guo JJ, Zhao Y. Smoking is associated with an increased risk of dementia: a meta-analysis of prospective cohort studies with investigation of potential effect modifiers. *PloS one*. 2015 Mar 12;10(3):e0118333. DOI: 10.1371/journal.pone.0118333. [Accessed 26/01/23]

<sup>9</sup> WHO. [Tobacco use and dementia](#). July 2014. [Accessed 26/01/23]

<sup>10</sup> Doll R, Peto R, Boreham J, Sutherland I. Mortality in relation to smoking: 50 years' observations on male British doctors. *Bmj*. 2004; 328:1519. DOI: [10.1136/bmj.38142.554479.AE](#). [Accessed 26/01/23]

<sup>11</sup> ASH. Smokefree GB Survey 2022 conducted by YouGov. Fieldwork 16.02.22 – 21.03.22. Smokers n=1751 Non-smokers n=11337

<sup>12</sup> Chaiton M, Diemert L, Cohen JE, Bondy SJ, Selby P, Philipneri A, Schwartz R. Estimating the number of quit attempts it takes to quit smoking successfully in a longitudinal cohort of smokers. *BMJ open*. 2016 Jun 1;6(6):e011045. DOI: 10.1136/bmjopen-2016-011045. [Accessed 26/01/23]

<sup>13</sup> Buss V, West R, Loren Kock L, Kale D, Brown J. [Top-line findings on smoking in England from the Smoking Toolkit Study](#). January 2023. [Accessed 26/01/23]

<sup>14</sup> National Institute for Health and Care Research. [Most patients welcome advice from GPs on changing their behaviour to improve health](#). September 2020. [Accessed 26/01/23]

<sup>15</sup> Stead LF, Buitrago D, Preciado N, Sanchez G, Hartmann-Boyce J, Lancaster T. Does advice from doctors encourage people who smoke to quit. *Cochrane Database Systematic Reviews*. 2013 May 31(6). DOI: 10.1002/14651858. [Accessed 26/01/23]

<sup>16</sup> Thomsen T, Villebro N, Møller A. Interventions for preoperative smoking cessation. *Cochrane Database of Systematic Reviews*. 2014, March 27(3). DOI: 10.1002/14651858. [Accessed 26/01/23]

<sup>17</sup> Aveyard P, Begh R, Parsons A, West R. Brief opportunistic smoking cessation interventions: a systematic review and meta-analysis to compare advice to quit and offer of assistance. *Addiction*. 2012 Jun;107(6):1066-73. DOI: 10.1111/j.1360-0443.2011.03770.x. [Accessed 26/01/23]

<sup>18</sup> NCSCT. [Very brief advice on smoking \(VBA\)+](#). October 2021. [Accessed 26/01/23]