



Healthy Lifestyles  
Isle of Wight

## What is Stoptober?

With October fast approaching it's time to start getting ready for Public Health England's annual stop smoking campaign – Stoptober. Now in its 11th year, Stoptober is a great opportunity to encourage smokers to make a quit attempt and help them sustain it throughout October and beyond.

Stoptober is built on evidence that if a smoker can quit for 28 days, they are **five times** more likely to quit for good. Making smokers feel part of a nation-wide movement has also proven to be effective, and that is why Stoptober remains a staple feature on PHE's annual campaign calendar.

Whilst Stoptober is aimed at all smokers nationally, this year PHE are specifically targeting smokers aged 25 to 50 from lower socio-economic groups who work in routine and manual jobs.

The focus of the campaign will be '**You've got what it takes to quit this Stoptober**'; encouraging smokers to quit not only by promoting the benefits of quitting, but also to give them confidence that they can quit successfully.

### How to refer:

The Healthy Lifestyles Isle of Wight team can offer virtual or face to face support. You can securely refer clients via:

- Electronic referral form via [www.healthylifestylesiow.co.uk](http://www.healthylifestylesiow.co.uk)
- Call 01983 642369 or 0800 999 1396

### What you can do:

Highlight the campaign on your website using the PHE Stoptober campaign resources. These can be accessed here:

<https://bit.ly/3U8mTl0>

- Promote using posters in your waiting room
- Text smokers to invite them to the service. Suggested text to send to smokers:

*You've got what it takes to quit this Stoptober. Join the thousands of people who are stopping smoking this Stoptober, for free support to quit smoking contact the team on 01983 642369 or text QUIT to 66777.*

- Promote on social media (tag us @HealthyLifeIOW)
- Refer all smokers wishing to quit to Healthy Lifestyles Isle of Wight