



Public Health
England

HEALTH HARMS 2018 CAMPAIGN **TOOLKIT**

December 2017



BECAUSE THERE'S ONLY
ONE YOU

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CAMPAIGN OVERVIEW

CAMPAIGN INTRODUCTION

This January, Public Health England will be running a Health Harms campaign to encourage smokers to quit in the new year.

It's a national campaign which launches on Friday 29 December 2017 and will include:

- **New TV and digital advertising**, which will illustrate the harm caused by poisons contained within tar from tobacco smoke. This dramatisation of harm disrupts smokers in their comfortable smoking habits by creating a visceral reaction to the act of smoking. It will encourage smokers to reconsider their habit and search 'Smokefree' for help to quit.
- **PR activities**, which will increase understanding of the dangers of smoking and amplify the 'poisons in the tar' message. PR will include interviews with spokespeople and case studies that will bring the issue to life for editorial coverage. Specifics of the PR are currently being developed.
- **Partners activities**, focused on promoting the free support available to help people quit smoking and encourage them to search 'Smokefree'.

THE SUPPORT ON OFFER

No matter how smokers are planning to quit, we want them to know there are lots of free tools and resources available to increase their chances of success.

Smokefree signposts to the following range of free support:



LOCAL STOP SMOKING SERVICES

Face-to-face, personalised support from understanding experts.



STOP SMOKING AIDS

Prescription tablets, nicotine replacement therapy (NRT) and e-cigarettes.



SMOKEFREE APP

Support every step of the way, with daily updates and quitting advice.



SOCIAL MEDIA

Support through social feeds any time of the day.



DAILY EMAIL

Regular tips and motivational pick-me-ups.

We recognise the market for quitting smoking has changed and people are increasingly using e-cigarettes as a quitting aid. When speaking with smokers, we would recommend an approach that uses the message 'however you choose to quit, Smokefree has a range of free proven support'.

For more information on PHE's position on e-cigarettes, please refer to the updated evidence on [gov.uk/government/policies/smoking](https://www.gov.uk/government/policies/smoking)

WHAT YOU CAN DO

The campaign provides a great opportunity to boost quit attempts in your area at the start of the new year.

We have created the range of assets outlined in this toolkit to help you promote your services and encourage smokers to quit.

To support the campaign you can:

- Display the promotional printed materials across your sites and areas.
- Use our range of free digital and social resources on your social media and internal communication channels.

You can download or order free additional leaflets or posters from the Campaign Resource Centre at campaignresources.phe.gov.uk

Please note that the information about the Smokefree Health Harms campaign, and resources included in this toolkit, are embargoed and should not be shared publicly until 00.01 29th December 2017.

CREATIVE RESOURCES

PRINTED RESOURCES

These are the printed assets you can display across your sites to promote the range of free Smokefree support.

This includes:

1. Generic 'Smokefree' CTA poster (A0, A3, A4)
2. Alternative Generic 'Smokefree' CTA poster (A4, available in digital format only)
3. Pharmacy CTA poster (A4)
4. MOD CTA poster (A3, A4)
5. Prison CTA poster (A3, A4, available in digital format only)
6. Generic leaflet (A5)
7. Leaflet dispenser (A5)



PRINTED TOOLKITS

You can also order a free pre-packed, printed toolkit containing resources that can be sent to your multiple locations.

The toolkit includes an activation brief, which gives an overview of the campaign and helps guide your sites or members on how they can get involved.

There are five customised pre-packed toolkits available for:

- Local Authorities
- Pharmacies
- Housing Associations
- Employers
- Ministry of Defence

Each toolkit contains:

- Activation brief
- Posters
- Leaflets
- Leaflet dispenser

ENCOURAGING SMOKERS TO QUIT IN JANUARY 2018

SMOKEFREE JANUARY HEALTH HARMS CAMPAIGN 2018
This January, we will be running a Health Harms campaign to encourage smokers to quit in the new year. The national campaign launches on 29 December 2017 and will include:

- New **TV and digital advertising**, which will illustrate the harm caused by poisons contained within tar from tobacco smoke. This dramatization of harm disrupts smokers in their comfortable smoking habits and routines by creating a visceral reaction to the act of smoking. It will drive smokers to reconsider their habit and search 'Smokefree' for help to quit.
- **PR activities**, will increase understanding of the dangers of smoking and amplify the 'poisons in the tar' message. PR will include interviews with spokespersons and case studies that will bring the issue to life for editorial coverage. Specifics of the PR are currently being developed.
- **Partners activities**, focused on promoting the free support available to help people quit smoking and encourage them to search 'Smokefree'.

SMOKEFREE AND YOUR PHARMACY
Once again, we're inviting Pharmacies across the country to work in partnership with Public Health England throughout the campaign. There are lots of Smokefree support tools on offer to help your customers quit successfully. They are designed to complement any smoking cessation activity you may have planned or advice you are giving in January.

THE SUPPORT ON OFFER
No matter how smokers are planning to quit, we want them to know there are lots of free tools and resources to increase their chances of success. Smokefree supports to the following range of free support:

- **Local Stop Smoking Services** – face-to-face, personalised support from understanding experts.
- **Stop smoking aids** – prescription tablets, nicotine replacement therapy (NRT) and e-cigarettes.
- **Smokefree app** – support every step of the way, with daily updates and quitting advice.
- **Daily email** – regular tips and motivational pick-me-ups.
- **Social media** – support through social feeds any time of the day.

We recognise the market for quitting smoking has changed and people are increasingly using e-cigarettes as a quitting aid. When speaking with smokers, we would recommend an approach that uses the message 'however you choose to quit, Smokefree has a range of free proven support'. For more information on PHE's position on e-cigarettes, please refer to the updated evidence on gov.uk/government/policies/smoking

BECAUSE THERE'S ONLY ONE YOU

WHAT YOU CAN DO
The campaign provides a great opportunity to promote your services and boost quit attempts at the start of the new year.

- Please let smokers about the range of Smokefree support products available, as part of the smoking cessation advice you provide.
- Display the promotional materials in store to promote available support.
- Download or order additional leaflets or posters, if required, from the Campaign Resource Centre at campaignresources.phe.gov.uk
- You can also download and use our range of free digital and social resources on your social media and internal comms channels.

WHAT IS INCLUDED IN THE TOOLKIT?

- 2 x A4 posters to drive awareness of the Smokefree range of support.
- 50 x A5 leaflets to also drive awareness of the Smokefree range of support.
- 1 x One You A5 leaflet dispenser.

WHAT ARE THE KEY BENEFITS TO PHARMACIES TAKING PART?

- Help start a conversation with customers about stopping smoking that could result in the sale of an NRT product.
- Improve the health of your customers by reducing smoking prevalence.
- Involvement in a high-profile government initiative.

Thank you for your support.
If you have any queries regarding the campaign, please email partnerships@phe.gov.uk

Yours sincerely,
PHE Marketing team

BECAUSE THERE'S ONLY ONE YOU

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DIGITAL RESOURCES

Here are the digital assets you can place across your channels, helping to spread the word.

These include:

- Digital banners to display on your website
- A TV screensaver, which can be displayed on screens in your sites
- An email signature to share internally with your staff and members

Email signature



Skyscraper banner



MPU banner



TV screen 1920x1080



Leaderboard banner



SOCIAL RESOURCES - IMAGES FOR ORGANIC POSTS

One of the easiest ways to spread the word about the campaign is through social media.

Here are the images you can use on your social media channels.

Images are available in:

- Facebook format (1200 x 630 pixels)
- Twitter format (1200 x 675 pixels)

2018 Campaign posts



Question/Engagement posts



Behaviour change posts



Support posts



SOCIAL RESOURCES - COPY SUGGESTIONS

Here are some suggested posts (and relevant images) that you can use on your Facebook or Twitter channels.

You can use these to create your own content calendar to share different posts throughout the duration of the campaign. Remember to use your tracked (po.st) link if you have one, so you can monitor engagement.

New year is the perfect time to make a change and quitting smoking is the best change you'll make. For free support going #Smokefree, visit www.nhs.uk/smokefree



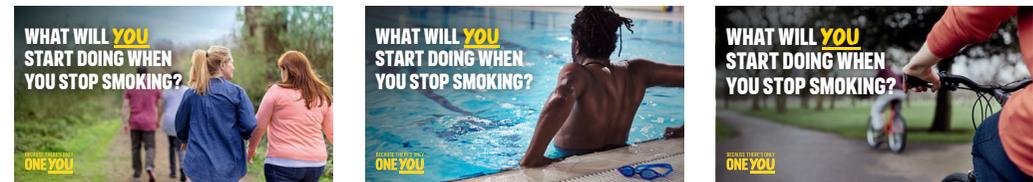
Quitting smoking is the best thing you'll ever do for your health, your family and your wallet! So this January, join the millions who've already gone #Smokefree. Visit www.nhs.uk/smokefree for all the free support available.



“Giving up smoking for good” – it can sound pretty daunting, but it doesn't need to be. If you're ready to go #Smokefree, we're here to help. Visit www.nhs.uk/smokefree to find all the free support available.



This year, replace your bad habit with a good one. Make 2018 the year you go #Smokefree. For all the free support and advice available, visit www.nhs.uk/smokefree



SOCIAL RESOURCES - IMAGES FOR SPONSORED POSTS

A paid social media campaign is an effective and efficient way to target smokers.

If this is something you're considering, we would recommend upweighting any spend in the first two weeks of January, when the majority of smokers will be thinking about quitting.

The following images are compliant with Facebook 80/20 image/text ratio rule so can be used across paid media.



SOCIAL RESOURCES - ANIMATED ASSETS

There is also a .gif and a video, to increase engagement on your social media channels.

15 sec animated video

Suggested copy:

Ready to quit smoking, but not sure how to do it? There's lots of free support available to help you go #Smokefree and give up for good. Visit www.nhs.uk/smokefree to find the help that works for you.



5 sec animated gif

Suggested copy:

This January, join millions of others and give up smoking for good. It may seem scary, but we promise it's the best decision you'll ever make. Visit www.nhs.uk/smokefree to see all the free help and #Smokefree support available.

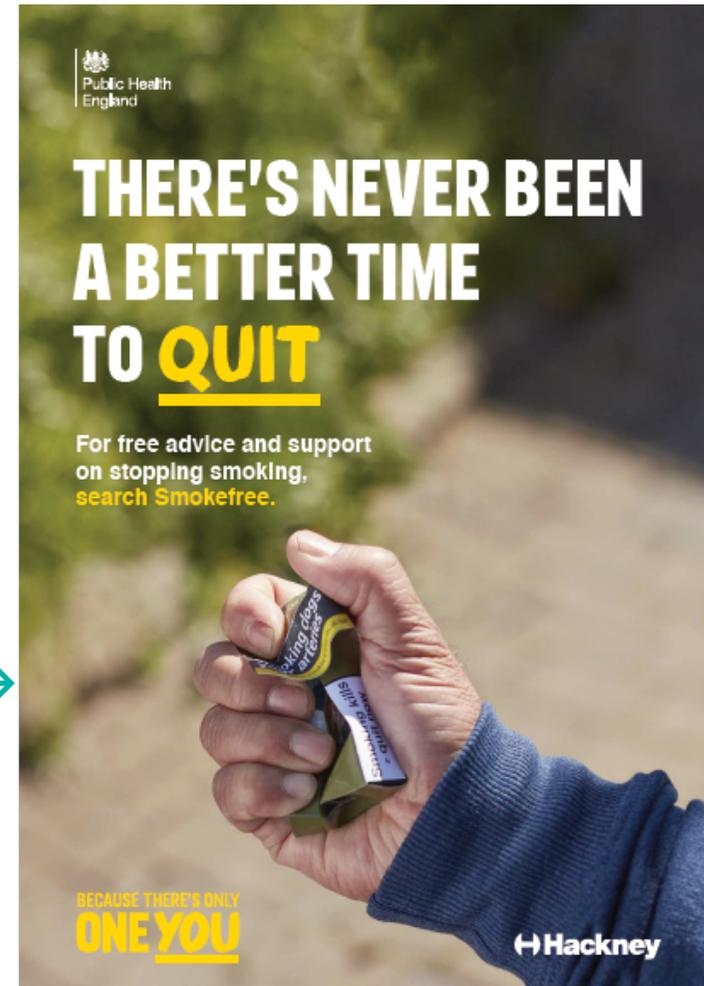


RESOURCES FOR PARTNER LOCALISATION

PRINTED RESOURCES FOR LOCALISATION

To engage your local communities and drive them directly to your services, you can localise some of the assets.

Campaign printed assets can be customised by placing the partner's logo in the indicated area - this would usually be in the bottom right corner (see example below).



The partner logo can be less but should never be more than 1x height of One You logo.



DIGITAL RESOURCES FOR LOCALISATION

Digital assets can be customised by placing the partner's logo in the indicated area.

There are two options for the leaderboard and skyscraper formats:

- **Option 1:** Place the logo in the space on the banner indicated by a white square (best option if your logo is white or a light colour).
- **Option 2:** Place the logo in the white space, separated from the image (best option if your logo is a dark colour).

For the MPU format, place the logo in the bottom right corner.

MPU



Skyscraper option 1



Skyscraper option 2



Leaderboard option 1



Leaderboard option 2



SOCIAL RESOURCES FOR LOCALISATION

Social posts can also be customised and there are three images to select depending what localised content is used.

The set includes a 'logo only' option, as well as empty belly posts so you can add your call to action (CTA) or own image. Again, remember to use your tracked link if you have one.

Here is some suggested copy for the posts:

- **Post copy 1:** Quitting smoking is the best thing you'll ever do. This January, become one of the hundreds of <Birmingham> residents giving up for good. If you're ready to make the change, visit www.nhs.uk/smokefree to find all the free help and support available.
- **Post copy 2:** Are you ready to join the hundreds of <local city> residents giving up smoking for good this year? Visit www.nhs.uk/smokefree to see all the #Smokefree support on offer.

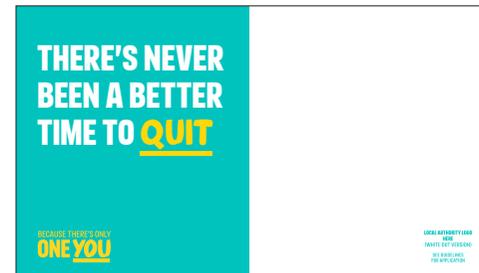
Image 1
Partner's logo only



Image 2
Partner's logo and written content (e.g. localised CTA)



Image 3
Partners logo and localised image (e.g. photo of the city)



Visual reference for image implementation



PR CONTENT

PR CONTENT

The PR on launch day aims to showcase the new TV ad by including a toxicology demonstration (narrated by Dr Dawn Harper) to re-enforce the harm caused by cigarettes.

A group of lifelong smokers – including Dragon’s Den panelist, Hilary Devey - take part in a test that reveals how smoking has led to harmful levels of poisons in the blood and the impact that these poisons have on their health.

The results of this demonstration will inspire the group to quit in January. The predicted improvements after just 28 days smoke free will be highlighted as Dr Dawn showcases the wide range of support available to quit (e.g. the Smokefree app, Facebook Messenger support, local stop smoking services, SMS support, information on e-cigarettes and stop smoking medicines).

The PR content will be underpinned with a press release embargoed for Friday 29th December.

Further information on the campaign and PR resources are available on the PHE Campaign Resource Centre at campaignresources.phe.gov.uk/resources/campaigns

This includes:

- National and regional press releases
- Key messages
- Facts and statistics
- Long & short copy
- Campaign Q&A
- Harms content

If you’re unable to access these documents, please email partnerships@phe.gov.uk.

ORDERING RESOURCES

HOW TO ORDER MATERIALS

Printed resources are now available to order and download through the:

- **Campaign Resource Centre** - campaignresources.phe.gov.uk (in the 'Be Smokefree' section)
- **Pharmacy Order Line** on 0300 123 1019 (for pharmacies only)
- **PHE Partnerships team** at partnerships@phe.gov.uk

Digital and social resources will be available to download from PHE's Campaign Resource Centre (campaignresources.phe.gov.uk) from Monday 18 December 2017. If you're unable to access the customisable artwork files, please email partnerships@phe.gov.uk

There'll be additional 'harms' resources available later in December to use on your digital channels.

If you have any questions about the campaign, please contact: partnerships@phe.gov.uk