



What is Stoptober?

Stoptober is back for 2021 and its 10 year anniversary! The main aim is to encourage the nation's smokers to make a quit attempt for the month of October and beyond. As with previous Stoptober campaigns, this year's campaign is founded on the evidence that if a smoker can quit for 28 days, they are five times more likely to quit for good.

How to Refer:

The **Healthy Lifestyles** can offer **virtual** and **face to face** support to those who wish to stop smoking.

You can securely **refer** clients **directly** via:

- Electronic referral form at www.healthylifestylesiow.co.uk
- Call **01983 642369** or **0800 999 1396**
- Offer an **appointment** if you are providing an in house service on behalf of SFH via a service level agreement

What you can do:

- **Highlight the campaign** on your **website** using the PHE Stoptober campaign resources. These can be accessed here: <https://bit.ly/3hJgATr>
- **Promote** using **posters** in your waiting room
- **Text smokers** to invite them to the service. Suggested text to send to smokers:

What will you start doing this Stoptober? When you stop smoking, your body starts to fix itself and you start doing so much more. 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**.
Examples of some posts:

Will #October be the month you choose to #quit for good? 01983 642369 #IsleofWight #Stoptober #Stoptober2021

1/3 of all smokers make a Quit Attempt in a year, but as few as 2 or 3% succeed long term without help! Text QUIT to 66777 #Stoptober2021

As soon as you #quit your body starts to repair itself. Breathing, taste & smell improve within days 01983 642369 #Stoptober

- **Refer** all smokers wishing to quit to **Healthy Lifestyles**