

STAKEHOLDER TOOLKIT

STOPPING SMOKING

IT'S WELL WORTH IT



Background:

West Sussex County Council's Public Health team is launching a campaign to promote Smokefree West Sussex services this March and beyond westsussexwellbeing.org.uk/smokefree.



Objectives:

Following from a period of desk and primary research with our main target audience, the "It's Well Worth It" brand was developed with the following objectives in mind:

- To increase belief in the target audience that they can quit smoking.
- To increase knowledge of support available to quit.
- To drive contacts to Stop Smoking Services.

Audience:

Primary audience:

- The 'It's Well Worth It' campaign targets smokers in West Sussex, with a primary focus on both men and women aged up to 50-years-old who work in routine and manual occupations.

The campaign:

For this campaign launch, we are focusing on encouraging smokers to make a quit attempt, with the support of Smokefree West Sussex services, by highlighting the benefits of quitting and directing them to information about the free support available. To do this, we have developed a range of branded assets, both print and digital, that detail the physical and financial benefits of quitting smoking over time.

To promote this campaign's creatives and messaging, digital ads will be running for the month of March, with out of home advertising running from March onwards. These ads will include factual and motivational information, as well as a direct link and QR codes to the West Sussex Wellbeing website where the free stop smoking services can easily be accessed.

Get involved:

You can find all campaign assets in this [toolkit](#) which are available for you to use locally.

The toolkit contains the following:

- Digital and print-ready A4 posters
- Digital and print-ready A5 leaflets
- Digital screen (for TV in waiting areas)
- Email signature
- Static social media assets for Facebook, Instagram and Tik Tok
- An organic social media calendar with copy

A wider range of Smokefree West Sussex materials are available to order from the Health Promotion Resource Service: www.westsussex.gov.uk/healthpromotion



Social media

As part of the organic social media calendar for this campaign, all organic copy to be used across Meta and Tik Tok is listed below, each with a link directing the audience to the West Sussex Wellbeing [website](#).

Asset 1 Within 72 hours of quitting smoking, you will 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 we can support you on your quitting journey, visit our website today:
westsussexwellbeing.org.uk/smokefree #NSD2025

Asset 2 By quitting smoking this No Smoking Day, it 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:
westsussexwellbeing.org.uk/smokefree #NSD2025

Asset 3 Are you preparing to quit smoking so you can enjoy life without the burden of cigarettes? We are here to help you.

To find the right support and free quitting aids for you today, visit our website:
westsussexwellbeing.org.uk/smokefree #NSD2025

Asset 4 People who quit smoking with the help of a stop smoking service are 3 times more likely to quit for good. We understand that quitting can be a scary thought, but we are here to support you every step of the way. Make that positive change this stop smoking day.

To find out how we can support you on your quitting journey, visit our website today:
westsussexwellbeing.org.uk/smokefree #NSD2025

Asset 5 Start your journey to a smoke-free life today with the help of our stop smoking services. 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 we offer on our website today:
westsussexwellbeing.org.uk/smokefree #NSD2025

Asset 6 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 free quitting aids that are available to you, visit:
westsussexwellbeing.org.uk/smokefree #NSD2025

Asset 7 Ahead of No Smoking Day, 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 that we offer, take a look at our website today:
westsussexwellbeing.org.uk/smokefree #NSD2025

Asset 8 Kickstart your quitting journey this No Smoking Day and commit to a life smoke-free! Make the positive change today for a healthier tomorrow and discover what free online support options are available at Smokefree West Sussex to help you do just that.

Explore what smoking aids are available at our website:
westsussexwellbeing.org.uk/smokefree #NSD2025

To see the accompanying images, please see all assets located in the toolkit.

Get in touch

To find out more information about the campaign and how you can support, contact the Public Health Tobacco and Smoking Team at: tca@westsussex.gov.uk