

Help Me Quit...the single brand for stop smoking services in Wales.

On 19 April 2017, *Help Me Quit* is being introduced as the first step towards an integrated stop smoking system for Wales. With a single brand, a free-phone number and a new website, *Help Me Quit* makes it easier for smokers to access help to quit. A public campaign will encourage smokers to contact the *Help Me Quit* contact centre team:

on **0800 085 2219**
or via **www.helpmequit.wales**
or by texting '**HMQ**' to **80818**.

Smokers will then be helped to shape their personal quit journey based on the local smoking services available to them.

Why?

The proportion of smokers being treated through NHS stop smoking services has been consistently lower than the 5% target, set by Welsh Government. Research suggests that smokers in Wales have a low level of awareness of NHS stop smoking service treatment options. In order to meet these challenges, the Wales Tobacco Control Strategic Board's Smoking Cessation Sub-Group is leading the development of an integrated system for stop smoking services in Wales. The single brand *Help Me Quit* is the first step towards that.

When and how?

Help Me Quit launches on **19 April 2017** with TV ads running for two weeks on ITV Wales and S4C. This will be immediately followed with promotion of the brand and a call to action via 'outdoor' media - billboards, phones boxes, ad-vans, bus interiors and exteriors across the country. Throughout the initial campaign there will also be a targeted digital presence through social media and other digital platforms. Stakeholder communication, brand assets and guidelines including printed materials will be available.

What does it mean for me?

Help Me Quit, and the associated integrated system, is designed to give the biggest number of smokers in Wales the best chance of quitting. For it to succeed, we need your support. All those who come into contact with smokers or provide stop smoking services can help by telling people about the new brand, and signposting to the service.

A communications pack will be distributed to key stakeholders including Local Public Health Teams from mid-April.

Contact us: helpmequit@wales.nhs.uk

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