

Help Me Quit

the single brand for NHS stop smoking services in Wales

Help Me Quit launches on **19 April 2017** - with a new unified brand, single free-phone number and new website making it easier for smokers to access help to quit. A public campaign will encourage smokers to contact the Help Me Quit contact centre team by:

Calling: 0800 085 2219
 Visiting: www.helpmequit.wales
 or texting: HMQ to 80818

***Help Me Quit* helps smokers shape their personal quit journey based on the local smoking services available to them.**

Key stakeholders will shortly be receiving a **campaign communications pack** with all the brand assets needed to maximise the impact of the campaign locally. Promotional posters are being distributed to all GP surgeries, community pharmacies and local tobacco control leads.

The campaign launches with bilingual **TV advertising** with over 60 ads featuring on ITV (Wales) and S4C for a 2 week period. The *Help Me Quit* contact team will have extended opening hours over this period. Some of the slots for the Help Me Quit TV ad are:

- * 19th April – 19:28- Emmerdale
- * 21st April – 19:45 – Coronation Street
- * 23rd April – 13.03 - ITV Weekend News
- * 29th April – 18.55 – Take Me Out

The campaign 'outdoor' advertising will be launched by the **Minister for Social Services and Public Health**, on **8 May 2017**, and include phone boxes, ad-vans, bus backs and interiors and billboards across the country. Facebook, Twitter and YouTube will all be used as part of the social media campaign and a social media Thunderclap will be used using the hashtag **#HMQWales**.

Through fantastic collective efforts a more coherent stop smoking system for Wales is emerging, under the banner of *Help Me Quit*, and liaison around this development continues. Tobacco Control Leads in local public health teams are key points of local contact for this work.

Help Me Quit is designed to give the biggest number of smokers in Wales the best chance of quitting – by helping shape their personal quit journey based on locally available quit support. For it to succeed, **we need your support**. All those who come into contact with smokers or provide stop smoking services can help by using the brand assets, supporting the campaign locally, telling people about *Help Me Quit* and signposting to the service.

If you are already referring smokers by using Quit Manager or fax/e-referrals you should continue to use these routes – the Help Me Quit contact centre team will ensure smokers get the support best suited to their needs.

Please contact the *Help Me Quit* team if you have any queries, or want to help more smokers get the best support to quit. **Contact Us: helpmequit@wales.nhs.uk**

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