

New Year 2014

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This briefing gives you an idea of the great campaigns planned over the next few months. So do use them to promote your own stop smoking service and/or get hold of some good marketing materials.

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## New Year Health Harms campaign

Public Health England (PHE) is launching a new smoking cessation campaign in the New Year to drive motivation to quit smoking. The campaign will expose the negative physical health outcomes of smoking and highlight the damage done with every cigarette. The 'health harms' messaging of the campaign will aim to trigger immediate quitting action among smokers and ensure they do not delay the decision



to another day. Those wishing to stop smoking will be offered help to do so through the full range of Smokefree support - including face-to-face help and advice, the Smokefree app, Quit Kit, email and text programme. In Devon, most pharmacies and some leisure centres will support the campaign using new Quit Cards that have been developed. Advertising will appear across TV, radio, outdoor and online.

There will also be social media activity on Twitter and Facebook. For more information contact [smokefreepartnerships@phe.gov.uk](mailto:smokefreepartnerships@phe.gov.uk). To order resources go to <http://resources.smokefree.nhs.uk/resources>. Smokers will be able to order their own quit quits from the [smokefree.nhs.uk](http://smokefree.nhs.uk) website.

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## Smoking in cars with children

Tobacco Free Futures and the British Lung Foundation have joined forces and released on 17/12/13 a new video on smoking in cars with children. Starring actors Neil Fitzmaurice (from Peep Show) and Jazmine Franks (from Hollyoaks), the video highlights the fear many young people face in speaking up about parents or other adults smoking in the car while they're present.

The video is being circulated ahead of the House of Lords debate, in the New Year, on smoking in cars with children in the Children and Families Bill. You can watch the video at <http://www.blf.org.uk/Page/Smoking-in-cars-teen>. You can also vote to support the campaign and send an e-letter to your MP if you wish from this website..

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## Messages Campaign - February



This regional campaign has been designed collaboratively by Smokefree South West, Devon County Council and the Devon Stop Smoking Service. It focusses on the emotional aspect of smoking. Once again, there will be TV, radio, billboards and Ad vans across Devon and the Devon ads will feature our county pastime of surfing!. We will have leaflets available for you. More information will be available nearer the time. The launch date is Monday, 10 February.

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## No Smoking Day - March

No Smoking Day 2014 is on Wednesday, 12 March. You can promote this day in as large or small a way as you wish. For those keen to get involved, downloads and the No Smoking Day shop are available at <http://nosmokingday.org.uk>. You can even apply for an Organiser of the Year Award! So sign up to take part and get your free campaign pack (containing four posters, 50 leaflets and a campaign handbook) plus regular updates. Then order the materials you need to help you run an event on the online shop. You can also download a free campaign handbook, customisable posters and more to help you on your way.



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