

Smokefree Sheffield

QuitForCovid – Phase 1 – April

Website - Updates

- Info box and button on homepage
- Quit for Covid information page
- News updates on the blog
- Service update on the support page
- New COPD information page
- New NRT options page
- Volunteers page



SCC Email

- Email from SCC to staff and subscribers highlighting the campaign and linking to the Quit for Covid landing page on the SFS website.
- 78% of the spike in website traffic on 1st April was due to the SCC email.

Covid-19 FAQs, Supertram service reduction, sanitise bin handles, quit smoking Inbox x



Sheffield City Council alerts@subscriptions.sheffield.gov.uk via service.g... Wed, 1 Apr, 19:46 to me ▾



Support for smokers



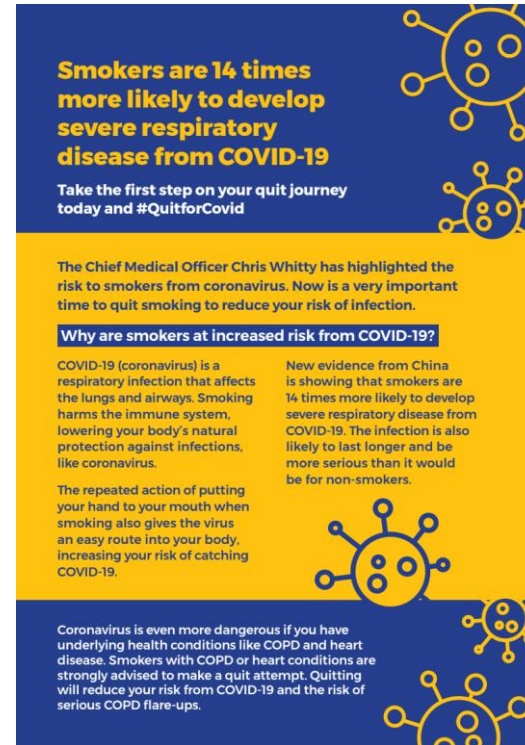
Smokers are at increased risk from COVID-19 so there has never been a better time to quit.

Smokers are three times more likely to quit with support and the Yorkshire Smokefree Service continues to provide help - including advice and medication - over the telephone.

Click here

[click for full details](#)

Stickers and leaflets



**Smokers are 14 times
more likely to develop
severe respiratory
disease from COVID-19**

Take the first step on your quit journey
today and #QuitforCovid

The Chief Medical Officer Chris Whitty has highlighted the
risk to smokers from coronavirus. Now is a very important
time to quit smoking to reduce your risk of infection.

Why are smokers at increased risk from COVID-19?

COVID-19 (coronavirus) is a
respiratory infection that affects
the lungs and airways. Smoking
harms the immune system,
lowering your body's natural
protection against infections,
like coronavirus.

New evidence from China
is showing that smokers are
14 times more likely to develop
severe respiratory disease from
COVID-19. The infection is also
likely to last longer and be
more serious than it would
be for non-smokers.

The repeated action of putting
your hand to your mouth when
smoking also gives the virus
an easy route into your body,
increasing your risk of catching
COVID-19.

Coronavirus is even more dangerous if you have
underlying health conditions like COPD and heart
disease. Smokers with COPD or heart conditions are
strongly advised to make a quit attempt. Quitting
will reduce your risk from COVID-19 and the risk of
serious COPD flare-ups.

Food banks

- 5,000 leaflets
- 4,000 stickers



Materials – Jessop Wing

- 1,000 leaflets



#QuitforCovid

The risks of smoking in pregnancy and COVID-19

 **Smokefree Sheffield**
www.smokefreesheffield.org



There's never been a more important time to look after your lung health.

Pregnant women are at risk of severe illness from coronavirus. Pregnancy can change how your body handles viral infections, like COVID-19, and in some cases, these infections can be worse in pregnant women.

Smoking increases the risk even further with new research showing that smokers are 14 times more likely to develop severe respiratory illness from COVID-19.

Protecting yourself and your baby

If you smoke during pregnancy, you are at a greater risk of:

- catching lung infections like COVID-19
- the infection lasting longer, as smoking harms your immune system, making it harder for your body to fight it off
- the infection being more serious than it would be for someone who does not smoke

One of the most important steps you can take to protect yourself from COVID-19 and shield your baby from the serious risks of smoking is to make a quit attempt.

Creating a smokefree home while you self isolate is another important step to take. Being around secondhand smoke exposes the mother and baby to over 4,000 dangerous chemicals in cigarette smoke.

It is also really important that you follow government guidelines on social distancing and regular hand-washing, details of which can be found at www.gov.uk.

By smoking, or being around smokers during

You and your baby will see the benefits

Social Media


 **Smokefree Sheffield**
Sponsored · 🌐

300,000 people in the UK have #QuitForCovid. Are you ready to join them? With the right support, anyone can quit successfully.




SMOKEFREESHEFFIELD.ORG
Arrange a callback from
Yorkshire Smokefree...

LEARN MORE

 **Smokefree Sheffield**
Sponsored · 🌐

Swapping cigarettes for safer forms of nicotine like NRT or e-cigarettes can help you #QuitForCovid and do something positive for your health.



SMOKEFREESHEFFIELD.ORG
Access online & telephone quit support today
Inspiring a smokefree generation in Sheffield

Learn More

 **Smokefree Sheffield**
Sponsored · 🌐

Smoking lowers your body's protection against infections like coronavirus. Take a vital step towards reducing your risk by quitting.



SMOKEFREESHEFFIELD.ORG/QUITFORCOVID
Access at home quit support today
Free quit support is available over the phone and online.

Learn More

Social Media

- Results:
 - Impressions – 415,388
 - Reach – 59,920
 - Link clicks – 1,670 (0.4% CTR)
 - Likes, Comments & Shares – 80
 - Spend – £304.24



The image shows a screenshot of a Facebook post from the page 'Smokefree Sheffield'. The post is sponsored and features a red background with yellow and white text. The main text reads 'QUIT TODAY AND REDUCE YOUR RISK' in a large, bold, hand-drawn font. Below this, it says '#QuitforCovid' and 'TODAY IS THE DAY' in a white, brush-stroke style. At the bottom, there is a grey bar with the website 'SMOKEFREESHEFFIELD.ORG', the text 'Get stop smoking support today', and a 'LEARN MORE' button.

 **Smokefree Sheffield** ...
Sponsored · 

Many of us are trying to get healthier in the fight against COVID-19. Quitting smoking is the best thing any smoker can do to improve their health.

**QUIT TODAY AND
REDUCE YOUR RISK**

#QuitforCovid **TODAY IS THE DAY**

SMOKEFREESHEFFIELD.ORG
**Get stop smoking support
today** [LEARN MORE](#)

Ramadan

 **Smokefree Sheffield**
Sponsored ·  ...

Ramadan is being celebrated differently this year. Thanks to everyone staying home, saving lives and protecting the ...
[...see more](#)



SHEFFIELDNEWSROOM.CO.UK
Support is here for people looking to quit smoking,...

[LEARN MORE](#)




Instagram

sмоkefreesheffield_uk
Sponsored



It can damage
your immune system
making it harder
to fight off infections like
COVID-19.

[Learn More](#)

sмоkefreesheffield_uk Know the risks. #QuitForCovid.
For advice and support visit smokefreesheffield.org



[About](#) [News](#) [Campaigns](#) [Resources](#)

[Quit for Covid](#)

[Find support](#)



Pledge to #QuitForCovid this Ramadan

[Home](#) > [News](#) > Pledge to #QuitForCovid this Ramadan



Published on Monday, April 27th, 2020 at 4:17 pm

Ramadan Mubarak, Sheffield!

Ramadan will be celebrated differently this year. Thank you to everyone who will be staying at home this Ramadan to protect their family, friends and community from COVID-19.

It is vital at this time of national emergency that we all stick to the social distancing rules put in place by the government and stay at home to reduce the spread of coronavirus, protect the vulnerable, save lives and protect the NHS.

Social Media

- Results:
 - Impressions – 81,600
 - Reach – 19,780
 - Link clicks – 387 (0.47% CTR)
 - Likes, Comments & Shares – 89
 - Spend – £173.39



 **Smokefree Sheffield**
Sponsored ·  

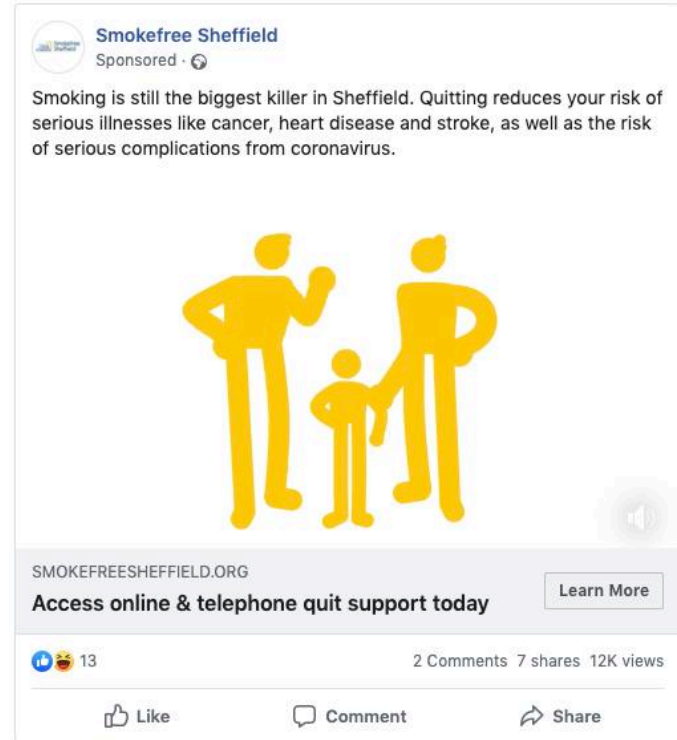
Sharing a cigarette or shisha pipe might seem harmless but puts you both at risk from the spread of COVID-19. [...see more](#)



SMOKEFREESHEFFIELD.ORG
Protect yourself and others. #QuitForCovid. [LEARN MORE](#)


Social Media

- Results:
 - Impressions – 42,930
 - Reach – 13,660
 - Link clicks – 866 (2% CTR)
 - Likes, Comments & Shares – 25
 - Full video plays – 2,406
 - Spend – £164.74



Smokefree Sheffield
Sponsored · 🌐

Smoking is still the biggest killer in Sheffield. Quitting reduces your risk of serious illnesses like cancer, heart disease and stroke, as well as the risk of serious complications from coronavirus.



SMOKEFREESHEFFIELD.ORG [Learn More](#)

Access online & telephone quit support today

👍❤️ 13 2 Comments 7 shares 12K views

👍 Like 💬 Comment ➦ Share

Hallam FM

- Impressions – 1,663,364
- Reach – 366,672
- Plays – 154
- Spend – £2,000



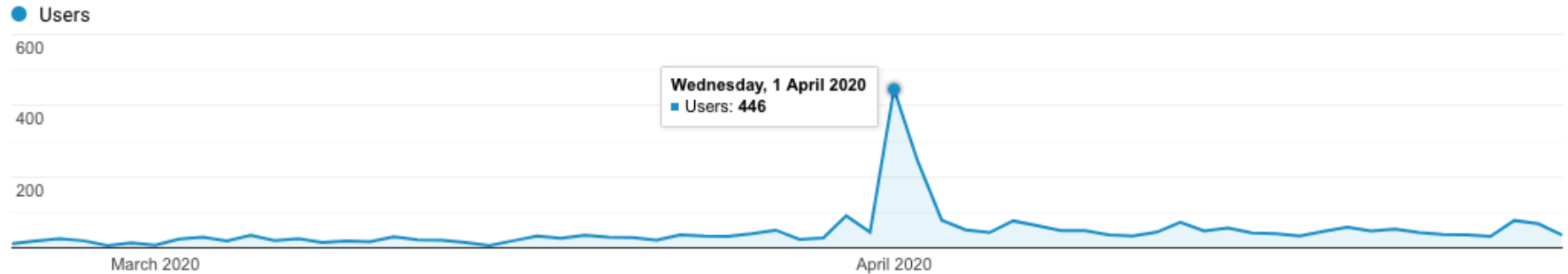
ITV

- Impressions - 101,006
- Reach - 23,078
- Clicks - 296 (0.29% CTR)
- Spend – £3,000



Website results

- Spike in website traffic on launch of Quit For Covid campaign on 1st April driven by SCC email to staff and subscribers



Website - Results

- 4,403 people visited the website April - June (641%↑)
- 7,518 page views (541%↑)
 - 2,703 - Quit for Covid
 - 1,941 - Support (2,356%↑)



The screenshot shows the Smokefree Sheffield website header with navigation links: About, News, Campaigns, Resources, Quit for Covid, and Find support. The main heading is "Quit for Covid – Advice for Smokers". Below this is a large teal banner with the text "#QUITFORCOVID" in purple and "TODAY IS THE DAY" in white on a brushstroke background. Under the banner, the text reads: "Make today the day you take the first step on your quit journey! Get expert support from your home here." At the bottom, it states: "The Chief Medical Officer Chris Whitty and Health Secretary Matt Hancock have both highlighted that smokers are at increased risk from COVID-19."

Overall results

- £7,000 approx. spend
- Reached over 480,000 people
- Over 3,000 engagements