

Closer Each Time: Partners Toolkit

Campaign overview

This new year, Smokefree Sheffield will be encouraging smokers to give quitting another go. A new video advert entitled 'Closer Each Time' has been created to help smokers to see that each time they try to quit they're a step closer to success.

Launching city-wide on the 6th January 2021 the advert will run for 1 month on ITV On Demand, YouTube and social media to capitalise on new year quits.

We know from research that the majority of smokers make multiple attempts before they successfully quit smoking. When smokers try to quit and fail, they may be discouraged from trying again. They know they should quit, they want to quit, but many have such poor expectations that they don't try to quit.

Smoking cessation is a difficult and complex process, and smokers use many methods and approaches to achieve cessation. Knowing that it takes most smokers several attempts to quit is important as it can frame different narratives about the quitting process.

It takes some trial and error to find out which method works best for a person, whether it's quitting "cold turkey", using nicotine replacement therapy like gum or patches or the support of a service. But those attempts have value and can teach smokers about the nature of their habit, their addiction, and, most importantly, how it can affect their health.

A lot of smokers adopt negative attitudes towards their unsuccessful attempts as being a failure on their part. They view themselves as not having the strength or willpower to succeed. This first Smokefree Sheffield campaign of 2021 seeks to reframe these attempts as being valuable lessons guiding them toward the goal of becoming smoke free. Each attempt moves you closer each time and you are making progress.

By acknowledging that quitting smoking is a difficult and highly personal process, the campaign adopts an empathetic tone. Every attempt counts, take pride in each one, because the next one can be the one that takes you to your goal of quitting permanently.

Filmed on location across Sheffield, the advert features three parallel stories of smokers currently on their next attempt to quit. Shot entirely with natural light in real homes, these intimate vignettes capture the day-to-day moments each experience in their attempts to stop. The advert doesn't gloss over the frustration and cravings associated with giving up, but it does show that with time and the right support that these will pass. That there will be a time when this is the last time you try, and be the time you succeed.

With Smokefree Sheffield's help smokers are three times more likely to quit than going it alone. For some, the road to quitting smoking is a long and bumpy one, but Smokefree

Sheffield's expertise and experience will give them the best chance of reaching their goal whatever it takes.

Watch the advert and download it here: <https://bit.ly/closer-each-time-video>. Please note if you are sharing the video externally please send the YouTube link rather than the Vimeo download link. A subtitled version is also available here: <https://bit.ly/closer-each-time-sub>.

Key messages

- Don't give up on quitting smoking. Every time to try you're a step closer to success.
- Make your next quit attempt this new year.
- You're three times more likely to quit successfully with support.

Stats

- Currently only 30% of smokers per year make a serious attempt to quit.
- Only 5% of smokers successfully quit each year.
- Only 2% of quitters used a stop smoking service despite this being the most effective method.
- If 50% of smokers made an annual quit attempt, we could get to 5% smoking prevalence by 2029.

Source: http://ash.org.uk/wp-content/uploads/2019/06/The-End-of-Smoking_final.pdf

How you can get involved

As a city-wide campaign we would encourage support from all Smokefree Sheffield partners to promote the advert. It is important that the campaign is seen on all partner channels and not just Smokefree Sheffield's channels. Moreover, to showcase the range of services available to support people from all walks of life and situations to quit smoking in Sheffield.

Here are some of the ways you can help:

- If you have access to public TV screens which can be used to show the advert please use them.
- Share the video and this toolkit with your colleagues and other parties.
- Share on your social media channels, using the posts provided below, and re-share from the Smokefree Sheffield channels.

The advert will benefit from repeated viewing on multiple channels so please share far and wide. Showing the advert on multiple channels ensures we are reaching people at different touchpoints to move them along the journey to finally reaching out to the quit services.

Social media

Social media is a key channel for this campaign. One of the key benefits is that we have more time to engage with the audience compared to the TV advert. Sharing on social media allows us to include extra information, including a direct link to the stop smoking services page that isn't possible to include in the 30-second advert.

To help make it as easy as possible for you to support the campaign, a series of posts have been created which can be shared on social media. The following posts are suitable for use on Facebook, Twitter and Instagram.

Adverts

While promoting on social media allows us to include additional information not included in the video, it is important to keep text to a minimum with the post. Shorter messages are more engaging as they're easier to read and digest. Therefore it is more likely that people will watch the video and click the link included for more information.

The only link included in the text goes through to the services page on the Smokefree Sheffield site. Here all the different quit services of the partners are sign-posted. This allows the variety of people who will be seeing the advert to find the support that is right for them.

Below are just a few examples of posts you can use throughout the campaign and beyond.

Facebook

- *It can take a few tries to finally quit smoking. But each try gets you #CloserEachTime. Speak to your local stop smoking service about quitting today, visit smokefreesheffield.org/how-to-quit/services for details.*
- *Slip-ups are common when you're trying to quit smoking. When they happen, don't worry. Take some time to think about what went well and what went wrong and apply this to your next attempt. You're #CloserEachTime you try to quit, so give it another go this January with support from your local stop smoking service: smokefreesheffield.org/how-to-quit/services.*
- *This may not be the first new year you've made a resolution to quit smoking. But it can be the last. You're #CloserEachTime you try to quit so why not have another go this January? It could be the last time you try and the time you succeed. There's support available to help you at smokefreesheffield.org/how-to-quit/services.*
- *Failure is a delay, not a defeat. If you've tried to quit smoking before and it hasn't worked out, that doesn't mean you should give up on trying. The key is to learn from what went wrong so you're more likely to succeed next time. You're #CloserEachTime and with Smokefree Sheffield's help you can succeed. Visit smokefreesheffield.org today.*

- *It doesn't matter how many times you've tried to quit smoking, you get #CloserEachTime. Your next attempt could be the time you quit for good. Pledge to quit this January with support from your local stop smoking service, you're 3 times more likely to be successful if you do. Visit smokefreesheffield.org/how-to-quit/services.*
- *If you've tried to quit smoking before and it hasn't worked don't let this put you off trying again. 1 million people quit smoking in 2020 and you can join them by making another quit attempt this new year. You don't have to do it alone, visit smokefreesheffield.org for advice and support and get #CloserEachTime.*
- *There are lots of different ways to quit smoking. Finding the right one for you can take a few tries. Before you make your next quit attempt, talk to a stop smoking advisor. They'll help find the right method for you. Remember you're #CloserEachTime. Find out more about making your next attempt your last at smokefreesheffield.org.*
- *It can be hard to stay motivated after trying to quit smoking a few times. You're #CloserEachTime to succeeding with every try. Remind yourself why you want to quit and give it another go this new year. Your local stop smoking service can help you, just get in touch via smokefreesheffield.org/how-to-quit/services for free, non judgemental advice and support.*

Twitter

- *It can take a few tries to finally quit smoking. But each try gets you #CloserEachTime. There's support available from @smokefreesheff to help you succeed.*
- *It's normal to slip up when you're trying to quit smoking. But a slip up doesn't have to be a setback. You're #CloserEachTime you try, so pick yourself back up, dust yourself off and give quitting another try this January with support from @smokefreesheff.*
- *Is your new year's resolution to quit smoking? It may not be the first year you've tried, but it can be the last. You're #CloserEachTime you try to quit and this could be the time you succeed. @smokefreesheff will support you every step of the way.*
- *Failure is a delay, not a defeat. If you tried to quit smoking and it didn't work out, don't give up. You're #CloserEachTime you try, so why not give it another go this January with support from @smokefreesheff?*
- *If you've tried to quit smoking before and it hasn't worked don't let this put you off trying again. You're #CloserEachTime and with @smokefreesheff's help, your next attempt could be your last.*
- *There are lots of different ways to quit smoking. Finding the right one for you can take a few tries but you get #CloserEachTime. A stop smoking advisor can help you*

find a method that will help you quit for good. Find out more at smokefreesheffield.org

- *It doesn't matter how many times you've tried to quit smoking, you get #CloserEachTime. Your next attempt could be the time you quit for good. Pledge to quit this January with support from @smokefreesheff.*
- *It can be hard to stay motivated after trying to quit smoking a few times. But remember, you're #CloserEachTime, every time you try. Give it another go this new year with support from @smokefreesheff.*

Use of the campaign video

Each social media post should include the video advert. People often view videos on social media without sound, so to ensure all viewers get the best experience, please use the subtitled versions of the videos when posting on social media. The subtitled version can be downloaded here <https://bit.ly/closer-each-time-subs>.

Also, it is important that the video is playable within the post itself and that users don't need to leave the social network to view the video. Rather than linking the video in the post, please download the video using the links provided and upload the video directly to the post on social media.

Still images

If you would like to offer some variation on social media, we have a selection of image stills from the video which can be used instead of the video. For best results, we would recommend using these after you've shared the videos a couple of times.



Please note: all coverage is embargoed until 6th January so should NOT be circulated outside of organisations before this time.

Thank you for supporting the campaign!

If you have any questions please feel free to email jennifer.t@divacreative.com