



The role of regional communications and partnership working in supporting people with poor mental health to quit smoking.

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SOUTH EAST

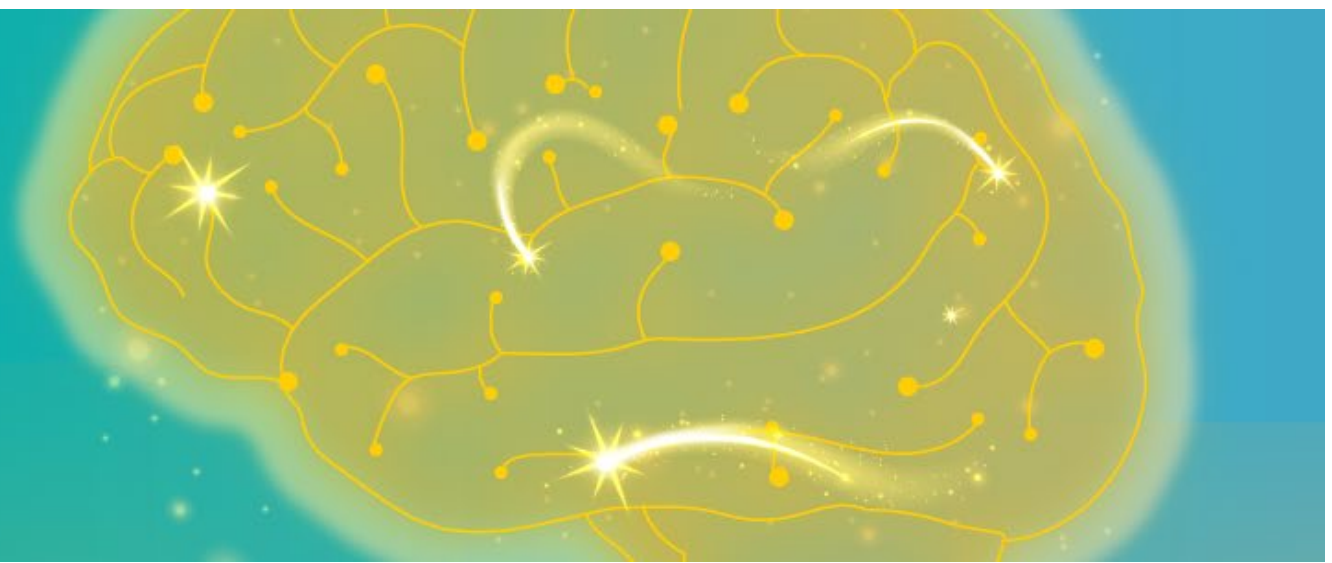
**SMOKEFREE
ALLIANCE**

QUIT TOGETHER | LIVE BETTER



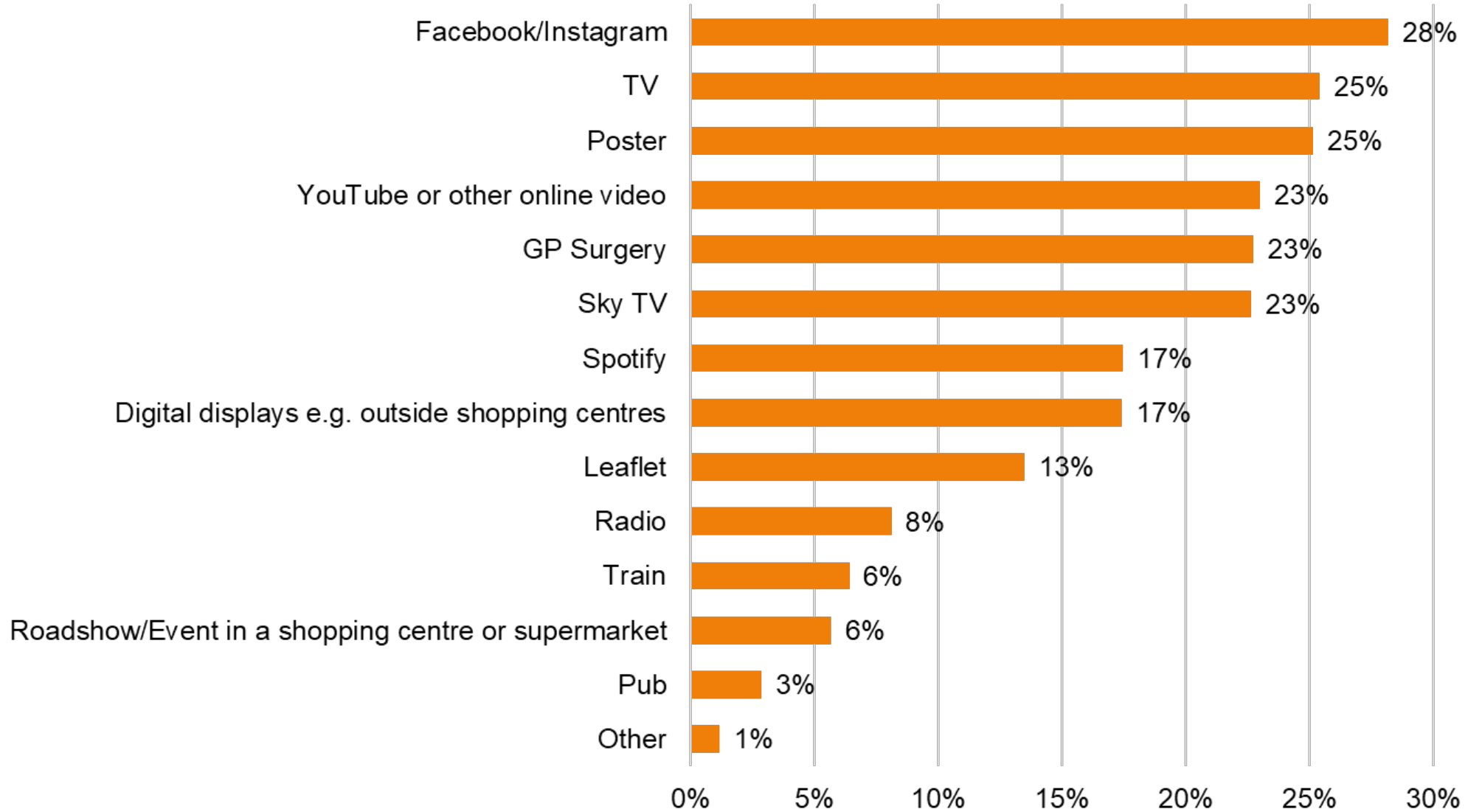
Fact is, people who stop smoking are happier.

It's been proven, and it can start to work within weeks.



[Quit Now – South East Smokefree Alliance](#)

Where campaign seen/heard



Stop Smoking, Feel Happier

- An estimated 193,527 people in the region who smoke saw the campaign.
- An estimated 73,923 will try to quit smoking (set quit date or started quit attempt)



Following receipt of mental health message by adults who smoke in person at a roadshow (n=604)

51% (n=311) made a change in behaviour: contemplation to action.

- 28% (n =152) signed up for LSS immediately
- 22% (n=132) set a quit date after VBA and were given info about LSS

40% (n=240) changed their attitude and strengthened their motivation to quit: precontemplation to contemplation

9% (n=51) made no change and expressed a desire to keep smoking.

Actions/planned actions as a result of campaign (all respondents)



Actions/planned actions as a result of campaign



Supplementing Good Practice

- 57 people attended the launch webinar
- Currently being filmed, produced for CPD accredited self-guided course and workbook.
- Embedding stop smoking services in talking therapies and counselling.

Helping the people you support improve their mental health through stopping smoking:

Practical Tools for Health and Wellbeing Professionals



Free CPD-accredited webinar



Find your happy hormone.

A calmer, less stressed you is just a few weeks away.



Celebrate feeling your best this pride.

Stop smoking, feel happier, feel more like you. Visit: www.quittogetherlivebetter.com/quitnow to find out more.

Research

- Cochrane review on smoking cessation interventions for people with ASD and ADHD – second minor revision.
- Developing a specific smoking cessation intervention for people with ADHD.
- Compiling smoking insights across the region.
- Scoping work - feasibility, barriers and opportunities for VBA in probation and social housing.

