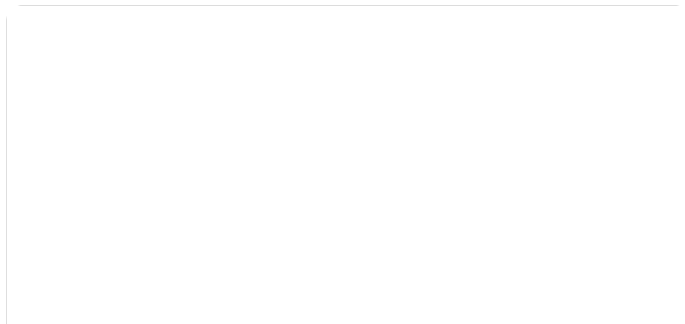




Stoptober - When You Stop Smoking, Good Things Start to Happen



Since its inception 12 years ago, Stoptober has emerged as a powerful campaign, aiding over 2.5 million smokers in their journey to quit smoking. The campaign's success is rooted in scientific evidence that suggests if a smoker can abstain from smoking for 28 days, they are five times more likely to quit for good.

This year, the theme of the Stoptober campaign revolves around the notion that when you stop smoking, positive things begin to happen. The aim is to remind smokers of the numerous benefits that come with quitting and to guide them towards a variety of proven tools that can assist them on their quitting journey. To access these resources, smokers are encouraged to search for 'Stoptober', which will direct them to the Better Health Quit Smoking website.

To ensure maximum reach, the Stoptober campaign will be promoted extensively in England through various channels. Advertising will be featured on radio, social media platforms, video on demand (VOD), out-of-home displays, and digital platforms.

Stoptober serves as a crucial initiative in combating the detrimental effects of smoking. Smoking is a leading cause of preventable diseases and premature deaths worldwide. By encouraging smokers to quit, Stoptober not only improves individuals' health but also contributes to reducing the burden on healthcare systems and society as a whole.

Quitting smoking has numerous benefits that extend beyond just physical health. It can enhance mental well-being, improve the quality of relationships, and save a significant amount of money. Additionally, quitting smoking reduces the risk of developing various diseases, including lung cancer, heart disease, and respiratory conditions.

The Stoptober campaign offers a range of resources and support to aid smokers in their journey to quit. These include access to personalised quit plans, tips on managing cravings, and information on nicotine replacement therapy and other medications that can assist in the quitting process. The campaign also emphasises the importance of seeking support from friends, family, and healthcare professionals.

The success of Stoptober lies in its ability to provide smokers with the tools and motivation they need to quit smoking. By highlighting the positive outcomes that come with quitting, the campaign inspires smokers to take that crucial first step towards a healthier and smoke-free life.

If you or someone you know is a smoker, consider joining the Stoptober campaign this year. By doing so, you will be embarking on a journey towards better health, improved well-being, and a brighter future. Remember, when you stop

smoking, good things start to happen.

Related Links

- [Quit smoking this Stoptober](#)
- [Better Health Quit Smoking](#)



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