



Swap to Stop campaign guide

- A communications toolkit for Oxfordshire organisations

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THANK YOU for helping Oxfordshire's residents get support to stop smoking.

Since launching in April 2021, Stop for Life Oxon has supported thousands of residents across Oxfordshire to quit. Thanks to its success, we have received vape quit-kits from the Department for Health and Social Care to deliver the Swap to Stop initiative, enabling the service to offer support to everyone in Oxfordshire that wants it.

To encourage as many of Oxfordshire's estimated 60,000 smokers as possible to take advantage of this support, we are asking you - our friends and colleagues - to share our message and support the promotion we are running over the next few weeks.

To help make this as easy as possible, we have created this toolkit of resources that you can simply copy and paste to your social platforms, or use alongside your own messages, as you think best.

Thank you so much for your support in promoting this important health service for Oxfordshire residents. We look forward to continuing to work closely with community stakeholders, prescribers, and referral partners to support Oxfordshire on the journey to becoming smoke free.

WHAT IS THE SWAP TO STOP CAMPAIGN?

We want our residents to be able to stop smoking. But many smokers become disheartened after trying to quit without success.

This is where vapes as a step toward quitting offer a way forward for many. Vaping is much less harmful than smoking. It's also one of the best tools for quitting smoking – significantly more effective than nicotine patches or gum.

We also know that deciding to make a change to your life 'forever' can be daunting. Our campaign asks smoker to swap their cigarettes for a vape for just 30 days, and offers a free vape kit and support to make the switch.

The message we want your help to spread is:

Join the 30-day challenge and swap your cigarettes to a vape. We'll give you everything you need, and as much support as you want.

HOW YOU CAN HELP

We want to help as many people in Oxfordshire as we can, but we can only do it if people know about the offer. With so many myths and misunderstandings about vapes, residents need to know they can trust this service to improve their health without cost to them.

Your voice is vital to building that trust.

We have provided the resources below to make it easy for you to spread the 'Swap to Stop' word. This includes posters you can print out or request from us, social media posts you can use on your channels and text that can be used in a newsletter or online post.

Please use these where you can, so as many people as possible can hear about the help that is on offer to stop smoking.

If there are any other organisations, community groups, or individuals you think would also be able to pass our message, please share the toolkit with them too.

Do let us know if you have any questions, or if there's anything else we can provide.

Many thanks,

The Oxfordshire County Council Public Health Team

RESOURCES

POSTERS FOR A NOTICEBOARD OR A HANDY WALL

Please can you display our posters on any notice boards or public areas you have access to.

The posters are available here to print yourself as [A4 posters](#), or we are happy to post them to you.

[CLICK TO ORDER YOUR POSTERS](#)

LEAFLETS FOR YOUR LOBBY, STAFF ROOM, FRONT DESK OR TABLES

Please can you make our flyers available if you have a suitable place, or post them to your members / colleagues with any other post you send out.

Please can you display our posters on any notice boards or public areas you have access to.

[CLICK TO ORDER YOUR FLYERS](#)



www.stopforlifeoxon.org/30DaySwap

Freephone: 0800 122 3790

NEWSLETTER

If you have a local newsletter, we'd love it if you could include something like this:

100 WORD VERSION



¹Example image - [we have a selection of images available for newsletters](#)

Do you want to quit smoking?

Deciding to make a change forever can be daunting. Let's not worry about forever. Let's start with 30 days.

Join the 30-day challenge and swap your cigarettes to a vape. Stop for Life Oxon will give you everything you need, and as much support as you want.

There are loads of good reasons to swap. Swap for your health, Swap for your family, swap to save money.

Take the Swap to Stop 30-day challenge and see the difference it makes to you.

Find out more and get started at www.stopforlifeoxon.org/30DaySwap

50 WORD VERSION



² Example image - [we have a selection of images available for newsletters](#)

Want to quit smoking?

Making a change forever can be daunting. Let's start with 30 days.

Join the 30-day challenge and swap your cigarettes to a vape. Stop for Life Oxon will give you everything you need, and as much support as you want.

Swap to stop at www.stopforlifeoxon.org/30DaySwap

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SOCIAL MEDIA PROMOTION

It would be great if you could share some posts to promote the Swap to Stop campaign. Graphics and suggested text can be found below.

30 Day Swap Challenge message

Deciding to make a change forever can be daunting. Let's not worry about forever. Let's start with 30 days.

Join the 30-day challenge and swap your cigarettes to a vape. We'll give you everything you need, and as much support as you want.

Join in at www.stopforlifeoxon.org/30DaySwap



Free vape message

Who would you swap for?

Join the 30-day challenge and swap your cigarettes to a vape. We'll give you everything you need, and as much support as you want.

Free, reusable vapes are now available to help you smoking. With help from Stop for Life Oxon, you're three times more likely to quit for good.

Get yours at www.stopforlifeoxon.org/30DaySwap



Example - we have a selection of images available for social media

www.stopforlifeoxon.org/30DaySwap

Freephone: 0800 122 3790

Team message

Quitting smoking on your own can be hard. With support, you're three times more likely to quit for good. Why not get your team to join the 30-day challenge, and swap your cigarettes to a vape.

Switch your cigarettes to a vape for 30 days and you'll cut out 97% of the cancer causing chemicals and break the habit of smoking them.

There are loads of good reasons to swap. Swap for your health, Swap for your family, swap to save money. Join the challenge at www.stopforlifeoxon.org/30DaySwap



The examples above are set up for Facebook.
More images and sizes, including Twitter and Instagram versions
are available: [please follow this link](#)

[CLICK TO GET MORE IMAGES FOR SOCIAL MEDIA](#)



www.stopforlifeoxon.org/30DaySwap

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