

Stoptober

What is Stoptober?

Stoptober is the 28-day national stop smoking challenge - and is set to return following its launch in October 2012. Stopping smoking for 28 days means you're five times more likely to stop for good and last year, thousands of people successfully quit in the biggest mass participation stop smoking challenge ever. The campaign will launch again this year on 9th September, encouraging people to be part of the challenge. Stoptober starts on the 1st October.

We're supporting smokers all the way

As soon as smokers join Stoptober, they'll start receiving as much (or as little) support as they want to keep them on track. All Stoptober support is free and can be ordered online. It includes:

- Stoptober stop smoking pack (which includes a 28-day tear-off calendar to track your Stoptober journey and a 'Health and Wealth' wheel to see the difference quitting will make)
- A 28-day smartphone app, with daily updates and quitting advice
- Text service for motivational pick-me-ups
- Detailed tools and tips for coping, as well as the encouragement and support from thousands of people going through the same thing via Social Media

How Stoptober can work for you

Stoptober provides a great opportunity for a conversation starter with customers on quitting. It gives you a fantastic and engaging way to discuss products, tailor advice and introduce smoking cessation services.

What we have for you

Each Stoptober toolkit contains:

- Posters
- Window cling
- Leaflets
- Counter top leaflet dispensers
- 'Ask Me' pin badges

How you can get involved

You can order the Stoptober toolkit free of charge to support the campaign and encourage England's smokers to join the challenge by calling **0800 678 3173**.

The order line will be open **Monday to Friday, from 8am to 6pm, until 28th October 2013** or whilst stocks last.