

The NHS logo, consisting of the letters 'NHS' in white, bold, sans-serif font, set against a blue rectangular background.

Cheshire and Merseyside

# STOP FOR GOOD

A partner guide for sharing the latest Smoking Ends Here campaign.

**SMOKING  
ENDS HERE**

A white horizontal bar with a small red dot at its right end, positioned below the 'SMOKING ENDS HERE' text.

# ● This partner guide has been created to help partners share and amplify the latest phase of the Smoking Ends Here campaign: Stop for Good.

Smoking Ends Here is delivering a number of different campaigns, some targeting the whole population, and some selecting specific cohorts and targeting them.

This campaign is intended to reach and engage all smokers in Cheshire and Merseyside through a wide mass media campaign, and aims to:

- Highlight the emotional harm caused by smoking, focusing on the impact it has not just on the individual but on their family, friends, and loved ones
- Recognise that quitting smoking is rarely a single event, but a journey that may involve multiple attempts
- Provide positive outcomes through support to self-quit or to quit with help from local stop smoking services

Stop for Good is a multi-channel campaign which will be disseminated widely across the sub-region, via both paid and organic channels, including cinema, TV, radio, out of home, digital and social media. The campaign also offers stakeholders the opportunity to play an important role in improving the health of our population. We've created a toolkit to help you support the campaign by:

- Sharing campaign resources
- Spreading the message locally
- Signposting people into support via local stop smoking services

## **What's included in the pack:**

- Ready to use social media assets and suggested copy, suitable for use on Meta, YouTube, X and LinkedIn
- Case study videos suitable for use on Meta, YouTube, X and LinkedIn

## Key Features

### Insight led

This campaign has been shared with smokers across Cheshire and Merseyside at multiple stages to ensure our materials encourage a quit attempt.

### Case studies

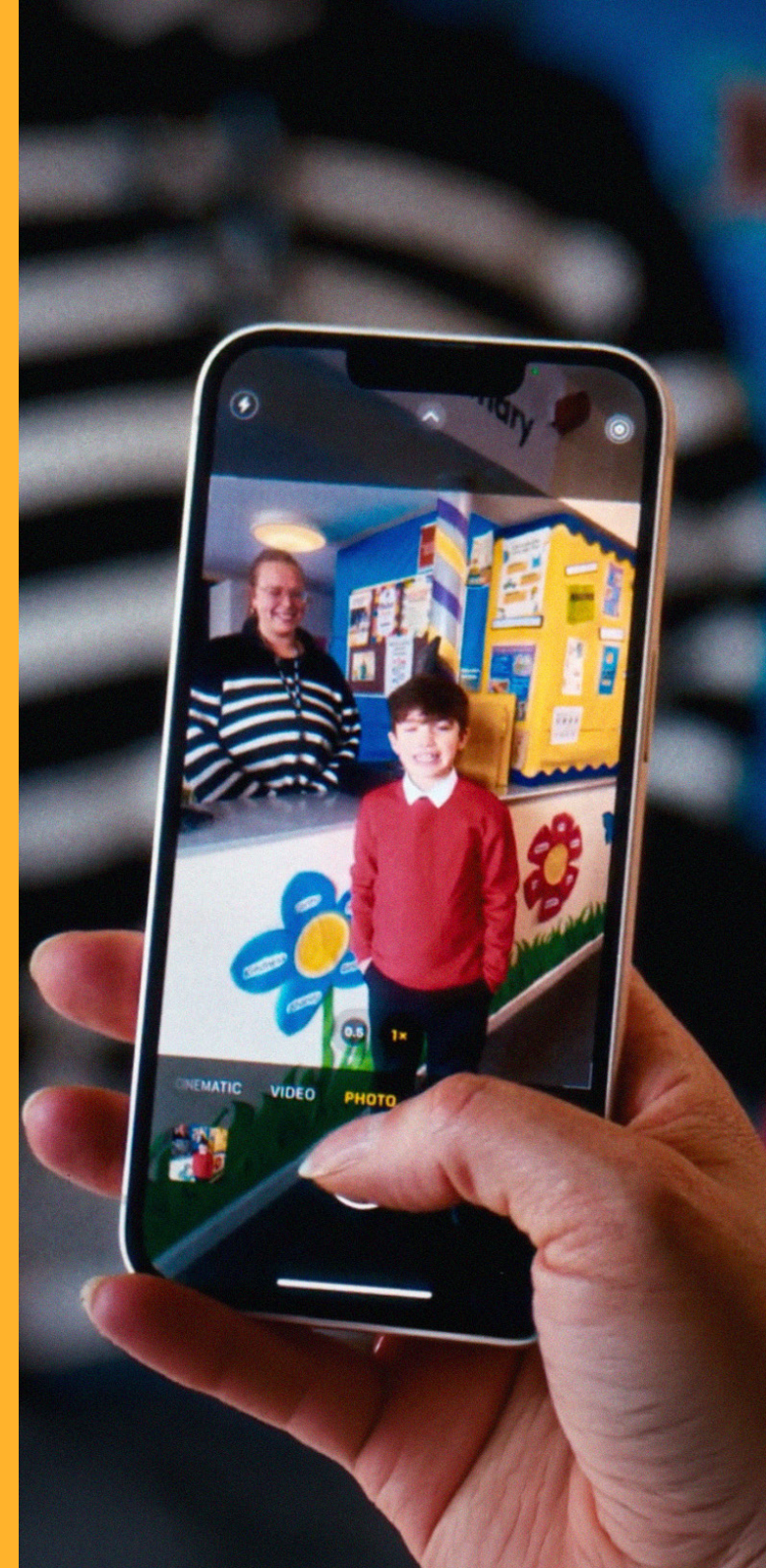
The campaign features two local case studies—one based in Cheshire and one in Merseyside, ensuring representation across both areas and enabling the use of tailored local assets. In their own words, they talk openly about their motivations for quitting and wanting to be around for their families; complimenting the cinema and TV advert.

### Multi-channel

A multi-channel campaign across Cheshire and Merseyside, incorporating cinema advertising, television, radio, out-of-home, and targeted digital activity, all designed to direct our audience to our website.

### Website

All campaign activity will drive our audience to the Smoking Ends Here website, which is continually optimised and updated. Whether people are wanting to quit on their own or with support, the website will offer tips and guidance to help them at any stage.



# Media Plan

Media	Publisher / Media Owner	Format	Campaign Live
Cinema	Digital Cinema Media	60s spot	22 <sup>nd</sup> May - 4 <sup>th</sup> June <i>Weekend screenings until 28<sup>th</sup> June</i>
Radio	Global DAX	30s audio	26 <sup>th</sup> May - 22 <sup>nd</sup> June
	Hits & Greatest Hits		
AV	ITV	Linear - 30s video	26 <sup>th</sup> May - 22 <sup>nd</sup> June
	ITVX	VOD - 30s video	
	4oD		
	Sky		
OOH	National Rail	Static 4 and 6 sheets and escalator panels	1 <sup>st</sup> June - 28 <sup>th</sup> June
	National Rail	Digital 6 sheets	
	Bauer		
	JCDecaux		
Digital	Meta	Videos	26 <sup>th</sup> May - 7 <sup>th</sup> July
	YouTube	Videos	
	Digital Display	Display banners	
Paid Search	Google	Text ads	26 <sup>th</sup> May - 7 <sup>th</sup> July

**Cinema Advert**



**Click [here](#) to download  
the advert**

**● Television Advert**



**Click [here](#) to download  
the advert**

## Radio Script

**Boy's VO:** Mum tried to stop smoking... when I started school.

Said she'd pack them in if I did well in my exams.

Then tried again when my little sister came along.

She tried and tried.

But now...

I'm glad mums not smoking anymore.

She can even keep up with me in the park.

**CTA V/O:** 2 in 3 smokers will die too soon, unless they stop.

For help and advice on stopping smoking for good,  
visit our website [smokingendshere.com](http://smokingendshere.com)

## ● Paid Social Media Videos

### Formats available:

Full portrait: 9:16

Horizontal: 16:9

Square: 1:1



[Click here](#) to download the videos and caption copy

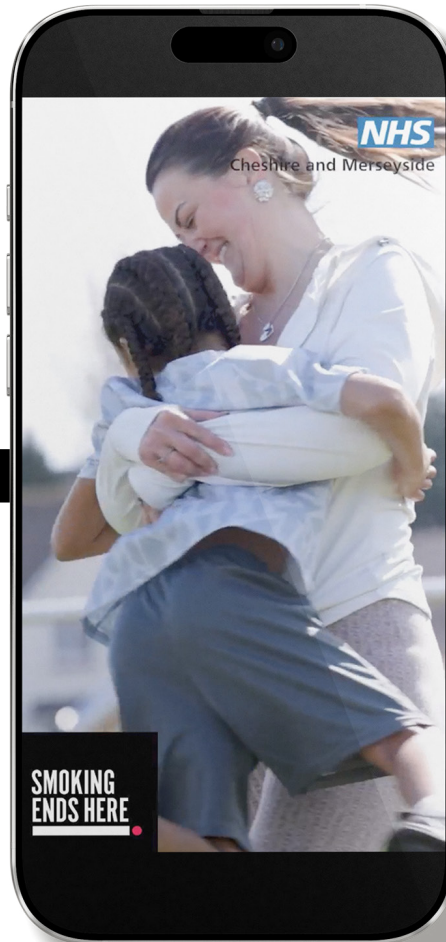
## ● Paid Social Media Videos

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Square: 1:1



Julie - Merseyside

[Click here to download the videos and caption copy](#)



TJ - Cheshire

[Click here to download the videos and caption copy](#)

● Full Case Study Videos



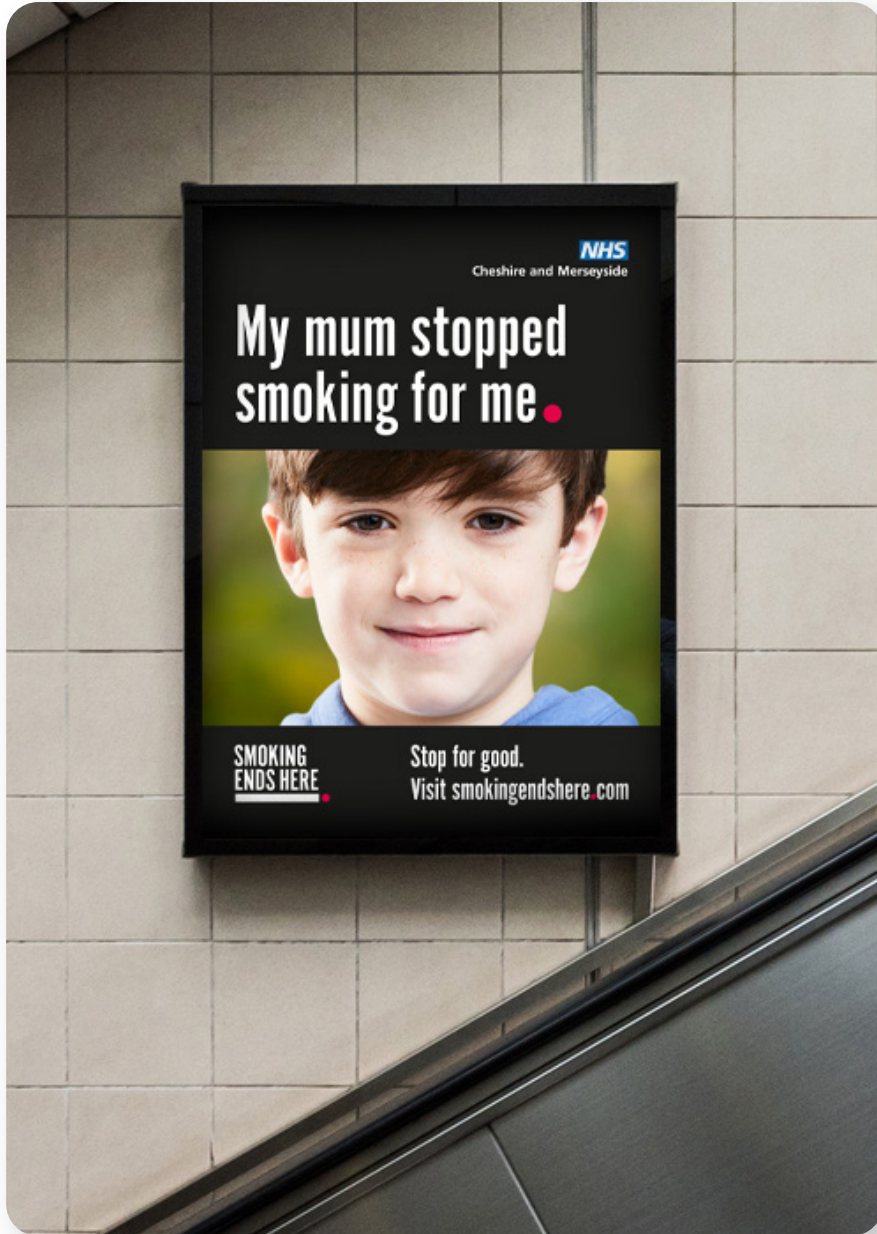
Download Julie's [story here](#)



Download TJ's [story here](#)

TJ - Cheshire

Out of Home



## Get Involved

All campaign assets have been uploaded to the Smoking Ends Here website and are available to download in ready-to-use digital formats.

### You can support the campaign by:

- Engaging with campaign content shared by Smoking Ends Here
- Sharing the assets on your social channels
- Sharing local case studies on your social channels
- Spreading the word with stakeholders



Click on [download](#) to access the pack or visit [our resources page](#)

# THANK YOU FOR HELPING SHARE THIS CAMPAIGN

For any questions, please contact  
[info@smokingendshere.com](mailto:info@smokingendshere.com)