

We need your Directorate to support the 'Champion' for the 28 Day Challenge of not smoking in October.

Champion the 28 Day Challenge

STOP TOBER



Quit cigarettes for **28** days
and you're **5** times more likely
to quit for good.

What is STOPTOBER?

Stoptober is a major annual event to encourage smokers to quit for 28 days in October, with the aim of stopping smoking permanently.

If a smoker remains smoke free for 28 days they become 5 times more likely to quit forever.

This will be the start of a healthier, wealthier and happier person.

Benefits for your Directorate

Can you nominate a directorate 'champion' to encourage and support staff within to sign up to the 28 day challenge?

Your directorate will reap the benefits:

- better health for your workforce (smoking remains the UK's number one cause of preventable illness and premature death, killing half of long-term smokers)
- increased productivity
- a step towards closing the gap of health inequalities (smoking is the number 1 factor in the inequality gap being so wide, especially for our lowest paid staff)
- reduced absence due to sickness. Smokers take 4.4 more days sick leave than non-smokers
- unofficial smoke breaks and additional sick leave taken by smokers are **costing UK businesses £8.7 billion annually in lost productivity**);
- efficiency and financial savings
- improved staff morale
- a better corporate image for your directorate
- a cleaner environment



How to support employees who want to stop smoking

The Belfast Trust have dedicated Stop Smoking Specialists employed to support staff.

All stop smoking services in the Belfast Trust are free and confidential.

Recently BHSCT developed a new Nicotine Replacement Therapy (NRT) Policy for staff. Now the stop smoking specialists can now offer combinations of Nicotine Replacement Therapy (NRT) products including [Patches](#), [Inhalators](#), [Gum](#), [Lozenges](#) and/or [Quickmist](#).



Can you nominate a directorate ‘champion’ to encourage and support staff within to sign up to the 28 day challenge?

Your **directorate’s champion** can:

- **Promote** STOPTOBER
- **Signpost** your employees to the stop smoking [self-referral link](#), where they can enrol on the 28 Day Challenge.
- **Participate** in the **28 Day Challenge**
- **Contact** the local stop smoking workplace specialist to discuss options at stopsmoking@belfasttrust.hscni.net

How to organise and participate in a local **STOPTOBER** campaign

If you decide that you would like your directorate to take part in the workplace 28 day stop smoking challenge, you can use these tips on how to get organised and make it a success.

The easiest way to find out more is to contact your local workplace stop smoking specialist.

Start now. Use all channels of communication to let everyone know that your directorate is taking part and how staff can get involved.

Put up our poster where your staff are most likely to see it. Add a label with you directorate champion's contact details on it.

Display our table toppers.

Identify staff that can help promote the challenge.



Put information into payslips or include details in your team's newsletter, intranet, screensavers, change signature strips, add information to TV monitors

*Order additional educational and non smoking resources from **CRIS LIBRARY** in Knockbracken, from the **Bwell** website or from the **Stop Smoking Service***

Have a display in the lead up to, and during, the 28 day challenge in your most frequented area for staff or online. The BHSCT Stop Smoking Service can provide some promotional material and 'goody bags' for any attenders.

Encourage any employees who have previously stopped smoking to support the challenge by telling their story – how they did it, what support they received and how they felt afterwards.



If you have the names of staff that want to participate, ask them to complete the [referral form](#) or to make contact with StopSmoking@belfasttrust.hscni.net by email or by phone on 028 95 046714.

Allow staff time to attend stop smoking support during working hours without loss of pay. Initial assessments are only 30 minutes and review sessions are only 15 minutes. Sessions can even occur by telephone.

During STOPTOBER

- Provide strong messages of support on day one of the challenge and at least weekly after that.
- Create a sense of community among employees to keep motivation high among those making a quit attempt.
- **Buddy up** with other quitters.
- Ensure management is involved in any promotional activities and **release staff to attend.**
- **Take photographs** and celebrate the fact that your team is committed to the health and wellbeing of employees.

After Day 28

- **Celebrate** with employees who took part and especially the staff who stopped smoking.
- **Praise** the staff who took part but did not achieve the 28 days smokefree.
- **Provide** a 'bronze medal' embossed certificate (available from stop smoking service).
- **Share** photos (with consent) to stop.smoking@belfasttrust.hscni.net



An article will be produced by the stop smoking service thanking directorates who have taken part in championing the initiative.