

No Smoking Day 2022 – Campaign key messages and suggested social media text

Theme: Quit *Your* Way

Key messages for the campaign:

1. There is not one way to quit smoking – it is a journey and is unique to you.
2. Quitting smoking can improve your health, wealth and happiness.
3. Life during the pandemic is uncertain and can be stressful, however many people have successfully quit smoking since the pandemic began. You too can quit.

Suggested text to accompany social media graphics:

Download social media graphics from www.ashscotland.org.uk/nosmokingday

Graphic	Suggested social media text to accompany graphic (for use with either Twitter, Instagram or Facebook graphic)
Key Message 1	
	<p>There isn't just one way to quit smoking – it's a journey that's unique to you.</p> <p>Pick and mix your support by phone, online or in person and #QuitYourWay today.</p> <p>#NSD2022 #NoSmokingDay</p>
	<p>Make today the day to quit your own way.</p> <p>Thousands of ex-smokers have quit using a range of expert support in Scotland. Start your unique journey and #QuitYourWay.</p> <p>#NSD2022 #NoSmokingDay</p>
	<p>There isn't just one way to quit smoking – your unique quit plan can start today.</p> <p>Pick and mix your support by phone, online or in person to #QuitYourWay.</p> <p>#NSD2022 #NoSmokingDay</p>
Key Message 2	
	<p>As soon as 24 hours after quitting, you'll start to feel the benefits. After 2 weeks of quitting your lungs and circulation start to improve.</p> <p>Why not quit today?</p> <p>#QuitYourWay #NSD2022</p>

<p>No Smoking Day 9 March 2022</p> <p>With savings of around £290 per month why not make today the day to</p> <p>QUIT YOUR WAY!</p> <p>Find your own unique quit plan with the help of your GP, local pharmacy or Quit Your Way.</p> <p>www.quityourway.scot 0800 84 84 84</p> <p>ash scotland</p>  <p>#QuitYourWay #NoSmokingDay #NSD2022</p>	<p>Smoking is an expensive habit - you might be surprised how much you can save.</p> <p>Get support to #QuitYourWay and start saving today.</p> <p>#NSD2022 #NoSmokingDay</p>
<p>No Smoking Day 9 March 2022</p> <p>Quitting smoking can boost your mental health. It's proven to relieve symptoms of stress, anxiety and depression.</p> <p>Today's the day to</p> <p>QUIT YOUR WAY!</p> <p>www.quityourway.scot 0800 84 84 84</p> <p>ash scotland</p>  <p>#QuitYourWay #NoSmokingDay #NSD2022</p>	<p>Quitting smoking is one of the best things you can do for your physical and mental health. Why not make today the day to #QuitYourWay.</p> <p>#NSD2022 #MentalHealth</p>
<p>Key Message 3</p>	
<p>No Smoking Day 9 March 2022</p> <p>Join the thousands of Scottish smokers who quit last year.</p> <p>QUIT YOUR WAY</p> <p>with free support from your GP, pharmacy or Quit Your Way Scotland.</p> <p>www.quityourway.scot 0800 84 84 84</p> <p>ash scotland</p>  <p>#QuitYourWay #NoSmokingDay #NSD2022</p>	<p>It's important to look after our health and wellbeing during these uncertain times. Many people have successfully quit smoking since the pandemic began.</p> <p>There's a range of free expert support available to help you quit too.</p> <p>#QuitYourWay #NSD2022</p>
<p>No Smoking Day 9 March 2022</p> <p>Find your unique quit plan today and</p> <p>QUIT YOUR WAY!</p> <p>You are 4 times more likely to quit for good with specialist support.</p> <p>www.quityourway.scot 0800 84 84 84</p> <p>ash scotland</p>  <p>#QuitYourWay #NoSmokingDay #NSD2022</p>	<p>No matter how many times you've tried before, it is still possible to quit for good.</p> <p>You have a 4x better chance of quitting for good with free expert support from #QuitYourWay</p> <p>#NSD2022 #NoSmokingDay</p>

The majority of the suggested social media text above are currently between 170 and 180 characters (including spaces) which leaves space for you to add your own organisation-specific information. However, feel free to adapt your social media text, **in keeping with the key messages**, to suit your organisation.

For more information and to download the social media packs, please go to www.ashscotland.org.uk/nosmokingday.

Contact:

For any additional information not found on the website or any issues with the download, please email enquiries@ashscotland.org.uk