

Helping people in Devon quit smoking for good



2026

campaign toolkit

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Welcome to our campaign toolkit.

Devon County Council is running a new campaign to help people in Devon quit smoking by using the Smoke Free App - a free, evidence-based tool that offers 24/7 support, progress tracking, motivational messages and more.

We'd really appreciate your help in letting as many people in Devon know about the app and the expert, personalised support available to help them stop smoking for good.

This toolkit is designed to make it easy for you to share the campaign messages with your audiences.

About the campaign and the Smoke Free App

Our campaign aims to support people who smoke in Devon to take their first step towards quitting. It focuses on making quitting feel achievable, private and supported, and targets key groups including:

- **Families with young children (under 18)**
- **Young adults aged 18-24**
- **Routine and manual workers**

The campaign is being promoted across a mix of digital and offline channels, including social media, online adverts, radio, and out-of-home adverts on busses and in pubs.

To start their stop smoking journey, we're encouraging people to download and use the Smoke Free App.

Key features of the app include:

- **24/7 expert support:** personalised guidance from qualified professionals, available whenever it's needed.
- **Progress tracking:** keep track of smoke-free days, money saved and health improvements.
- **Motivational milestones and missions:** rewards and encouragement to help people stay on track.
- **Community support:** peer chat groups moderated by trained advisors.
- **AI digital quit coach:** interactive support to help manage cravings, triggers and coping strategies.
- **Free premium access:** Devon residents receive six months of premium features (usually worth £60), plus a free vape starter kit.

Over 500,000 people have successfully used the app to quit smoking, making it a trusted and proven tool.

How can you help?

We would be grateful if you could support our efforts in helping people in Devon quit smoking by reaching out to your partners and local communities and encouraging them to get involved.

You can do this by:

- sharing/posting **social media messages** on your social media channels;
- or, sharing information **on your website and in any newsletters** you produce.



Social media

1. Sharing messages from our social media accounts

We are encouraging people to quit smoking by posting messages on our social media accounts. You can help by sharing these, as well as any future messages we post.

Please support our campaign by clicking on the links below:

 <https://bit.ly/smokefreeapp-FB>

 <https://bit.ly/smokefreeapp-IG>

 <https://bit.ly/smokefreeapp-LI>

2. Posting messages from your social media accounts

To help you post messages from your own accounts, we have prepared pre-written social media messages ready for you to use. We have included messages suitable for Facebook, Instagram and LinkedIn (see page 7), along with a suggested image to accompany each post. Images featured in this toolkit can be accessed and **downloaded here**. Feel free to tailor these messages to better suit your audience.

For Instagram, you may wish to replace the call to action and link included in the posts on page 7 with 'Just search 'Smoke Free App' in your app store.'



If you live in Devon and smoke, download the Smoke Free App to access free nicotine replacement products or a vape to help with cravings. 🚫📱

You'll also be able to track your wins (money and health) 📊❤️ and get 24/7 support from our advisors. 🤝

Download the app and start celebrating every smoke-free day: <https://bit.ly/smokefreeapp-download>



Trying to quit smoking? The Smoke Free App combines practical tools with supportive, no-judgement guidance so people in Devon can quit at their own pace. 🚫📱

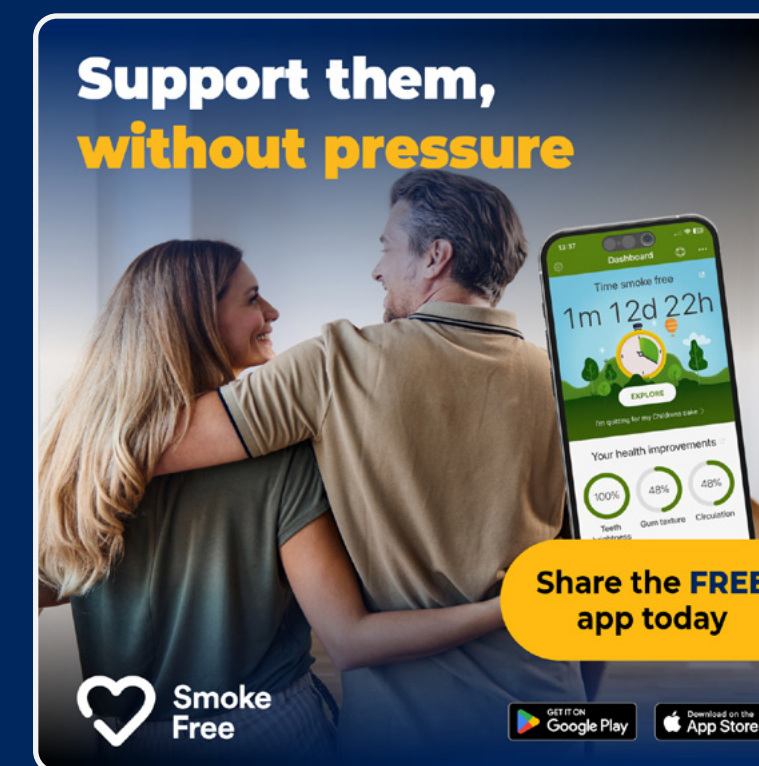
Download the app today: <https://bit.ly/smokefreeapp-download>



Join others in Devon seeing how quickly the savings add up. 📊❤️

The Smoke Free App helps you handle cravings, track progress and stay motivated. Plus, if you live in Devon, you can get free NRT or a vape to help you get started.

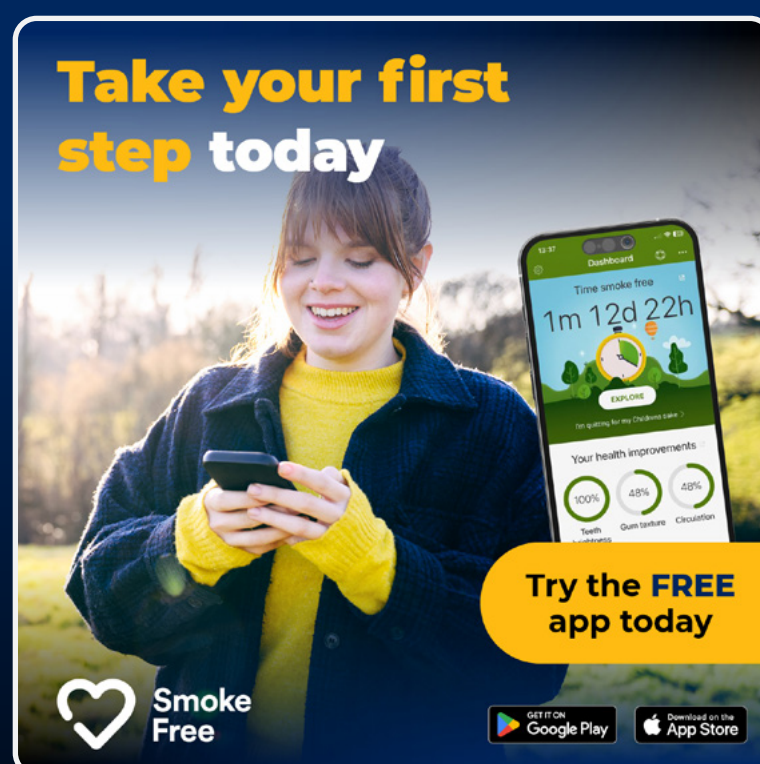
Download the app: <https://bit.ly/smokefreeapp-download>



Know someone in Devon who wants to quit smoking? Share the Smoke Free app. 🚫📱

It helps them take small steps, manage cravings and track progress - at their pace, with no judgement. 🤝

Find out more here: <https://bit.ly/smokefreeapp-download>



Quitting smoking can be tough – but support is available when you need it. 🚫📱

Devon residents can download the Smoke Free App for free and get 24/7 support from advisors without judgement or pressure. 🤝

Take your first step today: <https://bit.ly/smokefreeapp-download>



Your body starts repairing itself sooner than you think.

20 minutes: heart rate and blood pressure begin to normalise.

48 hours: taste and smell start to return.

72 hours: breathing gets easier and energy rises.

Take it one step at a time with the Smoke Free app 🚫📱 – free for Devon residents.

<https://bit.ly/smokefreeapp-download>

Sample website and newsletter copy

Try a new way to start your smoke free journey

Quitting smoking can feel challenging but the Smoke Free App is here to make that journey easier.

Free for people in Devon, the app offers practical tools, guidance and encouragement to help you quit at your own pace - without pressure or judgement.

Key features include:

- 24/7 expert support from advisors
- Progress tracking (money saved, health gains, smoke free days)
- Free NRT products or a vape to help manage cravings
- Community support and motivation
- Free premium access for Devon residents - enjoy six months of premium features (usually worth £60)
- A £5 voucher when you report your smoking status four weeks after your quit date

Whether you're ready to quit today or just starting to explore your options, the app makes support easy to access whenever you need it. Track your progress, manage cravings and celebrate every smoke free milestone.

Download here: <https://bit.ly/smokefreeappnews-download>



Thank you for supporting our campaign to help people quit smoking.

If you'd like to find out more about the campaign,
or to discuss additional ways to get involved, please contact:
publichealth-mailbox@devon.gov.uk

Signposting to alternative support

You can also refer people who are seeking stop-smoking support to their local Stop Smoking Service via stopforlife.devon@nhs.net, or encourage them to access stop-smoking advice and treatment through GP practices and community pharmacies offering Stop Smoking Primary Care Services.

Find out more here: <https://www.smokefreedevon.org.uk/get-support-to-quit-smoking/>

