



Work Well Health & Social Care Staff Digital Smoking Cessation Offer

Communications Toolkit

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Part of:

**North East North Cumbria
Health & Care Partnership**



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1. Introduction

In October 2025, the North East North Cumbria (NENC) Smoke free NHS programme received confirmation of funding to provide digital cessation support for Health & Social Care Staff as part of the Integrated Care System (ICS) Work Well [formerly known as Growth & Accelerator] programme. The NENC Smokefree NHS programme is hosted by the [Fresh and Balance](#) programme within County Durham & Darlington NHS Foundation Trust. This digital offer will also have a targeted marketing campaign, and a dedicated coordinator role supporting the Strategic Manager.

The purpose of this communications toolkit is to support partners across NHS & Social Care organisations in the NENC ICS to promote the staff cessation offer and to raise awareness of the opportunities available to Health & Social Care employees who smoke to access support.

2. Background and context

Smoking remains the leading cause of preventable illness, disability, and death in the UK, and is the biggest driver of health inequalities in the North East and North Cumbria (NENC). Despite progress in reducing smoking rates to 10.4% of adults, smoking remains concentrated in our most deprived communities causing significant harm to individuals, families, communities and workplaces. The impact on the region is significant, with £1.37bn lost annually in productivity, 11,500 people out of work due to smoking, and an estimated 28,000 health and social care staff currently smoking. Tobacco dependence is now recognised as a chronic, relapsing condition requiring clinical treatment and no longer a lifestyle choice.

The North East has a clear vision for a totally Smoke Free future as set out in the shared [declaration](#) from Fresh, Association of Directors of Public Health North East and the NENC ICB. Since its launch in September 2023 this has been endorsed publicly by all 12 LAs and 10 NHS Trusts in the North East.

The Smokefree NHS Programme with support from the NENC Taskforce has successfully delivered a regional digital offer since 2020, enhanced in 2024 with a “Swap to Stop” vape offer, achieving quit rates of up to 63%. Building on this success, a new opportunity through the NENC ICS Work Well programme has secured expansion of access with 4,000 premium licences available for health & social care staff. This digital cessation offer will provide universal 24/7 behavioural support, integrate vape provision, nicotine replacement therapy and strengthen referral pathways into local stop smoking services. The [North East North Cumbria ICB Smokefree NHS/Treating Tobacco Dependency Taskforce Position Statement](#)

[on Nicotine Vaping](#) is approved by the ICB and recognises that vaping is effective in helping people quit smoking, and whilst not risk free, vaping poses a small fraction of the risks of smoking.

The digital cessation offer will reduce tobacco dependence among health & social care staff, improve health and wellbeing, increase life expectancy, and lessen poverty linked to smoking.

Objectives

- **Awareness:** Ensure all health & social care staff across the North East and North Cumbria know the Smoke Free digital support offer (app) is available and NHS-backed.
- **Engagement:** Encourage staff who smoke to make use of the digital cessation offer for their own quit journey.
- **Advocacy:** Equip staff with confidence and resources to recommend the digital cessation offer to other health and care staff.
- **Integration:** Embed the digital cessation offer into NENC's wider smoking cessation pathways and public health campaigns.

3. The Offer

Free stop smoking support for Health and Social Care staff across NENC: Working in health and social care is demanding, and stopping smoking can feel difficult alongside busy shifts, stress and irregular hours. That's why the North East and North Cumbria (NENC) Integrated Care System is offering **free, flexible stop smoking support** designed specifically for our health and social care workforce. NENC has secured **4,000 premium licences** for the [Smoke Free \(app\)](#), providing **universal digital behavioural support** for health and social care staff across the region.

With premium access, staff can benefit from:

- ✓ FREE 24/7 digital support from LIVE [NCSCIT](#)-certified advisors with Smoke Free: Help to build motivation, manage cravings and stay smokefree; Support that fits around shift work, nights and weekends; Help to set a quit date and stay on track
- ✓ FREE Nicotine replacement therapy products like patches and inhalators α
- ✓ FREE Nicotine vape kit, replacement pods and liquids

The digital cessation tool Smoke Free provides information and direct support to help staff **access local community Stop Smoking Services** if they would prefer face-to-face or additional support.

A single **regional landing page** will be promoted across the system and used in local and regional communications to make access simple and consistent.

<https://smokefreeapp.com/referral-nhs/> Alternatively a QR code is also available to support accessibility.



4. Key Messages

The following messages have been developed to support the promotion of **Digital Cessation Support** through the Smoke Free to Health & Social Care staff across the North East and North Cumbria .

➤ **Personal Messages (for staff who smoke)**

- “The Smoke Free digital cessation tool offers confidential, flexible support to help you quit smoking—anytime, anywhere.”
- “Digital support means you don’t have to quit alone; the digital tool (Smoke Free) provides motivation, tracking, and guidance at your fingertips.”
- “Quitting smoking improves your health, wellbeing, and energy levels—Smoke Free makes the journey easier.”
- “An advisor in your pocket, get support to quit smoking”

➤ **Professional Messages (for staff supporting other staff)**

- “The Smoke Free digital cessation tool is an NHS-backed, evidence-based tool you can confidently recommend”
- “By promoting the free digital cessation offer, you empower others to take control of their quitting journey with trusted resources and evidence-based quitting tools including vapes and nicotine replacement therapy (NRT).”
- “An advisor in your pocket, get support to quit smoking”

- **Organisational Messages (for Managers, Trusts, Primary Care, Local Authority Leads and ICS leadership)**
- We have a collective mission to reduce smoking rates across the NENC system, for all of our population including staff”
- “Supporting staff to use and promote the free digital cessation offer improves workforce wellbeing and enhances patient outcomes.”
- “This initiative positions the NENC as a leader in digital public health innovation, tackling tobacco dependence as a treatable condition.”
- “ An advisor in your pocket, get support to quit smoking”

5. Supporting the staff offer in your organisation

We acknowledge that partners have significant demands on their time; therefore, we have sought to make promotion of this offer as simple and efficient as possible. In addition to the suggested social media posts included within this toolkit, a comprehensive range of digital and printed materials has been developed including:

- **A5 flyers**
- **A4 posters**
- **Business cards**
- **Screensaver for laptops**
- **Social media graphics**

All communications materials will include details of how to access the staff offer with Smoke Free.

Work Well Health & Social Care Staff Digital Smoking Cessation Offer Communications Toolkit

5.1 Print Resources

A5 Flyer

Business Card

A4 Poster

Physical promotional materials are available on request. Please email cddft.nhsstaffquitenenc@nhs.net with requested quantities, delivery name & address.

5.2 Digital Resources

Social Stills available in 1600 x 900;1080 x1080; 19200 x1080 sizes



V1



V2



Screensaver

5.3 Road Shows

As part of the programme's implementation, a series of roadshows will be held to promote the Digital Stop Smoking Support offer via the Smokefree App to health and social care staff across the North East and North Cumbria. These roadshows will provide a highly visible and accessible means of engagement by taking the offer directly into workplaces, including hospital and Trust sites, social care hubs, and other local authority settings. This approach aims to increase awareness and uptake of the support available, while also helping to reduce stigma by reinforcing the message that tobacco dependence is a treatable condition. We would greatly appreciate the support of local staff in facilitating and promoting these roadshows within their organisations, please email cddft.nhsstaffquitenenc@nhs.net with any enquiries.

5.4 Suggested social media content to use with social stills

Caring for others starts with caring for ourselves. If you smoke and work for an NHS organisation or in Social Care across @NENC_NHS, you can access FREE, confidential support to quit smoking. Support is designed to fit around working life. Visit <https://smokefreeapp.com/referral-nhs/> to sign up.

Thousands of Health and Social Care staff want to stop smoking but finding the time can be tough. That's why all NHS and Social Care staff across @NENC_NHS can access FREE stop smoking support. Visit <https://smokefreeapp.com/referral-nhs/> to sign up.

Shift work, nights and long days can make quitting feel harder. If you work in health or care across @NENC_NHS, you can get FREE premium access to the Smoke Free giving you 24/7 quitting support that fits around your shifts. Visit <https://smokefreeapp.com/referral-nhs/> to sign up

5.5 Promotional video

As part of the promotion of the digital cessation offer, an animated video has been produced, you can view it here: [NENC Work Well Health & Social Care Staff Cessation Offer - YouTube](#) This can be shared via email, staff intranet, bulletins or on staff platforms like closed Facebook and Whatsapp groups. To request a file for upload on to local organisation website please email cddft.nhsstaffquitnenc@nhs.net.

6. Smoke Free App

NENC Integrated Care System has commissioned the [Smoke Free](#) to offer flexible, accessible support for people who want to stop smoking. Smoke Free provides 24/7 access to NCSCT-certified advisors who can offer advice, motivation and encouragement, including support during cravings or moments of temptation.

7. Frequently Asked Questions

See separate document for FAQ