

## **Greater Manchester: 'Smokefree Summer' Communications Toolkit**

**Celebrating smokefree outdoor spaces as we work together to  
Make Smoking History in Greater Manchester**

**July 21 – September 9, 2018**



### **1. Introduction**

Smokefree Summer 2018 has been created so that people can experience temporary smokefree outdoor spaces in a positive context. Our recent History Makers engagement and consultation revealed that 78% of Greater Manchester residents and workers want to extend smokefree spaces. A majority of smokers in Greater Manchester also support extending smokefree spaces.

It comes as localities consider the creation of more permanent smokefree open spaces in support of Greater Manchester's radical ambition to Make Smoking History within a decade. It is the latest initiative working towards transforming the health and wellbeing of people across Greater Manchester.

There will be a number of designated Smokefree Summer events in each of Greater Manchester's ten localities. These will take the form of carnivals, family fun days, sports events, music festivals and outdoor theatre showings. Each event will be entirely smokefree or will have smokefree areas or times.

This toolkit includes:

1. Introduction
2. Aims of Smokefree Summer
3. Audience, key messages and tone of voice
4. Key questions and answers
5. Draft outreach email for local organisations to use
6. Digital – channels, hashtags and suggested posts
7. PR approach/protocol for working together, draft press release.
8. Materials available

## **2. Aims of Smokefree Summer**

There are still too many young people who start smoking, often leading to a long and life-shortening addiction. Smokefree areas are vital for helping prevent the next generation from starting to smoke, as children and young people copy adult behaviour. Initiatives like Smokefree Summer are here to show that smokefree environments, whether indoor or outdoor, are in everyone's best interests.

Creating more smokefree events and spaces is part of Greater Manchester's ambition to Make Smoking History. We're aiming to enable and encourage 115,000 of the 400,000 people currently smoking in Greater Manchester to quit by 2021.

Smokefree Summer events will:

- Help reduce children's exposure to role models who smoke
- Create healthy smokefree environments that make everyone feel better
- Promote respect for healthy smokefree, community space / green, smokefree space
- Remind adults of the dangers of smoking and motivate parents/family/carers to stop smoking
- Help reduce litter from cigarette butts, and lower potential fire risks.

## **3. Audience, Key messages and tone of voice**

### **3.1 Audience**

The initiative is aimed at everyone in Greater Manchester, but particularly parents and carers of children and young people, including those who currently smoke themselves. We are also keen that young people see and hear the positive messages around smokefree public spaces.

### **3.2 Tone of voice**

Polite, positive and respectful. It will include child-focused fun to prevent any potential tension.

### **3.3 Key messages**

In event communications:

- 'This is a smokefree event – helping to inspire a smokefree generation'

- ‘Join us in helping us to keep XXXareaXXX smokefree and healthy’
- Thank you for respecting our healthy smokefree community space / green space / event
- ‘Thank you for not smoking at this event, and helping us to keep kids in XXXareaXXX healthy’
- ‘Thank you for helping to inspire a smokefree generation’
- ‘Healthy smokefree environments make everyone feel better’

In wider communications:

- Smokefree spaces offer a reminder of the dangers of smoking, and a reason to consider stopping smoking.
- By creating more smokefree spaces, there is less exposure to adult role models who smoke.
- Smokefree spaces reduce litter, and exposure to toxic cigarette butts
- Our recent History Makers survey showed that a large majority of people support more smokefree spaces.

#### **4. Key questions and answers**

##### **What’s the problem with people smoking out of doors?**

It’s a well-documented fact that when children see older role models smoking they’re more likely to start themselves. The fewer people who are seen smoking, the less chance there is of kids copying.

Even in an outdoor environment, people are susceptible to the effects of second-hand smoke. A study by Stanford University discovered that breathing in smoke from someone smoking out of doors can have adverse effects on the heart and respiratory systems and increase the severity of asthma attacks, especially in children.

<https://news.stanford.edu/news/2007/may9/smoking-050907.html>

Smoking takes its toll on the environment. Almost all cigarette butts contain a filter made of fibres of cellulose acetate – a form of plastic. Cigarette butts are not fully bio-degradable and can take up to twelve years to break down.

##### **What if someone lights up at one of the smokefree events?**

We really hope that people will respect and appreciate the reasons why outdoor smokefree spaces are a good thing. Our experience is that most people comply with the smokefree signs and messages.

Our teams will be attending the events but we’re not there to police smokers, we’re there to talk about how we’re looking to Make Smoking History in Greater Manchester and how Smokefree Summer fits into that.

We’ll be urging people not to smoke at the events in our communications (on social media, in leaflets etc.) and thanking them for protecting kids by keeping the area smokefree and healthy.

If someone smokes at one of the smokefree events, our teams, event staff, or other members of the public can politely and respectfully ask them to stop. But we do appreciate that this may not always be appropriate/may create an uncomfortable situation, and would urge discretion.

### **What kind of outdoor places might be smokefree in future?**

Smokefree environments could be extended to public outdoor spaces, including doorways, school and nursery perimeters, playgrounds, parks and sports grounds, hospital grounds, outdoor restaurant and pub areas, outdoor events and crowded squares.

Wales has very recently agreed that from next summer there will be more designated smokefree spaces. We will be exploring whether something like this could also work in Greater Manchester.

### **Aren't you just attacking smokers?**

Absolutely not. We want to have a conversation with smokers and ask them to help protect children and young people. Smoking is an addiction which usually starts early in people's lives; it is not a lifestyle choice.

Our research has shown that the vast majority of people in Greater Manchester who smoke want to stop smoking, or feel that they should. We're supporting people to quit and we're working hard to make sure fewer children start smoking in the first place.

Four in five members of the public support extending smokefree spaces, including a majority of smokers (History Makers survey 2018 – results to be published by the end of July 2018).

## **5. Draft outreach email for local organisations to use**

Dear XXX,

Greater Manchester Health and Social Care Partnership is aiming to reduce the number of smokers in our city-region by a third by 2021, and is working on a number of initiatives in support of this. These include supporting people who smoke to quit, cracking down on illegal tobacco, high-profile campaigns encouraging people to quit and targeted support for pregnant women.

The creation of more permanent smokefree outdoor spaces is also being considered, a move supported by people in Greater Manchester. As a taster for this and to get people thinking more about the benefits of smokefree outdoor spaces, the Smokefree Summer 2018 initiative has been created.

There will be a number of Smokefree Summer events being run across all Greater Manchester localities. We will be letting people know that events are smokefree before and during the designated smokefree events. We hope to get the message across that we are looking to inspire a smokefree generation, and to keep tobacco smoke away from children in particular.

This/these will be our locality's Smokefree Summer events:

XXX

[for details of the main locality event, please contact [gmhscp.makingsmokinghistory@nhs.net](mailto:gmhscp.makingsmokinghistory@nhs.net) / 07870 997 323, or your tobacco commissioner]

If you would like to run additional Smokefree Summer events, or smokefree events going forward, we have digital artwork that we can supply for you to bespoke for your local area.

We hope that you are willing to spread the word about Smokefree Summer and are looking forward to working with us. Please do let us know of anyone else in your community whom you think it might be worth us contacting also.

Thank you

## **6. Digital – channels, hashtags and suggested posts**

### **6.1.Channels**

Facebook <https://www.facebook.com/MakingSmokingHistoryGM/>

Twitter <https://twitter.com/HistoryMakersGM>

Instagram <https://www.instagram.com/HistoryMakersGM/>

Website <https://historymakersgm.co.uk/>

### **6.2 Hashtag**

#SmokefreeSummerGM

### **6.3 Sample social media posts**

#### **Greater Manchester**

We're clearing the air in Greater Manchester – literally! #SmokefreeSummerGM is a series of events to show the huge benefits of going smokefree outdoors. Find out more at [historymakersgm.co.uk](http://historymakersgm.co.uk) #HistoryMakersGM

In #GreaterManchester there's massive support for creating smokefree outdoor spaces in playgrounds and near schools. We're giving people a taster of what might be to come with our #SmokefreeSummerGM events. Find out more [historymakersgm.co.uk](http://historymakersgm.co.uk) #HistoryMakersGM

#### **Locality**

XXXeventXXX is going to be completely smokefree! Come along and find our #SmokefreeSummerGM stand and discover why going smokefree indoors or out benefits all #HistoryMakersGM

Going to XXXeventXXX? Share a picture of yourself there on social media using the hashtag #SmokefreeSummerGM and bag yourself a fantastic family pass for @PlayFactoreUK / @Jump\_Xtreme / @WiganRollerRink / @potterycorner [delete as applicable] #HistoryMakersGM

We're going completely #smokefree down at XXXeventXXX, making the most of the outdoor space, keeping kids safe from second-hand smoke and keeping a tidy environment #SmokefreeSummerGM #HistoryMakersGM

### **On the day**

We have organised a number of prizes for people who share a photo at one of our events and share on social media. Play Factor, Jump Xtreme Bolton, Wigan Roller Rink and Pottery Corner, Chorlton have kindly donated family passes. If you'd like to know which prizes are being offered at which locality events then get in touch, [gmhscp.makingsmokinghistory@nhs.net](mailto:gmhscp.makingsmokinghistory@nhs.net) / 07870 997 323.

### **Tweets**

At XXXeventXXX? Come and find our #SmokefreeSummerGM stand for fun, fab freebies and the chance to win a free family pass for @PlayFactorUK / @Jump\_Xtreme / @WiganRollerRink / @potterycorner [delete as applicable] #HistoryMakersGM Search (website) for more information

We're down at XXXeventXXX today with our #SmokefreeSummerGM stand and our fab deckchairs. Come and take the weight off for a bit, grab some freebies and win a free family pass for @PlayFactorUK/ @Jump\_Xtreme / @WiganRollerRink / @potterycorner [delete as applicable] Search (website) for more information #HistoryMakersGM

We've cleared the air down at XXXeventXXX – literally! As part of #SmokefreeSummerGM it's been designated smokefree, helping to protect kids from second-hand smoke and keeping a clean environment.

## **6.4 Social media assets**

### **400 x 300 pixel GIF of the Smokefree Summer daisy character**



## Facebook banner



The above two items are being sent out with this toolkit for your use.

### **7. PR approach/protocol for working together, draft press release.**

We plan to issue a GM-wide press release w/c 16<sup>th</sup> July to explain the Smokefree Summer initiative as part of our launch of the History Makers survey.

We will be also working with localities and event organisers to maximise PR opportunities around each of the events to our mutual benefit. Responsibility for the issue of press materials (such as the release below) and timing of these will be agreed between parties.

#### **Locality press release template:**

#### **SMOKEFREE OUTDOOR EVENT IN XXXLOCATIONXXX INSPIRES FUTURE ACTION AS GREATER MANCHESTER AIMS TO MAKE SMOKING HISTORY**

A SMOKEFREE event in XXXareaXXX is being held as areas across Greater Manchester consider creating more permanent smokefree outdoor areas.

Organisers hope that by designating the XXXeventdetailsXXX as one of a series of 'Smokefree Summer' events, people attending will think again before lighting up.

And while the request not to smoke won't be enforced, organisers want people to recognise the benefits of smokefree environments, particularly for kids.

Most people in Greater Manchester support the idea of more smokefree outdoor spaces in playgrounds, doorways and areas close to schools and nurseries.

While some people mistakenly believe there is no harm in smoking outside, studies show that cigarettes smoked outdoors can cause harm to people sitting nearby, such as increasing the severity of asthma attacks in children.

There is also evidence to show that children are more likely to smoke themselves if they see adults smoking, and cigarette butts have an environmental impact because they contain plastics and aren't biodegradable.

Sarah Price, Executive Lead for Population Health at Commissioning at Greater Manchester Health and Social Care Partnership, said:“We see Smokefree Summer events as an opportunity for people to enjoy temporary smokefree spaces, and better understand the value of more permanent smokefree zones.”

“Smokefree environments, whether in or outdoors, make everyone feel better. Even outside there is risk from breathing in second-hand smoke, particularly for children.

“With smoking continuing to be an addiction that starts in childhood, we want to do everything we can to deliver a tobacco-free generation.”

XXXDetails of smokefree eventXXX

Sarah Price added: “Our ambition is to Make Smoking History within a generation. We will support and encourage a third of Greater Manchester’s smokers – 115,000 people - to give up by 2021, and we’re doing that with a range of initiatives including more access to stop smoking support, running campaigns and considering new legislation.”

**ENDS**

## **8. Materials available**

We will have a small quantity of the following items in stock, which we will be happy to send out to you on a first come, first served basis. Please get in touch with Jen Hacking, Project Support and Campaigns Officer, at [gmhscp.makingsmokinghistory@nhs.net](mailto:gmhscp.makingsmokinghistory@nhs.net) or on 07870 997 323

### **A5 flyer**

[Design TBC]

The artwork for these can be provided, to allow for bespokeing to your locality. Please get in touch via [gmhscp.makingsmokinghistory@nhs.net](mailto:gmhscp.makingsmokinghistory@nhs.net) if you would like to receive a folder of artwork which includes:

- The A5 flyer for local printing
- The A5 flyer with space left for your own locality’s ‘Smokefree Summer’ creative device
- Your own locality’s ‘Smokefree Summer’ creative device

Sun visor, made from card



Stickers (5cm diameter)



## A4 colouring-in sheet



We can also send you a PDF of the colouring-in sheet for printing within your own offices. Please ask.

### Artwork

Please get in touch via [gmscp.makingsmokinghistory@nhs.net](mailto:gmscp.makingsmokinghistory@nhs.net) if you would like to receive a folder of artwork, to include:

- The A5 flyer for local printing
- The A5 flyer with space left for your own locality's 'Smokefree Summer' creative device
- Your own locality's 'Smokefree Summer' creative device

Please let us know if you have any other asks or requirements and we will endeavour to meet these.

### ENDS

For further information, please contact:

Jen Hacking  
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[gmscp.makingsmokinghistory@nhs.net](mailto:gmscp.makingsmokinghistory@nhs.net)  
07870 997 323