

Stop Smoking London Helpline Pilot

0300 123 1044

Monday to Friday 9am to 8pm and Saturday and Sunday 11am to 4pm

There's now additional telephone support available to Londoners who are eligible. Here are answers to some frequently asked questions about the new service.

What's new?

In addition to its existing advice line, NHS Smokefree now provides bespoke telephone support for Londoners who call the national helpline number. Currently funded by 31 participating London Boroughs, it forms a new part of the suite of options already available to people who want to quit.

When someone calls the national number - 0300 123 0044 - they're asked a series of questions to determine the level of stop smoking support they need. If they're from London and meet the eligibility criteria, they're offered the opportunity to sign up to the specialist telephone-based service. This gives the individual regular phone calls from a stop smoking advisor who will support and motivate them throughout their quit attempt.

Why was the new helpline service set up?

In 2015, ADPH London launched the London Smoking Cessation Transformation Programme (LSCTP) which undertook a review and identified a common concern about falling quit numbers. They found significant appetite amongst boroughs to work together to explore new and innovative approaches to helping smokers access services or to quit.

How long has the new helpline service been going for?

This is part of a London-wide six month pilot which was launched in late May 2017. There was an initial a soft-launch to allow for a short testing period. We'd now like to work with you to increase callers to the helpline number and therefore uptake in the service.

Who's the helpline service for?

To be eligible for the service, you need to be over 18 and living in a participating borough (currently all London boroughs excluding Harrow and Hillingdon). You'll need to be a smoker who wishes to set quit date within the forthcoming week, or has stopped within last 48 hours, and not already using local, specialist stop-smoking services. It's not aimed at pregnant women.

What are the main principles of the new helpline service?

The LSCTP is working to the principles of the Stop Smoking Plus Model developed by Professor Robert West of University College London. This model advocates that smokers will be more successful in their quit attempt if they choose their preferred method of stopping smoking rather than being directed to one. There are three routes to choose from:

1. **Specialist support:** for smokers who need it and are willing to make the necessary commitment – includes face-to-face, the new phone line service and self-help groups (offer varies according to each borough)
2. **Stop-smoking medicines:** provision of medication for those who want help but not willing to commit to a specialist course – smokers will be directed to local outlets
3. **Going it alone:** for those who want to stop but don't want professional support – smokers are signposted to online information, behavioural insight, mobile apps

The new phone service allows people to select the best method for them which could be one of, or a combination of, the methods described above.

Who's running the helpline service?

The new Stop Smoking London phone service is delivered by NHS Smokefree and paid for by 31 London boroughs. It's run by advisors who are National Centre for Smoking Cessation Training (NCSCT) qualified and trained to give bespoke stop-smoking advice. They also have access to borough-specific information which tells them the support available in each borough to supplement this service. This means they can also signpost the individual should they not meet the eligibility requirement for the telephone-based service.

What are the benefits of the helpline service?

For the individual, the helpline offers a convenient alternative to other types of service. They can access the phone support seven days a week (9am to 8pm Monday to Friday and 11am to 4pm Saturday and Sunday), meaning smokers have the opportunity to speak to a trained, expert advisor when most face-to-face services are closed or unavailable. They are also 20 percent more likely to quit using the service than if they were to go it alone.

The advice line database holds the most comprehensive information about the support available to help individuals in their area and online. Advisors are trained in guiding people to the best range of options to increase their chances of a successful quit attempt.

Telephone-based support is a cost-effective option when compared with other services and is proving effective for other forms of addiction support. The data we gather from the pilot will help us understand how the service operates and how it might be improved.

How will people be referred to the new helpline service?

Anyone calling the national NHS Smokefree number who is eligible could be referred to the telephone-centred support. If they choose to accept, they will be called back by a specialist advisor at a time convenient to them. We recommend you refer potential quitters to the phone line where the best support will be identified with them.

Help us begin promoting the new service

Please encourage smokers who want to quit to call the helpline. In the coming weeks we're preparing to distribute a digital toolkit to each borough. In the meantime, here are three simple things you can do now to promote the service:

1. Tweet this:

Want to stop smoking but pushed for time? Call the London Stop Smoking Helpline on 0300 123 1044.

2. Add this to your email signature:

Stop Smoking London Helpline: 0300 123 1044. Speak to a trained, expert adviser Monday to Friday 9am to 8pm and Saturday and Sunday 11am to 4pm

3. Add this to your websites and/or intranets

Find out the best path for you to stop smoking, from specialist advice to medicine or simply going it alone at: www.london.stopsmokingportal.com

Thinking about quitting smoking?

Call the Stop Smoking London Helpline 0300 123 1044

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