

Stoptober 2025: London Comms Pack - Let's quit smoking together

Stoptober is back this October, giving smokers across London the chance to quit together with support.

This year's campaign theme is 'Let's quit smoking together' and encourages people to take that first step towards a healthier future. We need your help to spread the word.

We've pulled together a partner comms pack with official ready-to-use social media posts, posters and digital screen assets, **adapted for London, signposting borough-level stop smoking services and the Smoke Free App for London.**

These resources are designed to make it quick and easy for you to share Stoptober messages across your channels and in your communities.

Inside this pack you'll find suggested social post copy and links to download:

- Editable social graphics in multiple formats
 - [9:16 social post graphics](#)
 - [4:5 social post graphics](#)
 - [Benefits of quitting and local support carousel graphics](#)
- [A4 posters for print and display](#)
- [Digital screen assets for local venues](#)

Please use these assets across your channels and encourage others in your networks to do the same. Together, we can make Stoptober 2025 a success for London.

Please link to Stop Smoking London's Stoptober landing page:

stopsmokinglondon.com/stoptober

Suggested social media posts 16:9 and 4:5 graphics:

1. "Time to Shine" / Ditch the Cigs graphic

It's time to shine this Stoptober.

Join thousands of Londoners quitting smoking together. Find free local support and download the Smoke Free App for London. Take your first step towards better health and more money in your pocket.

👉 Get free local support: stopsmokinglondon.com/stoptober

2. Make a Promise

Make it real. Make a promise.

Tell your friends, tell your family and commit to quitting smoking this Stoptober. You don't have to do it alone.

👉 Support is waiting for you: stopsmokinglondon.com/stoptober

3. Best Thing I Ever Did

"It's the best thing I ever did."

Stopping smoking can give you more energy, better health, and a brighter future. This Stoptober, you can do it too. Get free local support and download the Smoke Free App for London.

👉 Start your success story here: stopsmokinglondon.com/stoptober

4. Polaroid – I Stopped

"I stopped smoking with Stoptober."

This year, it could be you. Take the first step towards quitting smoking. Feel the benefits start straight away.

👉 Find a local stop smoking service and download the Smoke Free App for London: stopsmokinglondon.com/stoptober

5. Polaroid – We Stopped

Quitting together makes it easier.

This Stoptober, join the thousands of people across London choosing a healthier, smokefree future.

👉 Download the Smoke Free app and find free support at stopsmokinglondon.com/stoptober

6. Ready When You Are

Ready when you are.

There's never been a better time to quit smoking. Find free local support and download the Smoke Free App for London. You don't have to do it alone.

👉 Take your first step this Stoptober: stopsmokinglondon.com/stoptober

7. Stopping Starts Today

Stopping starts today.

If you can stay smokefree for 28 days, you're 5x more likely to quit for good. This Stoptober, get the free support and tools like the Smoke Free app for

London to help you succeed.

👉 Start now: stopsmokinglondon.com/stoptober

Carousel: benefits

Good things start here.

The benefits of quitting smoking start sooner than you think. And they keep building the longer you stay smokefree.

- 👉 After 48 hours: your senses of taste and smell improve.
- 👉 After 2–12 weeks: your circulation improves, making you feel fitter.
- 👉 After 3–9 months: lung function increases, with less coughing and wheezing.
- 👉 After 1 year: your risk of heart attack halves.
- 👉 After 10 years: your risk of dying from lung cancer halves.

Every day without cigarettes is a step towards a healthier, longer life.

👉 Start your Stoptober success story today: stopsmokinglondon.com/stoptober

Carousel: support

You don't have to quit smoking alone. This Stoptober, there's support to help you every step of the way:

- 👉 Free local stop smoking services across London
- 👉 Expert one-to-one advice
- 👉 The free Smoke Free app for London
- 👉 Nicotine replacement therapies and stop smoking medicines
- 👉 Online, text message and face-to-face support

Finding the right support can make all the difference. We're here for you this Stoptober.

👉 Get started: stopsmokinglondon.com/stoptober