

January Campaign Briefing Note



#YourStopCouldBeNext

This year, **Stop For Life Devon** is launching it's **#YourStopCouldBeNext** campaign.

Primary message and objective:

January can be a powerful month for behaviour change. That resetting of the calendars to the 1st of the 1st, can give fuel to our mindset shifts and encourage us to make lifestyle and routine changes.

Join our call to action to encourage Devon residents to add 'stop smoking' to their New Year list.

Start 2025 with the support of our expert health coaches, to guide a personalised programme of behaviour change coaching, practical tools and NRT support.

Start your smokefree journey today:

- <https://stopforlifedevon.org/get-started/>
- 0800 122 3866
- For general queries: info@stopforlifedevon.org
- For referrals: stopforlife.devon@nhs.net

Secondary message and objective:

January can bring that sense of renewed energy and motivation for the year ahead, but it can also be a challenging month, with post-Christmas isolation, financial stretch and pressures to 'make changes' now.

With this in mind, the campaign assets and messages steer away from stamping a January timescale to the message, but encourage residents across Devon to start thinking about 'their time' to stop, raising the profile of the Stop For Life service, support available and how to access – so when they are ready, they know *who we are, where we are, and how to start their journey*.

Campaign resources available via the website: <https://stopforlifedevon.org/resources/>

- Social media assets and copy
- A4 Posters
- Newsletter copy