

HSE QUIT.ie



Take Back Control

QUIT Campaign Partner Pack
January 2024

Take Back Control from smoking this January

The HSE is inviting people who smoke to 'Take Back Control' by taking the 28-day no smoking challenge this January.

People who smoke know that smoking is bad for their health, but the thought of quitting makes them think of what they might be losing. They believe that cigarettes relieve their stress or boredom and helps them socialise. Cigarettes are reliable and always there for them, like a good friend.

When they finally take the step to QUIT for good, they see it differently. One of the benefits that people often talk about after quitting is freedom from the control that cigarettes had over them.

During those first 28 days new quitters will begin to see the moments when smoking had control over them.



'Once you quit smoking, you realise smoking it's not the friend you thought it was'.

Take Back Control from smoking this January

Channels and Assets

On air from: 02/01/2024

Our message

Once you quit smoking, you realise it's not the friend you thought it was.

Quit for 28 days and start taking back control.

Find out how at Quit.ie

Channels

AV – Watch it in [English](#) and as [Gaeilge](#).

Radio - Radio ads on national, local and digital audio (Acast, Spotify). Listen to [English](#) agus eist le [Gaeilge](#)

Video-on demand – Shorter form videos feature on RTE, All 4, Sky on Demand and Youtube. Watch it in [English](#) and as [Gaeilge](#)

Social media - Social media messages and advertising are always on across Facebook, Twitter and Instagram. During larger campaign months, like January, we are also live across Snapchat, Pinterest, Tik Tok and Reddit.

Display – Always on display advertising

Search – Always on search keywords and terms in relation to smoking, quitting, cravings, NRT etc.



Free Nicotine replacement therapies

In 2023 the HSE announced free nicotine replacement therapies (NRT) for anyone who wants to quit smoking.

NRT are licensed medicines that safely give you lower levels of nicotine to help you get through cravings and withdrawal symptoms that can double your chances of quitting for good.

They are free from [local stop smoking clinics](#) and the [QUITline](#) as part of a package of supports on offer to people who quit smoking through the HSE QUIT service.

Dr Paul Kavanagh, HSE Public Health Medicine Consultant Lead with the Tobacco Free Ireland Programme, explains how NRT is safe and effective “NRT are tightly regulated medicinal products which are overseen by the Health Products Regulatory Agency in Ireland.

We know NRT is very safe and that it works. It is encouraging to see that more people who smoke are using NRT to help them quit. We have been working hard to improve access and availability of this life-saving medicine. People who smoke and who want to stop, and healthcare professionals who are supporting them, can have full trust and confidence in the safety and effectiveness of NRT.

Some people who smoke will be wondering about using an e-cigarette or vapes to help them stop. We do not have full trust and confidence in the safety and effectiveness of e-cigarettes as a way to stop smoking and recommend NRT as way to help them through their quit attempt, available free from the HSE”

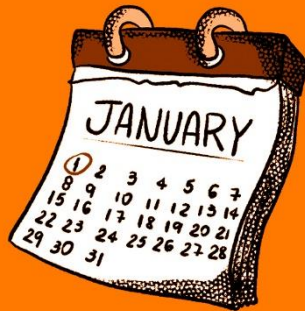


Take Back Control from smoking this January

Social Media Images

QUIT.ie

January #28DayChallenge
Join Today!



QUIT.ie

I quit for
them



QUIT.ie



Get free **NRT** through
your local QUIT stop
smoking advisor.

QUIT.ie

Phone a friend

Distraction helps
tackle cigarette
cravings



Get more support at quit.ie

Save each image by right clicking and select 'copy image'.



Take Back Control from smoking this January

Social Media Images

QUIT.ie



Stop smoking and
take back control
this January

QUIT.ie

How much is smoking
costing you?



QUIT.ie

You can quit smoking
this January.
We can help.



QUIT.ie



Quit smoking with
the help of **(free)**
NRT

Save each image by right clicking and select 'copy image'.

How you can help

Thank you for your ongoing support and partnership.

Please share the [video](#) with your own message or post it to your social pages tagging [@HSEQuitTeam](#).

Social media: You can support the campaign by reposting and sharing posts from the HSE on our official accounts.

Sample messages:

- Once you quit smoking, you realise it's not the friend you thought it was. Quit for 28 days and start taking back control. Find out how at [Quit.ie](#)
[#TakeBackControl](#)
- Stop smoking for 28 days and you're five times more likely to quit for good. Find out how at [Quit.ie](#)
- You can access Nicotine Replacement Therapies (NRTs) for free through your local stop smoking service or by calling 1800 201 203. Find out more <https://bit.ly/3snn4zB>
- Thinking of quitting cigarettes in 2024? We've helped thousands of people give up smoking for good. Take the first step by signing up to the [Quit Plan](#) today.

Facebook: www.facebook.com/HSEquit

Twitter/X: [@HSEQuitTeam](#) [#TakeBackControl](#)

Instagram: www.instagram.com/hse_quit/



Take Back Control from smoking this January

Campaign contacts

Thank you for sharing this campaign.

For queries or ideas, please contact:

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