

SUPPORTING SMOKERS TO QUIT THROUGHOUT THE PANDEMIC

HELP ME QUIT (NHS WALES SMOKING CESSATION SERVICE) ADAPTED TO THE PRESSURES OF THE COVID-19 PANDEMIC. THOUSANDS OF SMOKERS HAVE BEEN SUPPORTED ON THEIR JOURNEY TO A SMOKE FREE FUTURE - WITH EXPERT ADVICE OFFERED OVER THE TELEPHONE, AND FREE MEDICATION.

KEY ACHIEVEMENTS

Up by 48% compared
to last year



Smokers contacting us via:
www.helpmequit.wales

Number of smokers who reported
that they had quit at 4 weeks



50% increase in those being supported who reported that they had quit (recognised measurements at 4 weeks post quit date)**

Proportion of online contacts
who enrolled in Help Me Quit
support programme



an increase of almost a third

We reached smokers



to let them know Help Me Quit services were still running and still boosting their chances of successfully quitting using TV ads, digital advertising and social media activity



"Very effective - the Nicotine Replacement Therapy worked!"



"I found that having that 1-1 contact with an advisor was helpful. Having someone call and check how everything is going regularly helped to keep me motivated"

Landmark law implemented
in Wales on 1 March 2021



the first country in the UK making it illegal to smoke on hospital grounds, school grounds and public playgrounds

74% of referrals received first call attempt within **2 days*****

Many face-to-face services in the NHS faced disruption during the pandemic



leading to a drop in referrals. As services adapt/return, referrals have increased, and more would-be-quitters are getting the best help there is!



"I am now noticing the health benefits and feel fantastic for completing the programme"

