

Quit for You, Quit for Them social media campaign From promotion to behaviour change



Quit
for Them

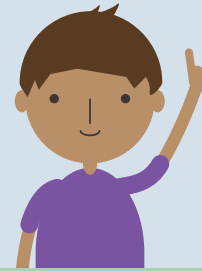
Facebook
Quit for Them
campaign
page

Requests
made via
the page

10 day
campaign



Quit Kit in the
post within
24 hours



177 people
requested
Quit Kit



15* people
successfully quit
on their own

*Survey of current success rates
at 30 March 2015

Avg. Reach:

Jan - 2338
Feb - 704
Mar - 5156
Jan / March - 2800
per month



Stop smoking
Wales support

41 people
wanted an
appointment

14 accepted an appointment

4 were already quit when we
contacted them

10 declined an appointment

5 had incorrect contact details

1 was referred to pharmacy services

1 we were unable to contact

6 are still being contacted

