

**MAKE
SMOKING
HISTORY**

GREATER MANCHESTER STOP SMOKING CAMPAIGN

A partner guide for sharing the What Will You Miss Campaign, connecting people who smoke into support to help them quit.



**Greater Manchester
Integrated Care Partnership**



WELCOME TO PHASE 3 OF WHAT WILL YOU MISS?

This partner pack has been created by the Making Smoking History team to help partners share and amplify the latest version of the What Will You Miss? campaign.

This March, we're asking one powerful question: What will you miss if you don't quit smoking?

From everyday moments to major milestones, smoking steals time. This campaign highlights what truly matters and connects people who smoke to the free support available to help them take their first step.

We're inviting you to:

- Share campaign resources
- Spread the message locally
- Help signpost people into support via the Smoke Free app, local stop smoking services, healthcare professionals or in-community support

Launching 2 March 2026 and running through National No Smoking Day (Wednesday 11 March) until 12 April, this is our opportunity to amplify the message and help more people connect to support.



KEY FEATURES OF THE CAMPAIGN

Built on real insight

Co-created using desk research, behaviour change science, stakeholder expertise, and in-depth research with people who smoke across Greater Manchester. Tested across Greater Manchester and Cheshire and Merseyside and refined adverts developed.

Big reach. Local impact

A Greater Manchester-wide mass media campaign, amplified with targeted activity for priority groups and community-level activation where it matters most.

Sharp focus on higher dependency

Relevant to all people who smoke, but particularly powerful for those with higher tobacco dependency - often from lower SEGs, in routine and manual roles, living in social housing, or managing physical and mental health conditions.

Simple call to action

A clear call to action that shortens the gap between seeing the campaign and making a quit attempt. The Smoke Free app offers GM residents free premium access for six months and 24/7 specialist support. Local partners can also link into local stop smoking services.

The campaign previously won Best Digital Marketing Campaign (Healthcare) at the Northern Digital Awards 2025 and Creative for Good at the Prolific North Creative Awards 2024, and was Highly Commended for Creative Courage.

Now adopted beyond Greater Manchester - including Cheshire and Merseyside, North Yorkshire and the Humber and the South Australian Government.



WHY THE CAMPAIGN MATTERS?

48%

Market research showed that **almost half of participants across Greater Manchester recalled the WWYM campaign** unprompted, in comparison to 13% for the previous Making Smoking History campaign.

20MILL

The WWYM campaign previously delivered **20 million impressions** across Greater Manchester including **1 million views from communities with higher deprivation** and higher smoking prevalence.

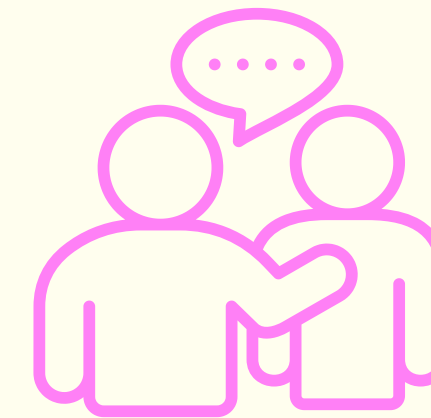
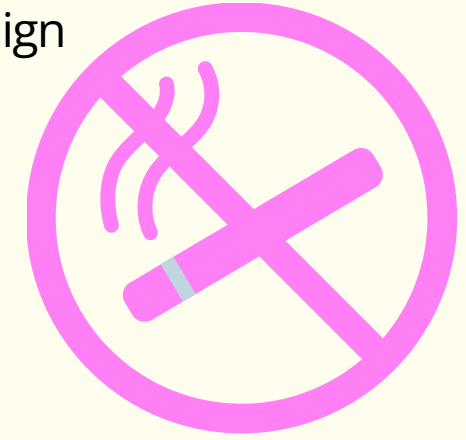
The campaign established cut through with core cohorts with **75% of people surveyed found it likely to make them think about the dangers of smoking.**



Smoke Free App downloads increased during the previous campaign lifetime **from an average of 24 downloads to 610 downloads per week** by Greater Manchester residents. Local stop smoking services also found an uplift in people accessing treatment within the campaign window.

2441% INCREASE

Market research showed that after seeing the campaign **16% of participants quit smoking altogether, 35% cut down and 20% switched to an e-cigarette.**



The campaign helped to connect people who smoke into support to quit. **47% of participants surveyed said they'd spoken to a Healthcare professional.**

42% of participants visited the Making Smoking History website for support and **13% connected to their local stop smoking service.**

WHAT CAN YOU DO?

Since the start of the MSH programme in 2017, local and collective action across Greater Manchester has driven steady progress, with adult smoking rates falling year on year and Smoking at Time of Delivery now at their lowest recorded level. While these achievements show the impact of local and city-regional efforts, around 11.9% of the population still smokes.

What's the opportunity:

Every campaign period is another opportunity to drive quit attempts, promote the support available, and help more residents live longer, healthier lives. Every action helps strengthen the stop smoking message and we encourage you to use whichever materials work best for you on a local level.

What's included in the pack:

- Ready to go social media assets: Including suggested copy, videos and statics for Facebook, Instagram, X and LinkedIn.
- Out of home additions: Posters, pop ups and digital screens best for captive audiences across sites.
- Smoke Free App ads: Highlighting the helpful features and benefits of the App to people who wish to use this as a means of support.


We know there'll be lots of No Smoking Day activity locally and national assets have been circulated to support this, but we'll also be out and about - at community events and busy spots across the boroughs to help spread the word.

NO SMOKING DAY AND COMMUNITY ENGAGEMENT

- Expect plenty of vox pops and local voices, creating organic content to share and help support the campaign posted across Making Smoking History channels.
- If you have any local activity we can feature, let us know! This toolkit is here to help us all work together as partners to connect people who smoke to the support they need.

Making Smoking History social channels:

 /MakeSmokingHistoryGM

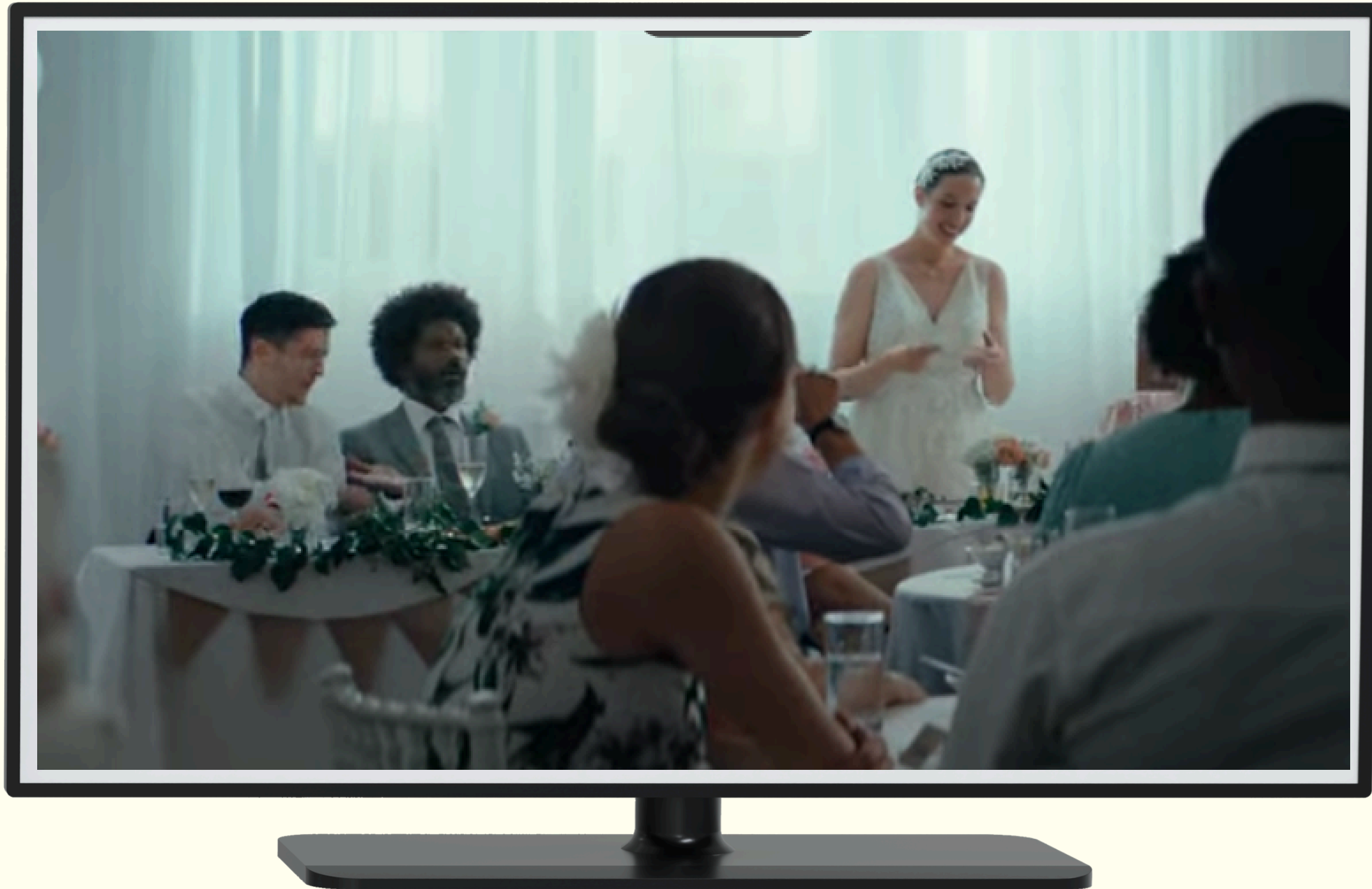
 /makesmokinghistorygm

 makesmokinghistory

CAMPAIGN MEDIA PLAN

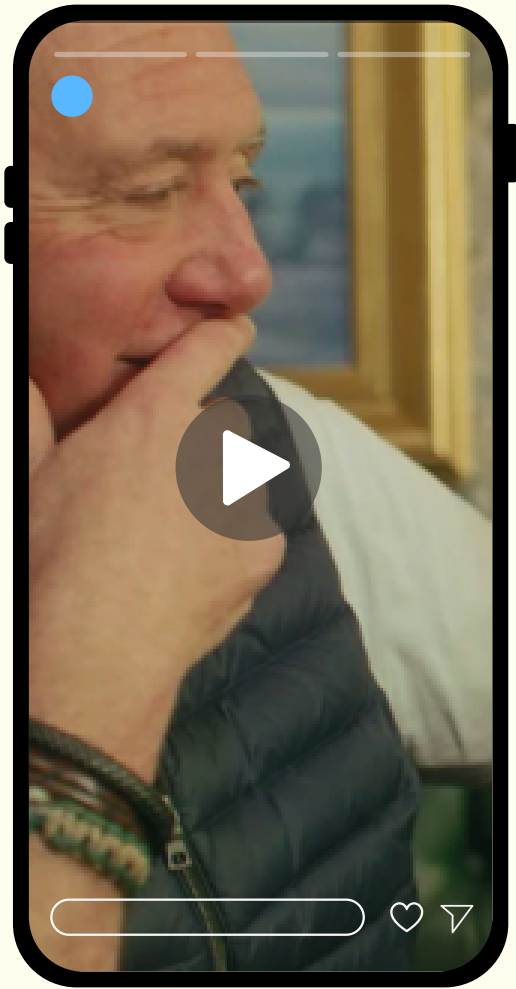
Media	Publisher / Media Owner	Format	March					April
			2	9	16	23	30	6
Radio	Hits Radio Manchester	30s Audio	2nd March - 12th April					
	Radio X Manchester		2nd March - 12th April					
	Smooth North west		2nd March - 12th April					
OOH	TfGM	Tram Covings (Static)		9th March - 5th April				
		AVA Screens (Static)					30th March - 12th April	
		Bus Rears (Static)			16th March - 12th April			
		Streetliners (Static)			16th March - 12th April			
		Bus Stop BIPS			16th March - 12th April			
	PosterScope	D6s (Motion - up to 15s Video)	2nd March - 29th March					
AV	ITV	Linear TV - 30" Video	2nd March - 5th April					
Digital	Meta	Video (Thruplays)	2nd March - 12th April					
		Statics (Landing Page Views)						
	Blis	Video (Instream - pre roll and post roll)						
		Display Banners						
YouTube	TrueView 30"							
Paid Search	Google	Text Ads	2nd March - 12th April					

MAIN TV / PAID SOCIAL



Left click the image to view the video or see [link here](#).

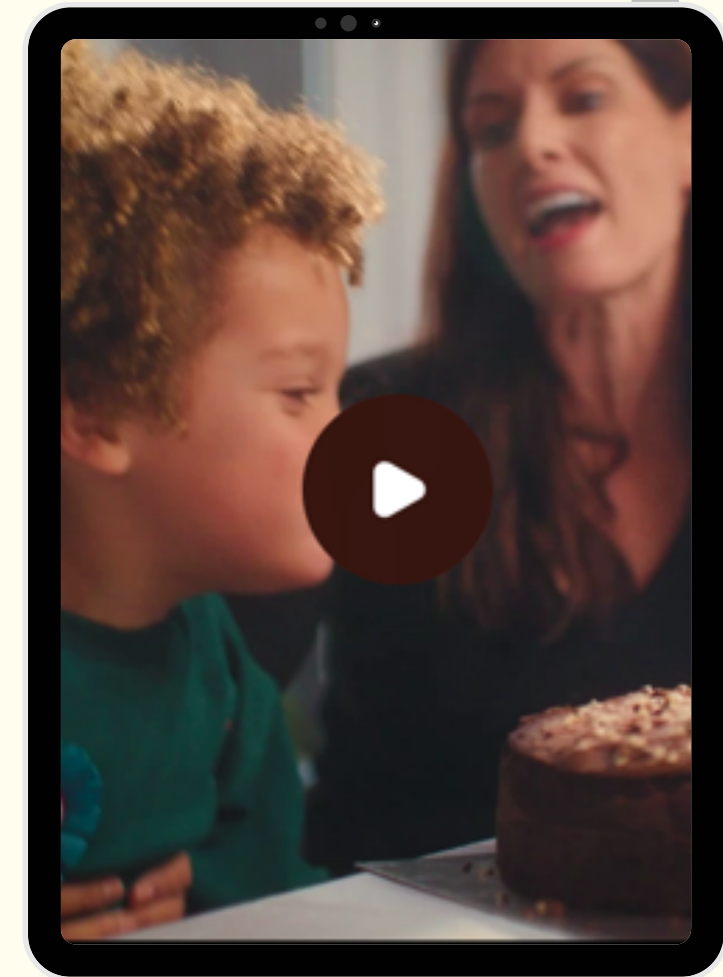
PAID SOCIAL VIDEO (YOUTUBE, FACEBOOK, INSTAGRAM)



[View match day advert](#)

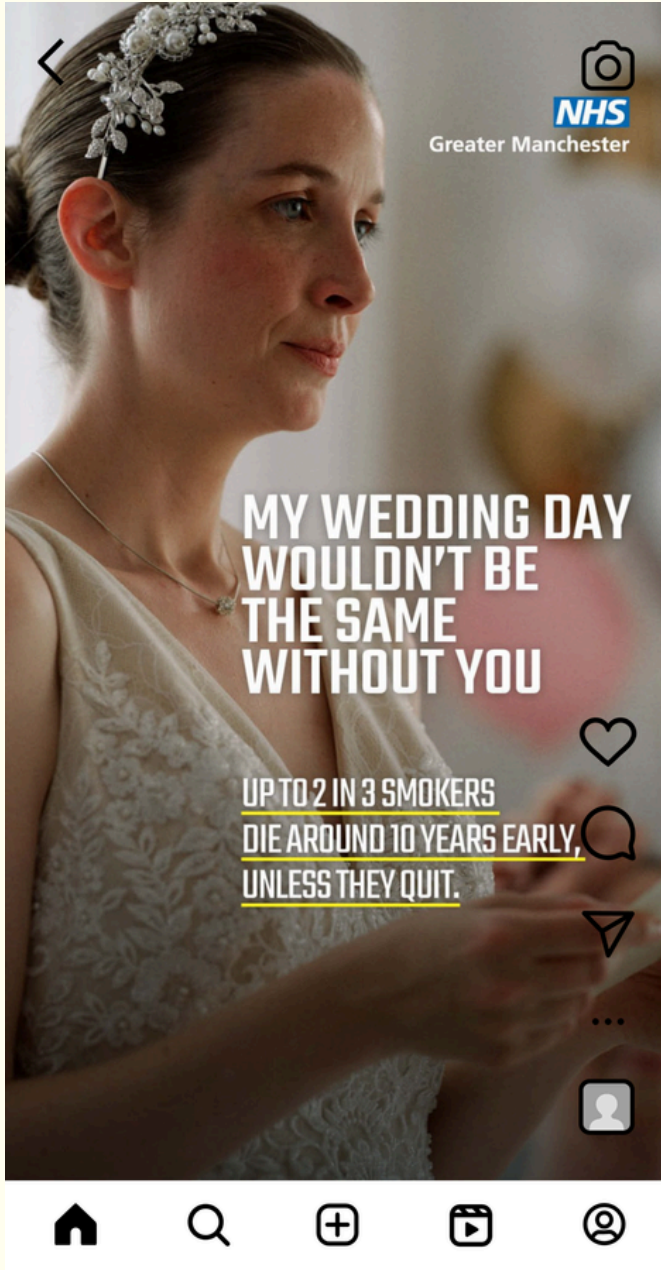


[View school pick up advert](#)



[View birthday advert](#)

DIGITAL DISPLAY AND PAID SOCIAL STATIC (BLIS, FACEBOOK, INSTAGRAM)



OUT OF HOME (BUS AND TRANSPORT NETWORK)



PARTNER ASSETS (POSTERS AND POP UPS)



PARTNER ASSETS (DIGITAL SCREENS)

**BIRTHDAYS
WOULDN'T
BE THE SAME
WITHOUT YOU**

**UP TO 2 IN 3 SMOKERS
DIE AROUND 10 YEARS EARLY.
GET THE HELP YOU NEED TO QUIT.**

**Download the
Smoke Free app**

[Download on the App Store](#) [GET IT ON Google Play](#)

**MAKE
SMOKING
HISTORY**

Requires Wi-Fi power.
Apple and the Apple logo are trademarks of Apple Inc., registered in the U.S. and other countries. App Store is a service mark of Apple Inc. Google Play and the Google Play logo are trademarks of Google LLC.

HELP US TO SPREAD THE WORD

To help you share the campaign as widely as possible, we've uploaded all assets to the Making Smoking History website.

The pack brings together all key campaign materials in one place, making it quick and easy to distribute content across your networks.

Assets are available in ready-to-use digital formats, so you can download, share, and amplify the campaign messaging across your channels and partners.

Press download to access the pack.



Or visit

makesmokinghistory.co.uk/partner-resources/wwym



MAKE SMOKING HISTORY

THANK YOU.

Thank you for helping us to share the What Will You Miss campaign.

For any questions please contact:
gmhscp.makingsmokinghistory@nhs.net

