

Everyday conversations to build a smokefree East Sussex

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In partnership with



When we get the right support, our journey to stopping smoking is three times more likely to be successful.

We can all help build a smokefree East Sussex by letting people know the easiest ways to get support locally.

A short conversation – just 30 seconds of your day – could be the spark that leads to months, or even years, of extra life for someone in East Sussex.

The journey to being smokefree starts with a conversation.

Will you be a smokefree East Sussex conversation starter?

The tobacco industry has relentlessly pushed cigarettes for decades whilst knowing that smoking kills. Smoking is designed to be highly addictive so that people keep buying the tobacco industry's products. Because of this, 2 in 3 people who try just one cigarette end up smoking daily.

We're asking people to:

- Start a conversation about smoking
- Signpost people to where they can get further support

You don't need to be an expert, or to sign up, you just need to be willing to have a short conversation using the tools in this guide.

Most people who smoke would like to stop.

That's why smokefree conversations starters can make the difference. Challenges are easier when we have the right support.

We can all play a role in building a healthier East Sussex by supporting people on their smokefree journey.

How to be a smokefree conversation starter

On the following pages you'll find everything you need to be a smokefree conversation starter.

Principles for a smokefree conversation: T.A.L.K

1. **Tune in** – open the conversation in a way that builds connection. Tips for how below.
2. **Ask** – if the person currently smokes.
3. **Listen** – listen carefully and validate a person's experiences. Make it clear that smoking is not their fault and that we all need support sometimes.
4. **Know-how** – share what support is available locally and signpost clearly to where people can find out more.

Tune-in

Conversation starters to try

How you begin the conversation will depend on whether this is someone you've met before – perhaps they're someone who regularly comes into your workplace – or whether you have just met them for the first time.

If you have met them before, think about how you could open the conversation in a way that builds connection. Consider the timing, who else is around, and whether the person is ready to have the conversation.

If this is your first time meeting someone, explaining that you're talking to everyone who comes into your office/service/workplace today about local support to go smokefree, can be a good way to open the conversation and make people feel less defensive. For example:

"Today is national no smoking day/world cancer day/heart health month, and we're taking this opportunity to talk to everyone about becoming smokefree."

"I'm a smokefree conversation starter and I'm talking to everyone today..."

"I'm talking to everyone I see today about health and wellbeing..."

Ask

Ask in a polite, friendly, non-judgemental manner

"Do you mind me asking if you smoke?"

"I wanted to ask if you currently smoke?"

"Do you smoke?"

Listen

Conversation middles to try

It's important to really listen to what someone has to say. Let the conversation be guided by them. Make it clear that smoking isn't their fault and normalise the fact that we all need support sometimes.

"How do you feel about smoking?"

"Is there anything holding you back from going smoke-free?"

"I've just read that people are three times more likely to become smokefree with support."

"I saw some research that showed people are more likely to be able to stop smoking with support."

"It's not your fault; smoking is designed to be addictive. My friend/colleague managed to stop smoking with support from...."

Know-how

Signpost to support

You don't have to have all the answers. The key is to know where to signpost people to further support.

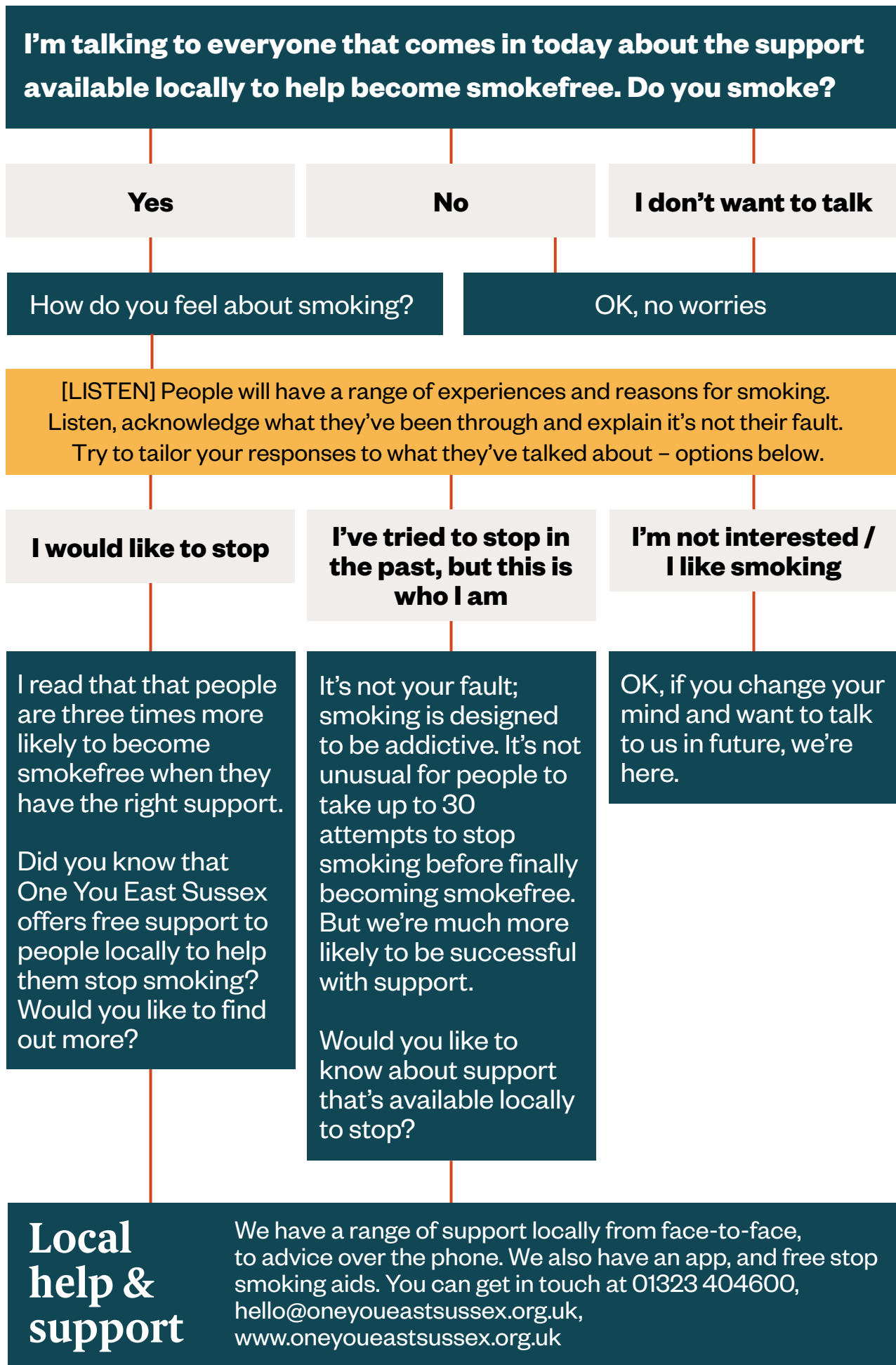
"Would you like to know about support that's available locally to stop?"

"There's lots of free support locally to help you on your smokefree journey. Would you like to know more?"

Tips for a good conversation

- 1. Make the conversation your own.** This isn't a script that you have to follow word for word. Find a way of having the conversation that feels natural to you.
- 2. Be genuine.** People can tell the difference between someone who is going through the motions and someone who cares.
- 3. Stay curious.** Listen to what someone is saying and don't make assumptions about their smokefree journey.
- 4. You don't need to be an expert.** If people have questions, don't worry, you don't need to have all the answers. Instead, signpost people to where they can get more information and support.
- 5. If someone doesn't want to talk, that's ok.** Don't force it. Even if someone isn't interested today, knowing that support is available may help them in the future.

Example conversation flow chart



Facts about going smokefree

1 Health benefits

Health improves from the very first day we stop smoking. Within 8 hours, oxygen levels return to normal. After 2 days the ability to taste and smell improves. After 3 days breathing becomes easier and within weeks circulation improves. After 3 months lung function can increase by as much as 10% and after a year the excess risk of heart attack reduces by half.

2 Financial benefits

Smoking 10 cigarettes a day can add up to over £50 per week. That's over £2600 a year. Cutting down or stopping altogether can bring significant financial savings.

One You East Sussex can provide stop smoking tools for free - including vapes, patches and gum to help you on your journey to becoming smokefree.

3 Vaping can help you

Vaping is a proven tool to help people go smokefree. Vaping helps people to deal with nicotine cravings. While cigarettes and vapes both contain nicotine - which can be addictive - vapes are up to 95% less harmful than smoking a regular cigarette.

People who have face-to-face support and use an e-cigarette are more likely to be successful on their smokefree journey, than those who don't use stop smoking aids.

4 It can feel challenging

The tobacco industry has spent decades promoting a product which it knows is highly addictive and kills two in three long-term users. Two out of three people who try one cigarette end up smoking daily, and three-quarters of people who smoke would never have started if they had the choice again. The highly addictive nature of nicotine makes going smokefree challenging, which is why attempts to stop smoking are more likely to succeed with the right support.

5 Your smokefree journey

It often takes someone up to 30 attempts to stop smoking before finally becoming smokefree. It's normal for us to need support on this journey. People who have support are three times more likely to be successful on their smokefree journey.

This can be face-to-face support, or online via an app. It can also include stop smoking aids like gum, patches, or vapes. There are also tablets which can be prescribed that can help reduce the cravings for cigarettes.

6 Local support can help

In East Sussex, there is lots of different kinds of support available. From face-to-face support to advice over the phone, to our smokefree app. Stop smoking aids can be provided for free. Find out more at One You East Sussex:

- [Referral form](#)
- [Stop smoking info](#)
- 01323 404600
- hello@oneyoueastssussex.org.uk
- www.oneyoueastssussex.org.uk

**Further
resources**

**National centre for
smoking cessation
and training**
ncsct.co.uk

**One You East Sussex
smoking cessation
webinar**
bit.ly/OYES-smokefree

**Action on
Smoking
and Health**
ash.org.uk

**Making Every
Contact Count**
bit.ly/MECC-SS



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