

Your No Smoking Day media cheat-sheet

Here are a few ideas for promoting No Smoking Day to get you started in the run-up to 14 March. Some of these suggestions might be perfect for your organisation, while others might not or might need to be adapted a bit.

If you have any questions or need support, get in touch with us at enquiries@ashscotland.org.uk or 0131 225 4725.

1. Send out press releases to get the word out

We've included a draft press release you can send to your local press and radio stations, including quotes from ASH Scotland's Chief Executive Sheila Duffy. Feel free to adapt those releases to suit you (as long as the quote from Sheila stays the same). If you need assistance contacting the press, get in touch with us.

2. A picture paints a thousand words

Local newspapers love to have pictures for these sorts of stories, so why not have a quick photoshoot? Since this year's theme is "#TellUsYourWay", you could have staff or service users holding up a piece of card with their quit method written on it, or you could have people pictured sending tweets using the #TellUsYourWay hashtag. If you ask your local newspaper, they can often send a photographer.

3. Make use of free resources

ASH Scotland's information service has produced free posters and web resources, currently being hosted online by NHS Inform at <https://www.nhsinform.scot/campaigns/no-smoking-day-2018>. Make sure to download the posters and graphics, use the email signature, and promote the branding as far as possible, including in tweets and facebook/instagram posts.

4. Contact local MSPs and MPs

You can see your local representatives by going to <https://www.theyworkforyou.com/scotland/> and putting in your postcode. Politicians are always keen to get involved with local events, and they often have contacts in the local media. Why not invite them to a photoshoot?

5. Share the news on Facebook, Twitter and other social media platforms

We've included a few draft messages which might be useful. Remember to include the hashtag **#TellUsYourWay** along with **#NoSmokingDay** to get our message out there, and where appropriate link to the NHS Inform campaign page above (this will work especially well on Facebook where an automatically generated preview image will draw people's attention to a post).

6. Get the facts on smoking in your area

You can get local profiles of smoking in your area from ASH Scotland. When you're talking to the local press you can have the figures at your fingertips.

Sample Tweets:

- This #NoSmokingDay make sure to #TellUsYourWay of how you quit #smoking
- This #NoSmokingDay share with us how you plan to quit #smoking using #TellUsYourWay
- #NoSmokingDay is on 14 March 2018 - #TellUsYourWay of how you gave up #smoking for good
- When quitting smoking, everyone is different. Find out what could work for you by calling Quit Your Way Scotland on 0800 84 84 84. #NoSmokingDay #TellUsYourWay