



- To raise awareness of the **FREE South West NHS local stop smoking service**, and educate smokers who want to quit about the support available to them.
- Over a two-week period across 10 local stations, presenter reads and promotional trails encouraged listeners to go to the station website and register a question to ask a Stop Smoking advisor.
- Advice advertorials were played out with NHS Healthcare professionals from the station's local PCT, giving a clear healthcare message as to why people should quit smoking in the new year.
- Each week there was also an NHS advice clinic broadcast during breakfast, where the healthcare professional answered three listener questions that had been submitted online or via SMS.

The results:

- September 2011 was a great success and they rebooked for January 2012, with thousands of listeners across the South West engaging with the stations to find out more.
- The stations also posted the campaign on their Facebook and Twitter pages.