



# Quit for you Quit for two

## Quit for Two Campaign - Social media Toolkit

The 'Quit for Two' campaign was launched earlier this year for health professionals to support women aged 16-25 to quit smoking when they become pregnant.

Women under 25, especially those from more deprived areas, have a range of personal issues to overcome and misconceptions about smoking during pregnancy. They also usually don't have an accurate understanding about what stop smoking services are like and what they offer. This means that many of the women who are referred from their booking appointment never attend their stop smoking session.

The focus of the campaign is to encourage mums-to-be to visit the [quitfortwo.co.uk](http://quitfortwo.co.uk) website which aims to break down the barriers and misconceptions young women may have about attending their referral appointment.

Professionals can find a range of campaign resources at the [Lancashire's Children and Young People's Trust website](http://Lancashire's Children and Young People's Trust website)

## Get social

We will be running a social media campaign **from Tuesday 6 October 2015**. Please use your social media channels to talk about this campaign and raise awareness of the key messages.

Post your own messages, using the hashtag **#QuitForTwo** where possible and encourage people to use the same – this will broaden the reach of these campaign messages. (See suggested posts below).

- **Twitter** Follow us at [twitter.com/lancashirecc](https://twitter.com/lancashirecc) and re-tweet our **#QuitForTwo** messages where relevant.

- **Facebook** Like our page at [www.facebook.com/lancashirecc](https://www.facebook.com/lancashirecc) and share our **#QuitForTwo** messages where relevant.

Engage with people who reply to your tweets/posts with questions or comments to continue momentum.

If you are unsure of the answer to a question from someone on Twitter or Facebook, in the first instance please contact: [marie.demaine@lancashire.gov.uk](mailto:marie.demaine@lancashire.gov.uk).

Direct customers to the Quit For Two website: [quitfortwo.co.uk](http://quitfortwo.co.uk) for further information.

[www.quitfortwo.co.uk](http://www.quitfortwo.co.uk)

# Quit for you Quit for two

- Here's a selection of suggested social media posts for your social media channels. Get involved and use your channels to show your support for the campaign.

## Twitter posts

We're supporting the campaign to help mums-to-be to quit smoking. Visit [www.quitfortwo.co.uk](http://www.quitfortwo.co.uk) #QuitForTwo

Watch this series of #QuitForTwo videos and hear from local mums and Stop Smoking advisors <http://ow.ly/SPF49>

## Facebook posts

Lancashire County Council are supporting mums-to-be to quit smoking. If you need support to #QuitForTwo go to [www.quitfortwo.co.uk](http://www.quitfortwo.co.uk) and start your quit journey today.

If you've decided to #QuitForTwo, then you're not on your own. For tailored advice and support to help mums-to-be stop smoking go to [www.quitfortwo.co.uk](http://www.quitfortwo.co.uk) and find your nearest Stop Smoking Service.

We're supporting the campaign to help mums-to-be to quit smoking. Watch this series of videos to help you to find out about the benefits of quitting smoking for you and your baby, and the friendly support available to help you locally <http://ow.ly/SPFb0> #QuitForTwo

Find out the truth behind some of the most common myths (and excuses!) about quitting smoking during pregnancy <http://ow.ly/SPFgv> #QuitForTwo



*The campaign will only be a success if health professionals personally recommend that women visit the website and then attend their stop smoking service appointment.*

We need your help to promote the campaign at every opportunity. You can find out more about the campaign and download resources on [Lancashire's Children and Young People's Trust website](http://www.quitfortwo.co.uk)

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