

A man with a beard, wearing a dark polo shirt with 'Hertfordshire Services for Young People' and a stag logo, is sitting at a table and talking to a young person with long dark hair. The background is slightly blurred, showing a poster with colorful figures.

Hertfordshire Health Improvement Service (HHIS)

Stoptober 2026: From Opportunity to Action

Presented by: Karl Winchester & Lauren Cleghorn

Learning Objectives

By the end of the session, participants will:

- Understand the services delivered through HHIS.
- Gain an overview of the Stoptober 2026 campaign and local delivery plans.
- Recognise the role partners can play in promoting stop smoking support.
- Explore a local case study demonstrating the impact of timely referral and intervention.
- Watch a case study from a client accessing the service
- Identify resources available to support local awareness and engagement.
- Tobacco Control Updates



What do HHIS do?

HHIS provides a range of prevention and behaviour change services across the county, including:

- Stop Smoking Services
- NHS Health Checks
- Blood Pressure Checks
- Wellbeing Checks
- Behaviour Change Support
- Public Health Campaigns
- Workforce Training & Development
- Community Outreach & Engagement
- Referral Management & Triage Services

Our aim is to prevent ill health, reduce inequalities and support residents to live longer, healthier lives.

HHIS 2026/27 Service Ambitions

Our Targets This Year

Stop Smoking Services

- **6,174** Quit Dates Set
- **3,087** successful quits
- **50%** quit rate target

NHS Health Checks

- **71,880** residents offered an NHS Health Check
- **24,400** NHS Health Checks delivered

Workforce Development

- **760** healthcare professionals trained

Partnerships

- **5** new strategic partnerships developed

These targets reflect the scale of prevention support being delivered across Hertfordshire.



Why Smoking Cessation Matters in Hertfordshire

- Around **8%** of Hertfordshire adults smoke, but smoking remains a leading cause of preventable illness and premature death.
- Smoking is a major risk factor for **heart disease, stroke, cancer and respiratory disease**, contributing to avoidable hospital admissions.
- Smoking rates are higher among:
 - Routine and manual workers (**13.1%**)
 - People with long-term mental health conditions (**19.8%**)
- Stopping smoking is one of the most effective interventions to improve health outcomes and reduce health inequalities.

Key Message

“Every referral is an opportunity to improve health, prevent future disease, and support residents to live longer, healthier lives”.

Source: OHID Fingertips Smoking Profile (2026); Hertfordshire Tobacco Control Newsletter (2025).

What Support Do Clients Receive?

Hertfordshire Stop Smoking Service

Patients referred to HHIS can access:

- Specialist Behavioural Support
- One-to-one support from trained advisors
- Telephone clinics
- Community-based support
- Personalised quit plans
- Relapse prevention support
- Evidence-Based Treatment Options
- Nicotine Replacement Therapy (NRT) or Combination NRT
- Varenicline (where clinically appropriate)
- Swap to Stop vaping support

Additional Support:

- Allen Carr Easyway Programme
- Smokefree App
- AI Quit Coach

Current service developments include:

- Cytisine formulary application to the new ICB prescribing committee
- Updated Hertfordshire Medicine Guidance: Stop Smoking

Public Health Training Website

Supporting Healthcare Professionals

In addition to face-to-face and virtual training, professionals can access free learning through the Public Health training website: [Public Health Training | Hertfordshire County Council](#)

Available training includes:

- Very Brief Advice (VBA)
- Brief Advice and CO monitoring
- Making Every Contact Count (MECC)
- Stop Smoking Level 2
- Motivational interviewing
- Mental health and suicide prevention
- Spot the signs and save a life (Drug and Alcohol)

Case Study - West Herts Patient Portal

Demonstrating the Power of Referrals

Between January and July 2026:

- **139** referrals received
- **117** patients engaged with support
- **84%** engagement rate

Referrals were received from pathways including:

- Cardiology
- Respiratory services
- Cancer pathways

Supporting Residents with Significant Health Needs

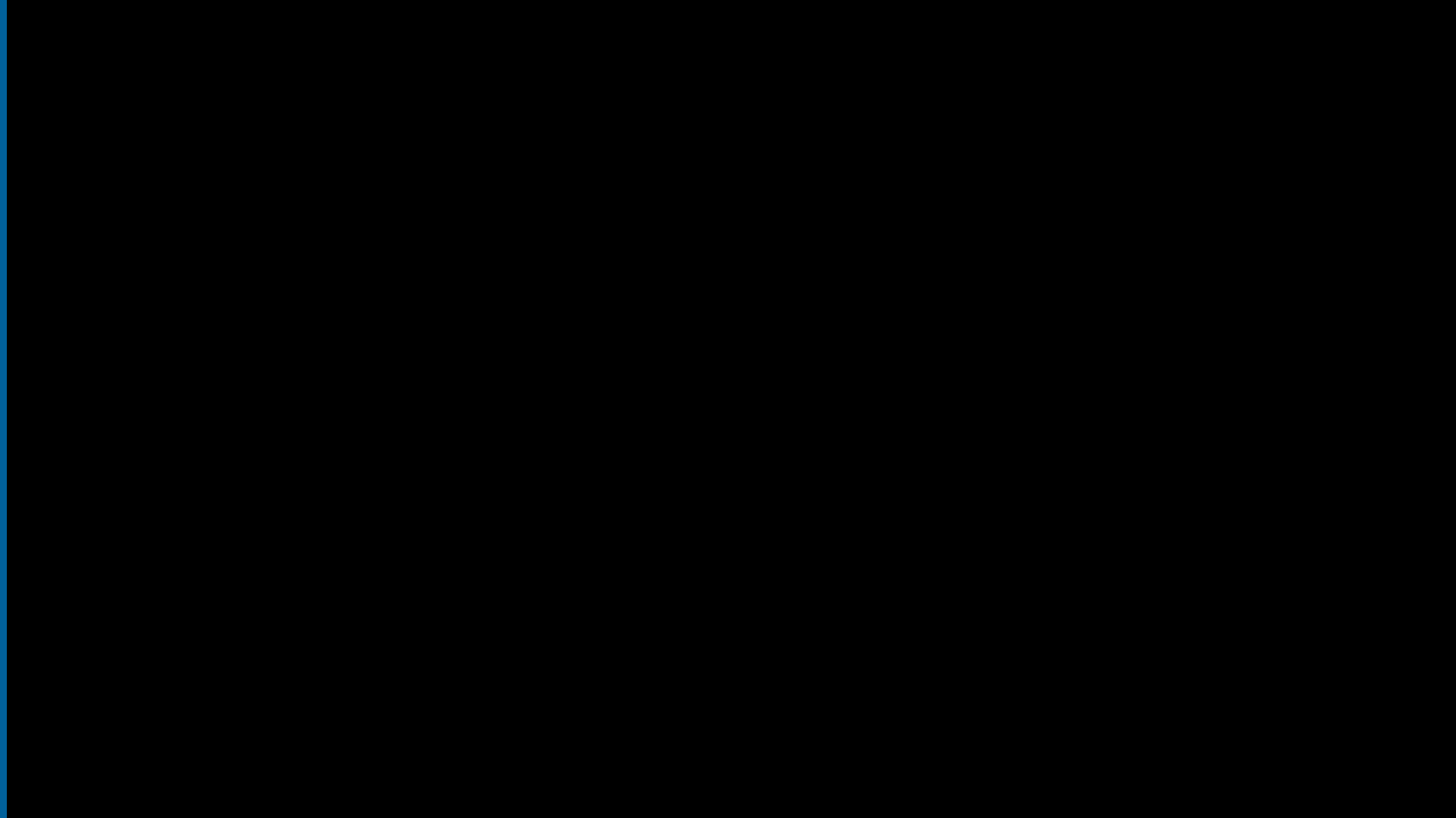
- Mental health conditions (**47%**)
- Cardiovascular disease (**43%**)
- Respiratory disease (**32%**)

Key Message

“The people being referred are often those who stand to benefit most from stopping smoking”.

Source: West Herts Patient Portal Position Summary (2026)

Case Study: Client



Stoptober 2026

For **Stoptober 2026**, the overarching campaign theme remains:

“Let's Quit Smoking Together”

[Stop smoking \(professionals\) | Hertfordshire County Council](#)



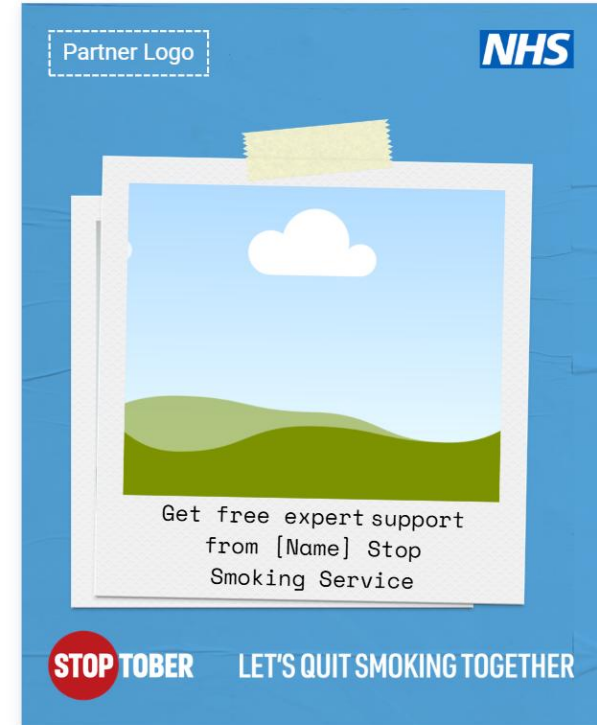
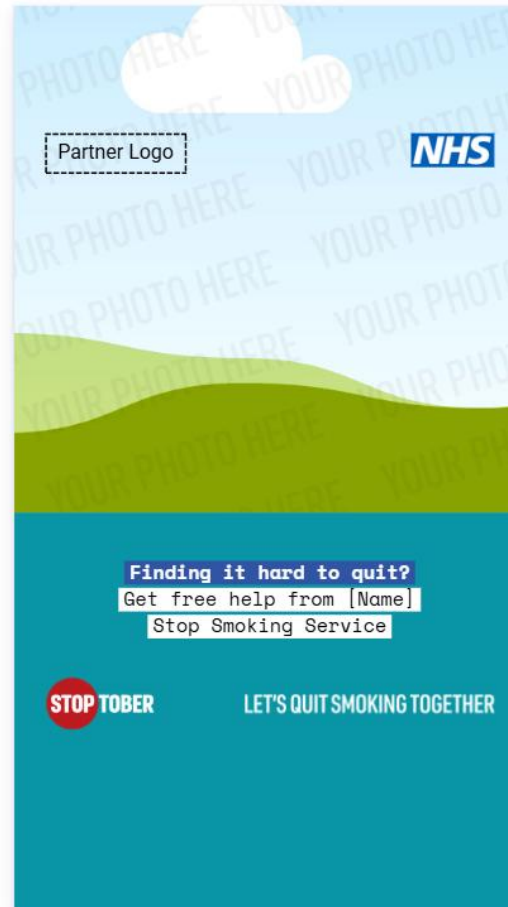
Stoptober 2026

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Social Media Assets

Social Statics

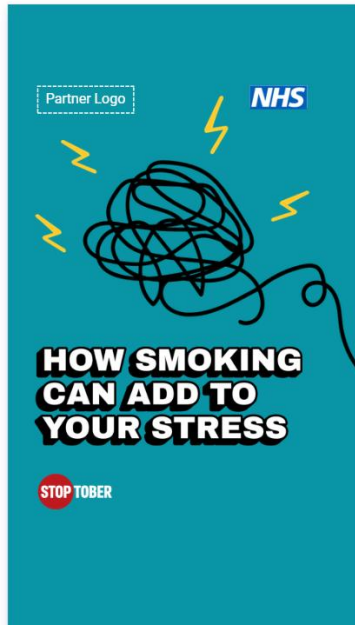
- 32 static social media designs available in:
 - **9:16 format** (Stories/Reels/TikTok)
 - **4:5 format** (Instagram/Facebook feed)



Stoptober 2026

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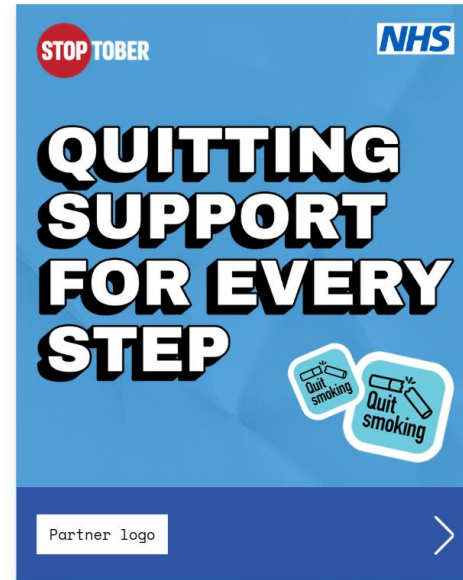
Social Media Carousels



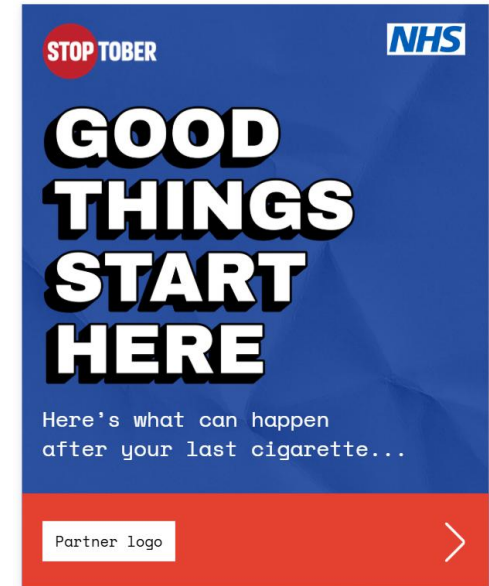
Mental Health Carousel
(9:16)



Mental Health Carousel
(4:5)



Quitting Tools & Support Carousel
(4:5)



Benefits of Quitting Carousel
(4:5)

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Campaign Resources Print & Display



Stoptober Posters



Digital Screen Assets



End Frames (9:16 and 4:5 formats)

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Stoptober Email Signatures



600 × 200 px

Stoptober 2026

[Better Health Bus | Hertfordshire County Council](#)

Stoptober 2026 Events Programme

On the ground engagement across Hertfordshire via the Better Health Bus

- **2 October** | White Lion Square, Hatfield | 10:00am - 4:00pm
- **8 October** | The Parade, Watford | 10:30am - 3:30pm
- **9 October** | Aafiyah "Are You Ready for Winter?" Event, Watford | 10:30am - 3:00pm
- **14 October** | Kingfisher Court Stoptober Event, Radlett | 10:15am - 3:45pm
- **15 October** | Bushey Grove Leisure Centre, Bushey | 10:30am - 3:30pm
- **16 October** | Marlowes, Hemel Hempstead | 10:30am - 3:30pm
- **21 October** | Bishop's Stortford Men's Shed, Little Hadham | 10:30am - 3:30pm
- **22 October** | Asda Watford | 10:30am - 3:30pm
- **28 October** | Mill End Baptist Church, Rickmansworth | 10:30am - 3:30pm

Onsite

- **13 October** | Lister Hospital, Stevenage | 10:30am – 1:00pm

Tobacco Control Updates

Smoke-Free Generation Legislation

- From 1 January 2027, the UK will become only the second country in the world to introduce a smoke-free generation by continuously raising the legal age of sale for tobacco.
- To support your communications, please share Hertfordshire County Council's [news article](#)
- More information on the implementation of this legislation will be shared through the Hertfordshire Tobacco Control Alliance Newsletter. If you are not on the mailing list, please email Smokefree.Hertfordshire@hertfordshire.gov.uk

Tobacco & Vapes Packaging, Appearance and Display Consultation

- [Consultation](#) remains open until 2nd October 2026
- We strongly encourage both individuals and organisations to submit a response.

References

- Hertfordshire County Council (2025) *Hertfordshire Tobacco Control Newsletter, November 2025*. Centre for Public Health Hertfordshire. Available at: <https://cpherts.org.uk/wp-content/uploads/sites/66/2025/12/November-2025-Newsletter.pdf> (Accessed: 8 September 2026).
- Hertfordshire County Council (2026) *Public Health Training Hub*. Available at: <https://www.hertfordshire.gov.uk/services/health-in-herts/professionals/training/training.aspx> (Accessed: 8 September 2026).
- Hertfordshire County Council (2026) *Stop Smoking Service*. Available at: <https://www.hertfordshire.gov.uk/services/health-in-herts/smoking/stop-smoking-service.aspx> (Accessed: 8 September 2026).
- National Centre for Smoking Cessation and Training (NCSCT) (2024) *Very Brief Advice on Smoking*. Available at: https://www.ncsct.co.uk/publication_very-brief-advice.php (Accessed: 8 September 2026).
- Office for Health Improvement and Disparities (2026) *Smoking Profile: Fingertips Public Health Data*. Department of Health and Social Care. Available at: <https://fingertips.phe.org.uk/profile/tobacco-control> (Accessed: 8 September 2026).
- Office for Health Improvement and Disparities (2026) *Smoking Profile: July 2026 Update*. GOV.UK. Available at: <https://www.gov.uk/government/statistics/smoking-profile-july-2026-update> (Accessed: 8 September 2026).
- West Herts Teaching Hospitals NHS Trust and Hertfordshire County Council (2026) *West Herts Patient Portal Position Summary: January to July 2026*. Internal service report. Hertfordshire Health Improvement Service.



Hertfordshire