

World-Leading Quit Campaigns: Driving Motivation to Quit at Scale across Yorkshire and Humber

What will you miss?

Breathe Yorkshire and Humber is a local authority funded programme of work, hosted by the HNY ICB via the Centre for Excellence. The programme supports collective regional action to reduce smoking prevalence and tobacco-related harm with a focus on health inequalities.



Scan the QR code to watch the campaign advert



What was delivered?

The campaign **launched in April 2025**, and was underpinned by **COM-B** Behaviour Change Theory specifically targeting **priority groups** within the C2DE category, who have some of the highest smoking rates.

The **8 week campaign** was delivered across radio, TV, video on demand, social media and out of home.

Extensive PR also promoted the campaign across all 15 Local Authorities, with **good press and media coverage** across the region.

What was the impact?

Over 121,000 visits to the "yestoquit" website.

Over 11.5 million "impressions" (opportunities to view campaign) via digital marketing across Facebook, Instagram, TikTok, Spotify and others.

The campaign seen by **over 935,000 viewers** across Yorkshire and the Humber amongst C2DE population aged 35+ on ITV alone.

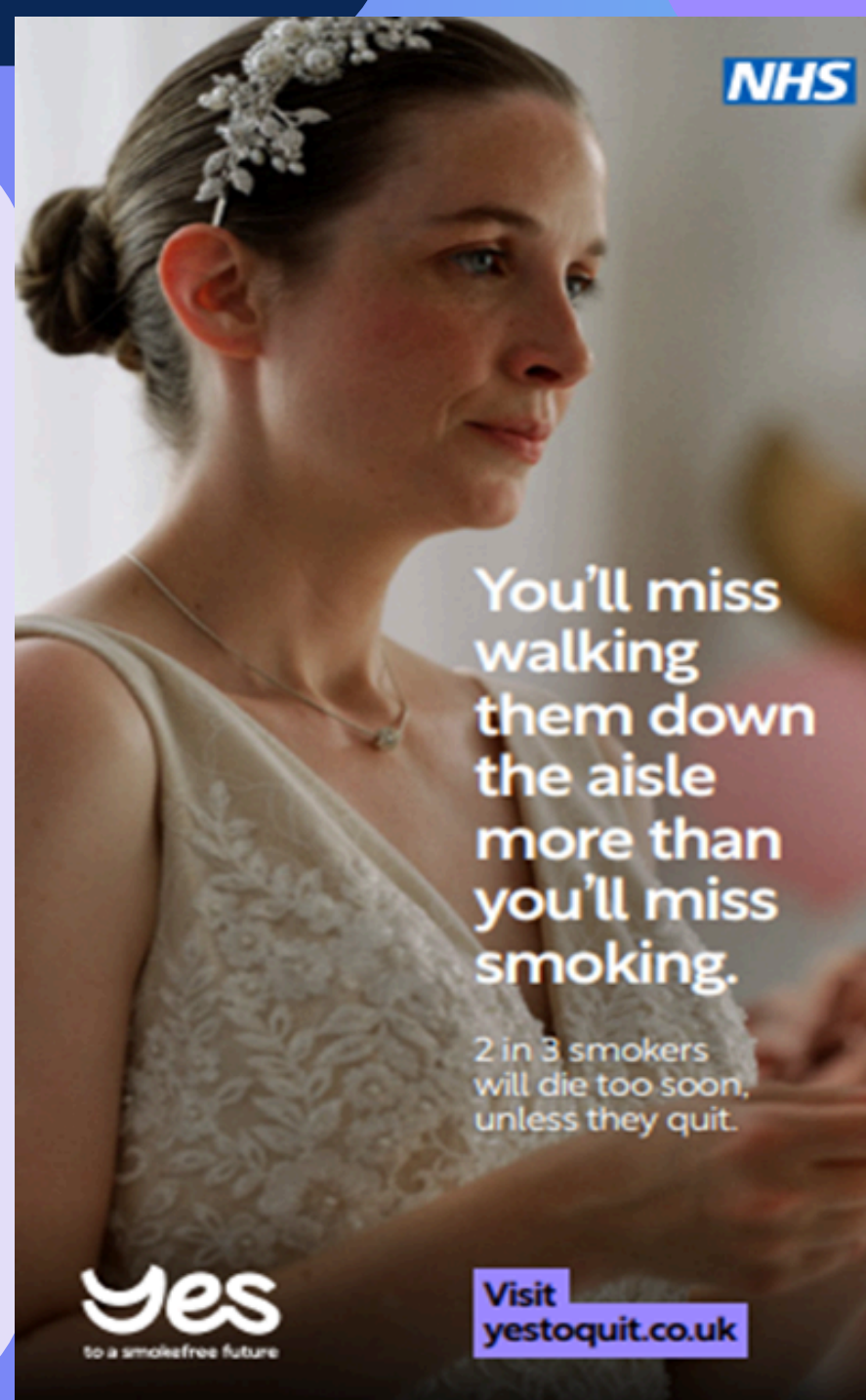
Over 9.9 million delivered impacts across the various **radio** channels (compared to a target of 7.9 million).

How did the campaign evaluate?

The independent evaluation found:

- **29% of adult smokers** across Y&H recalled seeing the campaign (159,000 people)
- **81%** of those exposed **took action**
- **30%** of smokers **cut down** (48,245 across Y&H)
- **15%** of smokers **made a quit attempt** (24,123 across Y&H)
- **8% report quitting**
- **69%** motivated to **think about quitting**

Stakeholder feedback praised the **unified approach, strong partnership** working, and **consistent communication**.



What next?

In 2026, Breathe has taken a more ambitious approach, introducing a new campaign creative featuring personal testimonials and emotional appeals.

The new campaign focuses on 'Turn the Corner', a message of hope to support quitting.

This is supported by doubled advertising investment, and targeted segmentation.

In its first week, the campaign secured over 70 media features across the region.



Humber and North Yorkshire Integrated Care Board (ICB)



Breathe

Ending smoking together.

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