

# Views on Smoking from those Working in Routine and Manual Job Roles

Thoughts on messaging, smoking habits and the local stop smoking service.



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# About us

We are an independent voice for the people of Derbyshire. We are here to listen to the experiences of Derbyshire residents and give them a stronger say in influencing how local health and social care services are provided.

## Our mission

We are a strong, independent, and effective champion for people that use health and social care services. We will continue to influence health and care services and seek to improve joined-up care for the people of Derbyshire.

## Our vision

We want to see consumers of health and social care services being put centre stage so that service providers and commissioners listen to what they have to say and use their voices to shape, inform and influence service delivery and design.



# Summary

Between June and August 2025, we collected the views and experiences of 51 people working in routine and manual job roles. We wanted to understand their views of the stop smoking services, if there are barriers to stopping smoking and their reasons for smoking.

We used a survey to better understand the opinions of these people. We advertised the survey on social media and sent it to our contacts at Derby City Council, Livewell Derby City, Derbyshire County Council, Live Life Better Derbyshire, and several local businesses.



The free stop smoking service in Derby City is called 'Livewell.' Livewell provides a free ten week stop smoking programme with support from a stop smoking professional and free help to quit-smoking products.

The support from a professional is provided over the phone, or at regular drop-in sessions across the city.



The stop smoking service across the Derbyshire county is called 'Live Life Better Derbyshire'. This service provides a free 12 week stop smoking programme with support from a stop smoking professional and free help to quit-smoking products.

The support from a professional is provided over the phone, and in-person at locations across the county.

This was a commissioned (paid for) piece of research that was funded by the Public Health teams at both Derby City Council and Derbyshire County Council.

We did this research to influence the upcoming messaging campaign with Diva Creative.

Diva Creative is a communications and marketing company hired by the NHS and both Derby City Council and Derbyshire County Council to create and share stop smoking messaging.

## Key information

- Between June and August 2025, we spoke to 51 people in routine and manual jobs across Derby City, Derbyshire, and nearby areas
- We used surveys, interviews, and in-person visits to understand smoking habits, reasons to stop smoking, and barriers to accessing support
- The project was carried out to inform a targeted stop smoking campaign led by Diva Creative, and to help improve local services like Livewell Derby and Live Life Better Derbyshire
- This research used a mix of methods, including surveys and interviews, alongside existing reports and research. The findings come from a small group of routine and manual workers. For this reason, some caution is needed when interpreting conclusions
- Some respondents lived outside Derbyshire, but we included them to understand cross-border links. All these respondents, however, work within Derbyshire.

## Key findings

- Many people want to stop smoking, with the main reasons being to improve their health, save money, and protect their families
- Most people were not aware that quit-smoking products could be sent to them at no cost, or that they don't need a GP appointment to access services
- People told us that smoking is often linked to stress, habit, or routine, and many felt it gave them a break or helped them cope
- People said they preferred positive messaging, based on real stories and benefits, rather than negative, fearful or graphic images
- Some people face extra challenges due to shift work, mental health, or living and working across counties.

## Key suggestions

- Use clear, positive messaging that highlights the benefits of stopping smoking and share success stories
- Ensure that services and messaging are caring and understanding
- Signposting to local services, where appropriate, also helps services to better work together
- Continue to raise awareness that Livewell Derby and Live Life Better Derbyshire offer free, accessible support with no GP referral needed
- Offer peer support, by providing support from friends or colleagues, like a 'quit buddy', or a chosen employee who encourages people to stop smoking. This would help people feel more supported and less alone in their efforts to stop smoking.
- Encourage a joined-up approach across city and county so people can get support where it suits them best.

## Why we did this project

We gathered people's views and experiences to help improve services across Derbyshire. Although this work provides a snapshot of people's views, it will be used as part of wider projects across Derbyshire and is not just a standalone piece of work.

This work was designed to be a future focused approach that is a more collaborative way of working across different services and areas. The aim of this work was to:

- Work with a wide range of partners, including health and care providers, community groups, and voluntary organisations to make sure the process is useful and relevant for everyone
- Make use of what we already have, such as existing research, community networks, and local knowledge, so time and resources are used efficiently
- Build capacity for community-led engagement, so people and community organisations feel supported and confident to share their views, take part in discussions, and help shape services

- Ensuring this insight is used to create positive change, by sharing findings in clear ways and feeding them into decision-making across Derbyshire.

This piece of work focused on those who worked within routine and manual job roles, these included:

- Care staff
- Engineers
- Construction workers
- People who work in offices
- Warehouse operatives
- Other job roles within different UK sectors.

We wanted to understand their smoking habits, their reasons behind smoking and if there are barriers to being able to successfully stop smoking.

The goal was to help shape a stop smoking messaging campaign funded by both Derby City Council and Derbyshire County Council led by Diva Creative, for those working within routine and manual job roles.

We also wanted to get feedback on the NHS free stop smoking services and other wider services across Derby City and Derbyshire.

This research was commissioned (paid for) by Derby City Council and Derbyshire County Council.

## How did we do it?

### Working with partners and gathering the information

Diva Creative is putting together a targeted messaging campaign that will be available in Autumn 2025. This meant they needed the information from us in August 2025.

We put together a working group with key members from Derby City Council, Derbyshire County Council, the Derby and Derbyshire Integrated Care Board (DDICB) and Diva Creative. This group was to come up with a plan of how we can get the information needed to help create a successful campaign and improve local services.

We had successfully used a survey in March 2025 to collect feedback from people living in social housing and wanted to use this method again.

We also wanted to hear more in-depth stories from people working in routine and manual job roles, so we felt it was important to speak to them in person.

We were able to visit Bolsover Community Fair, Toyota Motoring Group and a large retailer with a warehouse.

## Gathering Information

We were invited to visit a retailer in Derbyshire, alongside other services, to an event.

The other services included:

- Derbyshire Constabulary
- Your Sexual Health Matters Derbyshire
- Vision Adult Learning Language Support Derbyshire
- Citizens Advice Derbyshire.

The event was designed to help staff access different services across Derbyshire and raise awareness of services in their local area.

The event helped to build knowledge and understanding of the type of work and environment for the routine and manual job roles.

We were also accompanied by the Derbyshire Psychological Insights Team who helped us gather information to help structure our survey and interviews.

We gathered information on, and observed the environment within, the retailer's warehouse. It was very loud and didn't have any windows. Although it was very large, the structure can make you feel enclosed.

This provided understanding as to why people want to take their breaks outside. These breaks allow time to get some fresh air and a moment of peace. Whilst outside areas are designated for smokers, anyone can use them regardless of their smoking status.

We were given the employees' 30-minute break to speak to them. Many employees were using headphones, wanted to speak to their colleagues, or go outside rather than engage with the services we visited with, like the Derbyshire Constabulary or the Your Sexual Health matters Derbyshire.

This was the only free time employees had during their shift, and they were less likely to engage with services if it felt like 'work'.

One employee mentioned that staff who work on nightshifts can feel 'neglected'. This is because these events can only be run during the day, as the services are unable to visit staff during the nightshift working hours.



Their warehouse is made up of a diverse group of employees coming from all over the world. There is a high level of Eastern European workers, as well as employees from African regions and South Asia.

From observation there were high numbers of smokers that came from Eastern Europe as well as smokers from the UK. Those that came from the Eastern European region chose to smoke roll ups/cigarettes, whereas those from the UK were using more help to quit aids such as vapes.

Being able to visit a large retailer was good for being able to build our knowledge of routine and manual job roles and provide context for some of the environments people are working in. By doing this it helped to structure our questions in the survey and semi-structured interviews.

## **The survey**

The survey asked people about their current smoking habits, their job role, and where they might go to find information about stopping smoking.

Diva Creative provided questions for our survey so their campaign could be designed to suit people working in routine and manual job roles.

The survey was reviewed by some Healthwatch Derbyshire volunteers and the working group to make sure it was inclusive, and the questions were suitable for this project. The survey was made available in the following ways:

- Online survey link
- Paper format
- Posters
- QR codes.

We ran the survey on social media, specifically targeting locations with large groups of people working in routine and manual job roles. The survey was shared across all our social media channels including Facebook, Instagram, X (formerly Twitter), LinkedIn and BlueSky.

We also sent the survey to our local contacts including the local stop smoking services in Derby City and Derbyshire, and local businesses. We also shared articles online in the press, on our website and in newspapers.

We included businesses and organisations such as:

- Derbyshire Fire and Rescue
- Frasers Group
- Healthy Workplaces Derbyshire (part of Public Health, Derbyshire County Council)
- Nestle

- Toyota Motoring Group.

We also offered a prize draw where one person who filled in the survey, and left their contact details, could win a £50 Love2Shop voucher.

## Interviews

We received informal feedback and created a semi-structured interview template with feedback from Derby City Council and the Livewell service.

The semi-structured interviews were done face-to-face in a group at Toyota Motoring Group.

We also collected informal feedback from those who didn't engage in the full interview. This is included as additional information in this report.

# Who did we hear from?

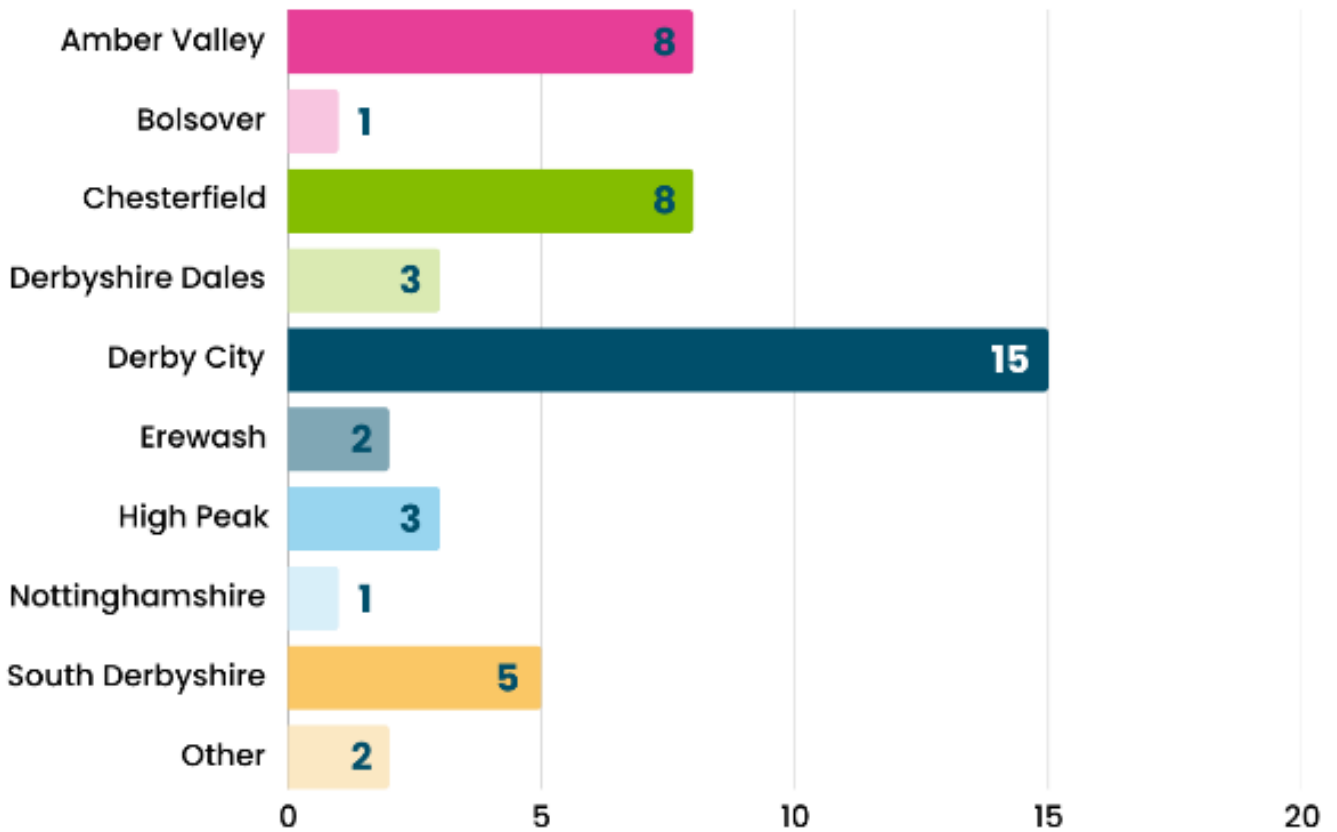
## Where people lived

Of the 51 people we spoke to, 48 responded to our survey. We heard from people in routine and manual job roles across Derbyshire, including Derby City. Three people lived in surrounding areas such as Nottinghamshire and Burton-on-Trent. We understand there is often crossover within the counties, particularly when finding work.

The people who reported using tobacco products were spread across several areas, with the highest number of respondents to the survey being from Amber Valley, Chesterfield, and Derby City.

In Derbyshire we heard mostly from people who live in the areas of Chesterfield and Amber Valley. We heard from 15 people who live in Derby City. We didn't hear from anyone in North-East Derbyshire.

Please note, a total of 29 people answered the optional demographic questions which included, age, gender, ethnicity and disability status.

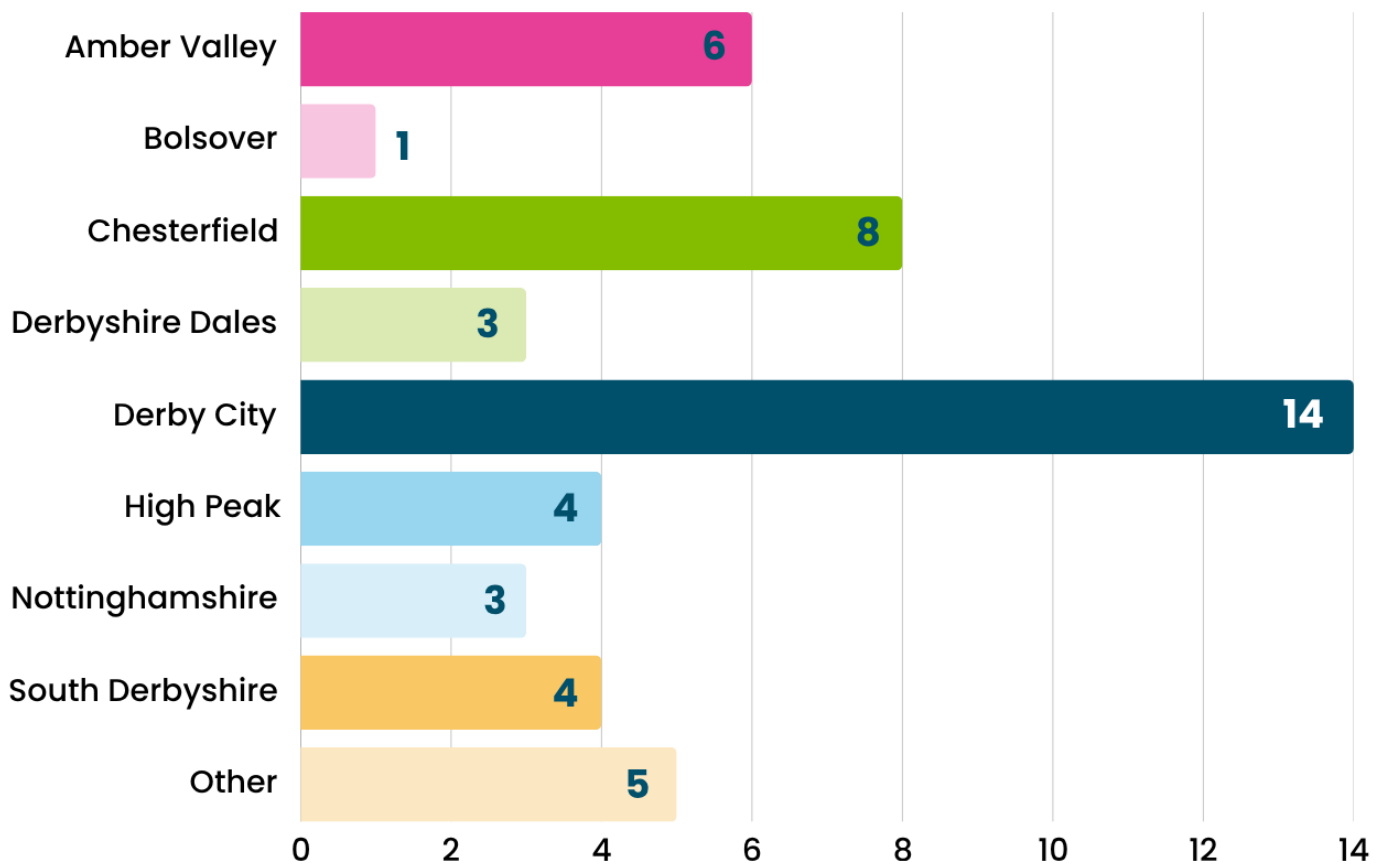


## Where people worked

Most people worked within the same area that they lived in in Derbyshire. However, 11 people told us they worked in a different area, or outside of their own county.

People also told us that they often went “wherever the work was” so didn’t work in one set location.

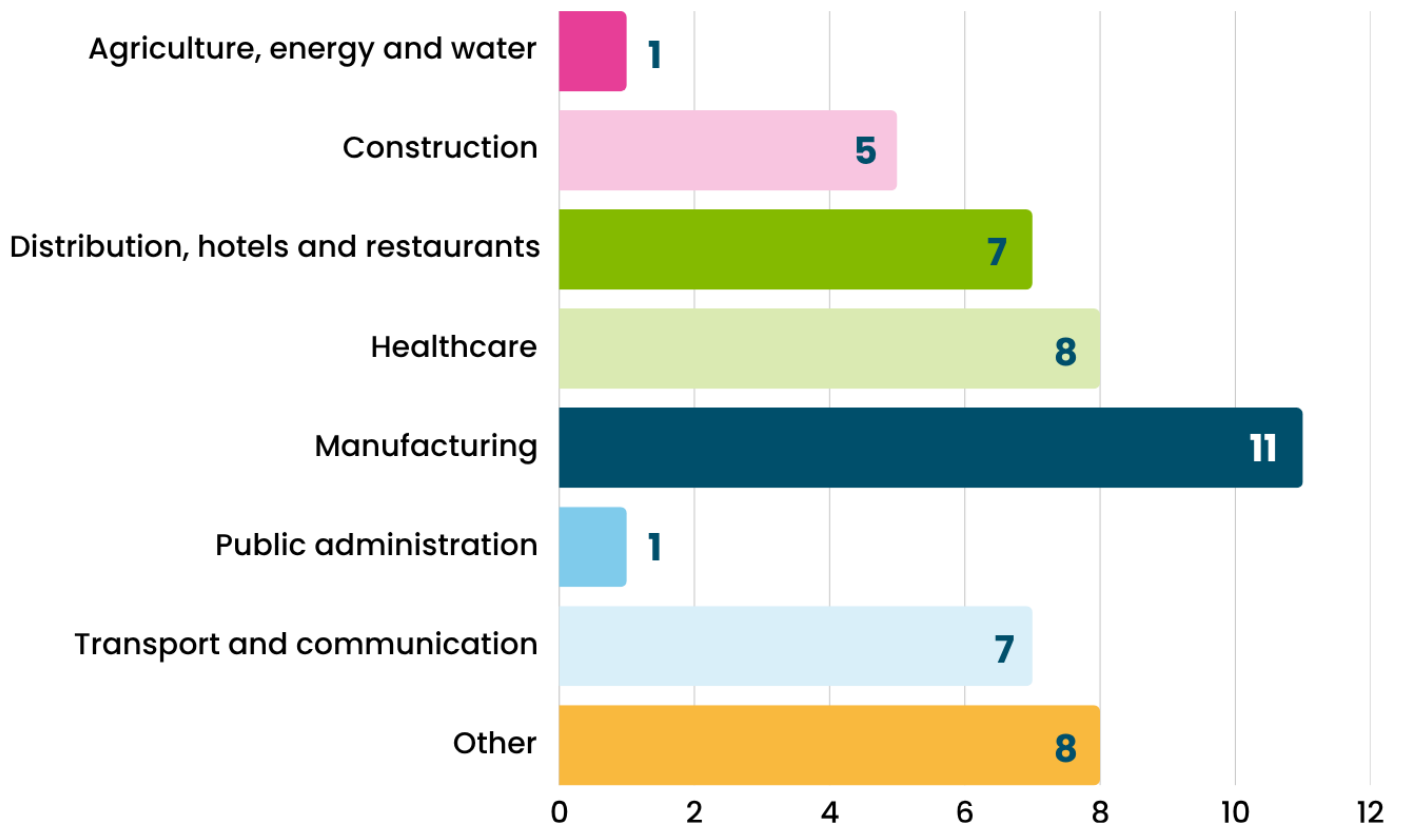
We didn’t hear from anyone who worked in Erewash or North-East Derbyshire.



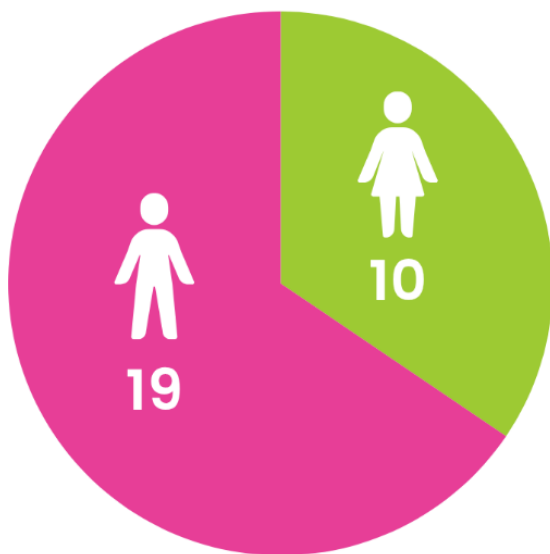
## What industry did people work in?

We heard from many people working in different areas of industry. For example, we heard from 11 people within the manufacturing industry, eight from within healthcare and five from construction.

Those that answered 'Other' said they worked within retail or for a local authority.



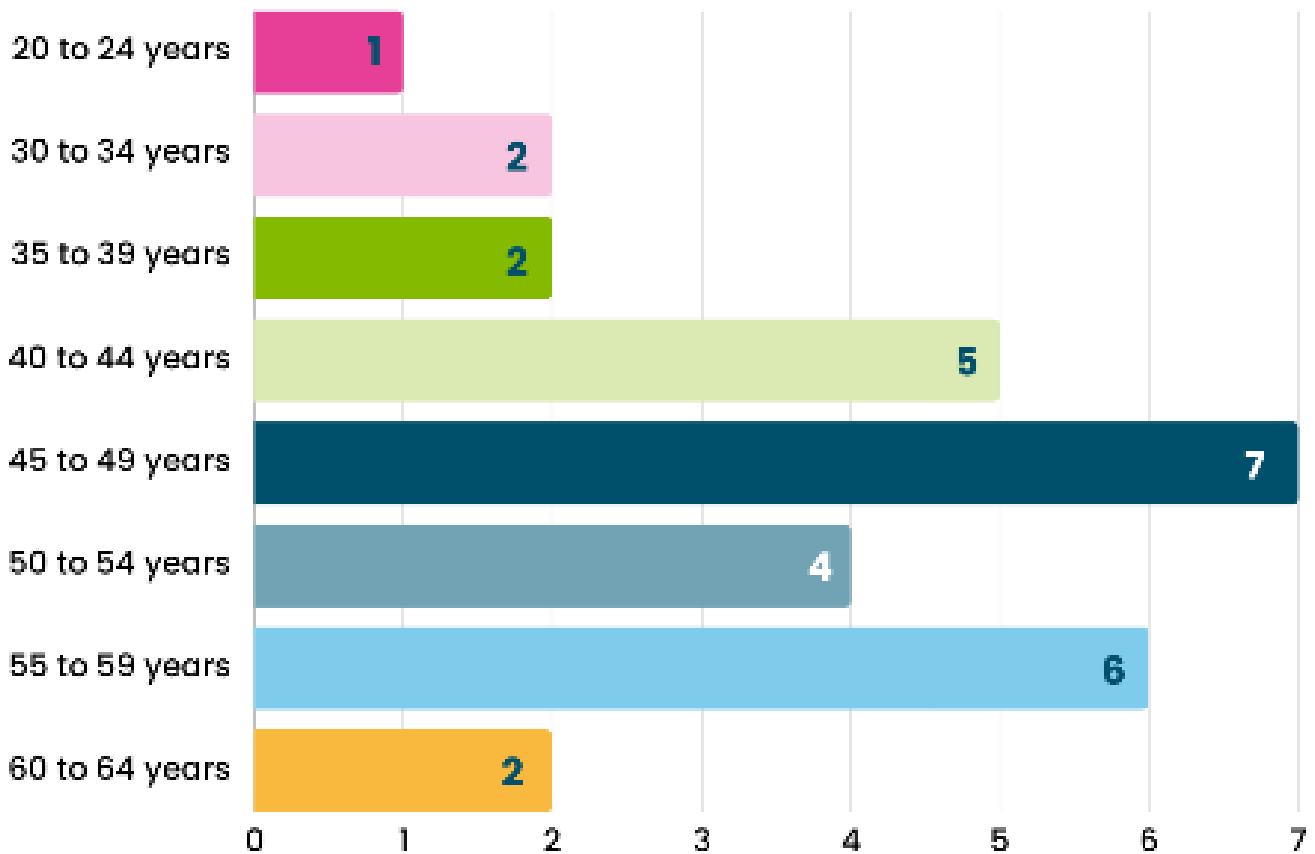
## Gender



Of the respondents 10 were female and 19 were male.

## Age

We had a range of ages of people who answered the survey, with nearly one worker from every category answering the survey. We didn't hear from anyone aged 25 to 29 years.



## Ethnicity

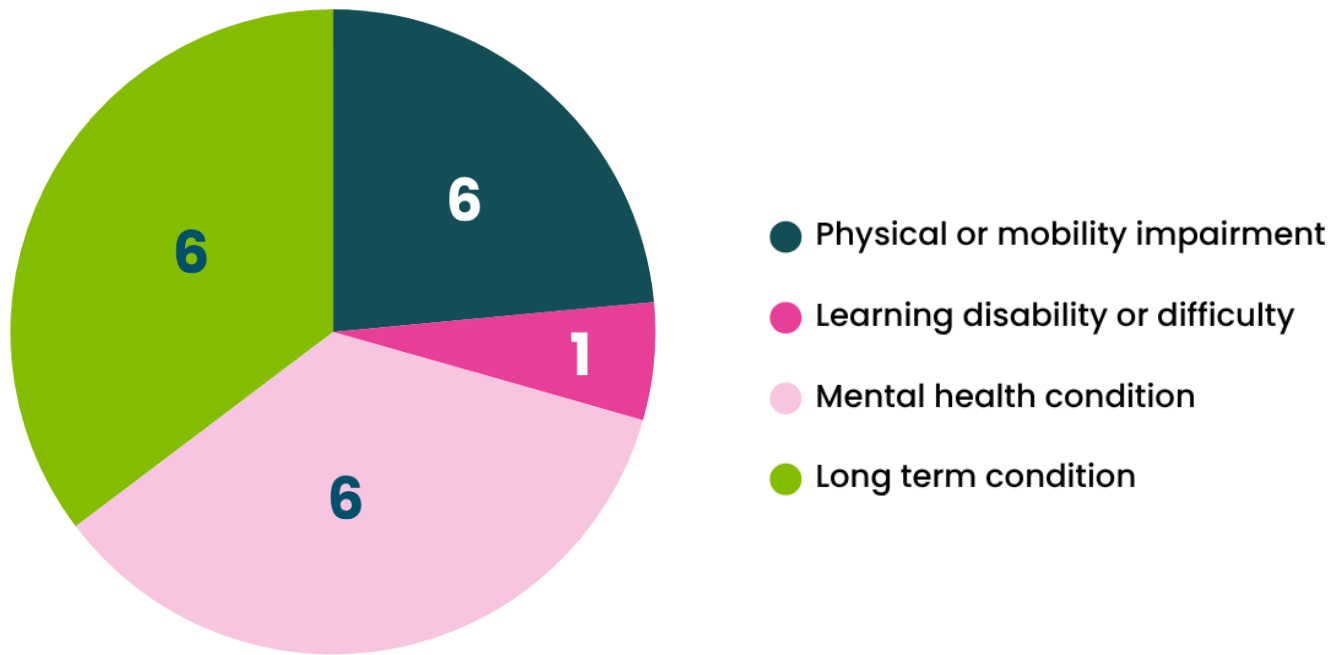
Of the people who answered the optional questions, their ethnicity was given as:

- White British - **25**
- White, other background - **2**
- Asian/Asian British: Bangladeshi - **1**
- Asian/Asian British: Pakistani - **1**.

## Disability and long-term condition

We also asked the people if they consider themselves to have a disability. The majority (16) who answered the questions did not consider themselves to have a disability.

Of those who had a disability, equal numbers had a long-term condition, mental health condition or physical impairment.



When enquiring further about any long-term conditions, there were a range of conditions people told us about.

These included:

- Asthma, COPD or respiratory condition - **3**
- Diabetes - **3**
- Epilepsy - **1**
- Hypertension - **2**
- Musculoskeletal condition - **5**
- Multiple sclerosis (MS) - **1**
- Protein C deficiency - **1**.

## What did people tell us?

### Smoking status

When enquiring about the smoking status of the people we spoke to:

- 30 (63%) of the people said they smoke, and they would like to stop smoking
- 18 (37%) said they smoke, and they do not want to stop smoking.



Most people chose to smoke daily. A few people chose to smoke socially, or between 4-5 times per week. Three people said they smoked rarely.



**41 people** smoked daily



**One person** smoked four–five times per week



**Two people** smoked two–three times per week

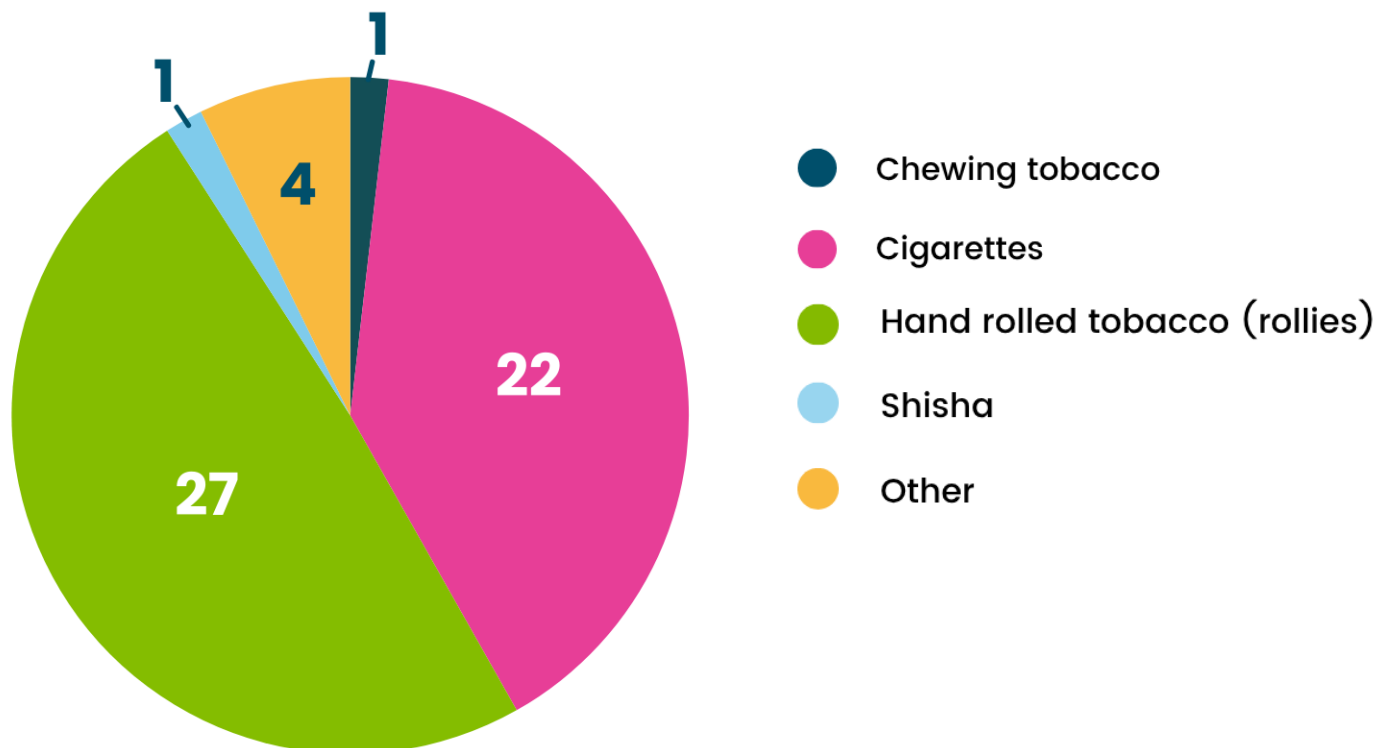


**One person** only ever smoked socially.

## What people chose to smoke

Most of the people chose to smoke hand-rolled cigarettes, or packets of cigarettes.

Four people answered 'Other' and chose vaping as an option, whilst vaping is not considered smoking, it is helpful for services to know that this is how the public views vaping.





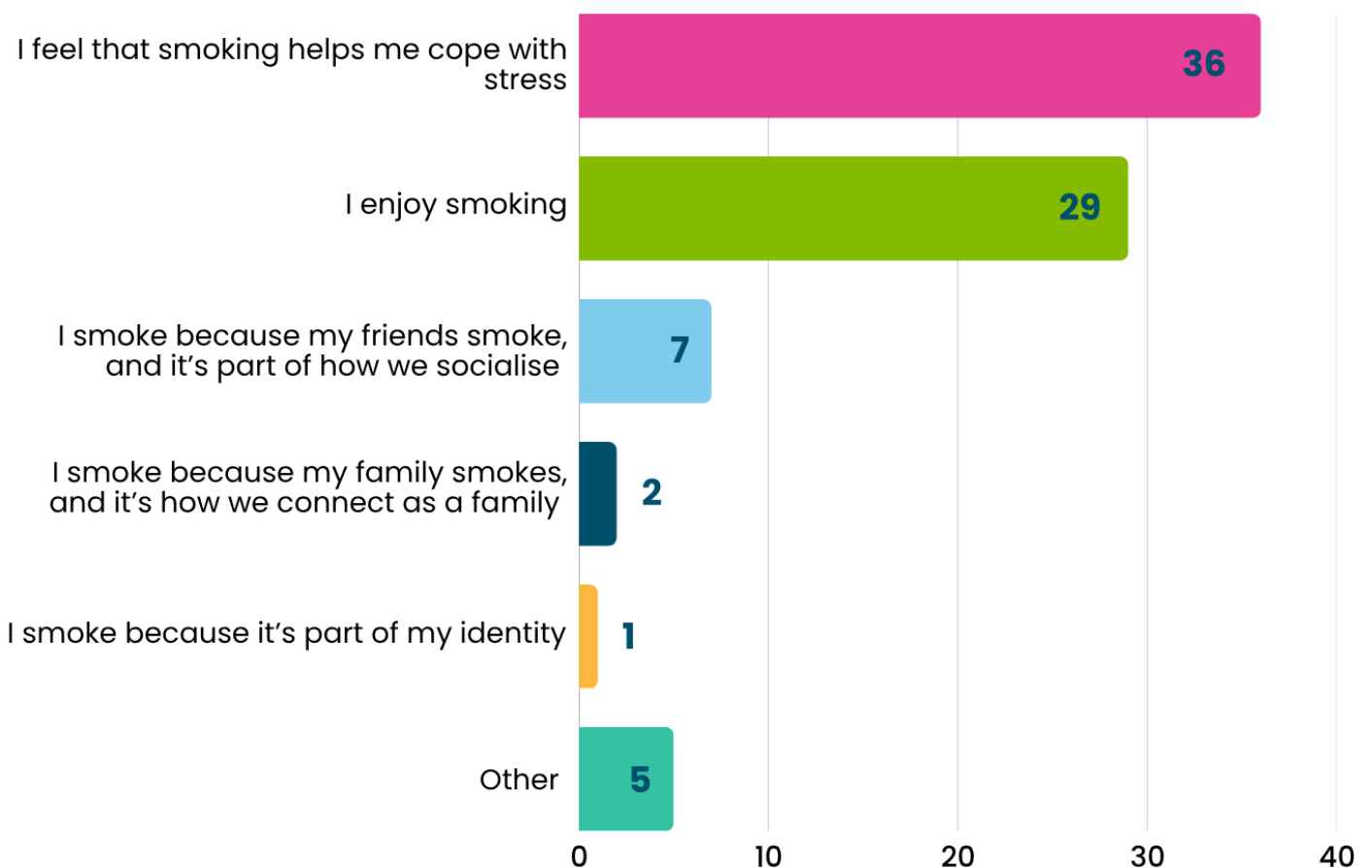
## Reasons behind smoking

We asked the people why they chose to smoke; they could answer multiple reasons if they felt it applied to them.

Most people said they chose to smoke because it helps them cope with stress and/or that they enjoy smoking.

Some people told us that they see smoking as a part of socialising with family or friends.






Those that answered 'Other' all stated the reason they smoked was the addiction or the habit of smoking.



We asked the people on a scale of 1-5 (with 5 being the highest) how keen they would be to stop smoking based on these different reasons:

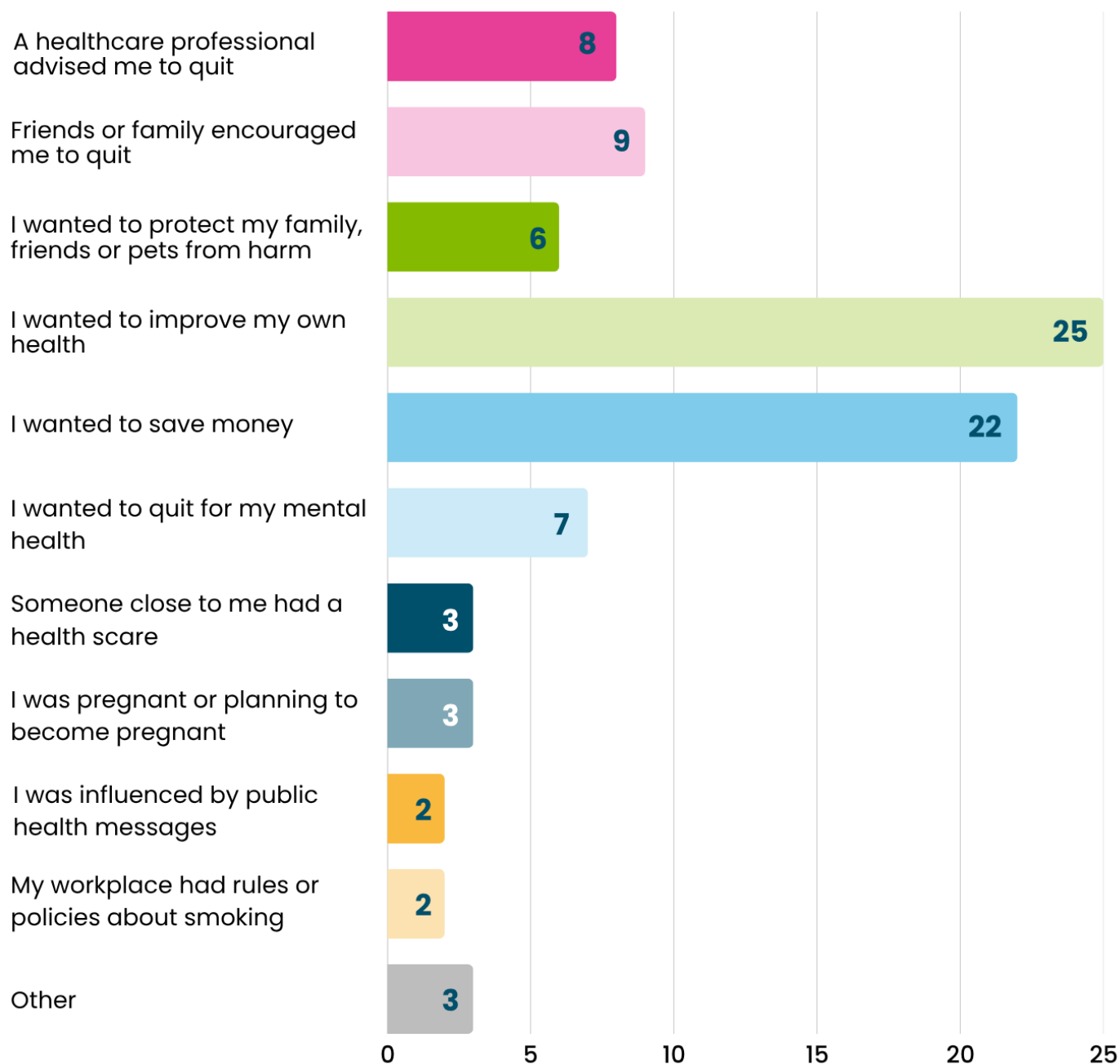
- To improve their own health
- To stop their friends or family from smoking
- To protect their family from second-hand smoke
- To save money
- For their faith or religion.

The highest reasons for people wanting to stop smoking was for their own personal health, followed closely by saving money.

Reason	Average score out of five	Percentage of persuasiveness
 To improve my health	3.9	78%
 To save money	3.6	72%
 I don't want my children/family/friends to start smoking	3.2	64%
 To protect my family and friends from second-hand smoke	2.7	55%
 For my faith/religion	1.3	26%

This sentiment was once again echoed by the reasons the people chose when asked about any previous attempts to stop smoking. Most people told us that they had tried to stop smoking to save money, or for their own personal health.

Of the people who answered 'Other', they stated they had given up for their partner, or because their wife was pregnant.

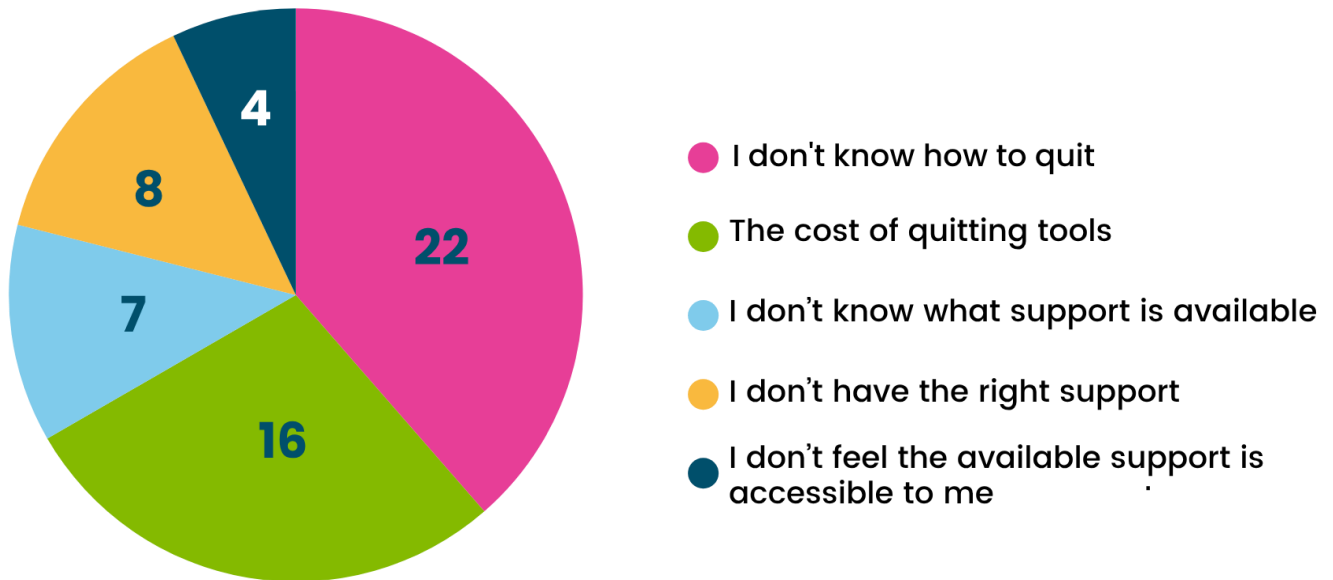


## Barriers to stopping smoking

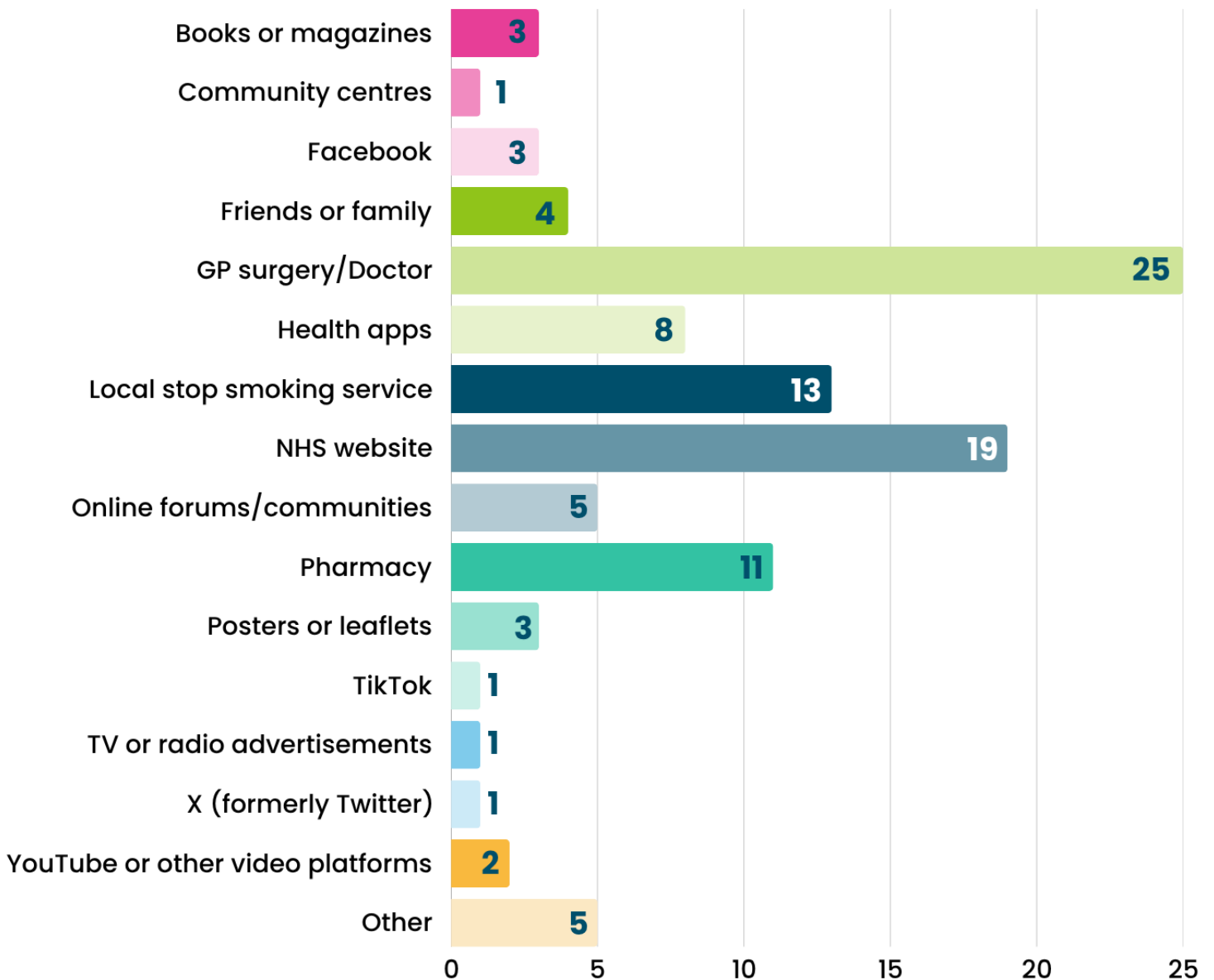
We asked people what makes it difficult to stop smoking. Most answered that they were not sure how to stop, or that the cost of quit-smoking products, like vapes, nicotine patches etc was too high.

People also felt unsure of what support is available to them when trying to stop smoking. Or, if they were aware of the support, they felt like the support was not right for them.

Other barriers included where people can go to find information about stopping smoking.



We asked where people would go for stop smoking support:



Most people told us that they would go to their GP or NHS website to find information on stopping smoking. However, people felt that being able to get a GP appointment to talk about stopping smoking was difficult.



"I know I can get support from my GP surgery, but I can't even get an appointment about my migraines at the minute. It is almost impossible to get a doctor's appointment these days ..."



The people who answered 'Other' all stated they would go online to find information about stopping smoking i.e. using Google.

A total of twelve people specially named their local stop smoking service as a place they would go showing some level of awareness in those areas:

- **Five people** in Amber Valley
- **Four people** in Derby City
- **Three people** in Chesterfield.

## What does this information tell us?

### Understanding our community

Understanding the views of the people who answered the survey is key to helping understand them, so that services and messaging can be tailored to benefit them.

A range of people from different age groups answered the survey from young people to those approaching retirement.

By looking at the answers provided it is clear to see that no matter what profession people were in, the attitudes towards smoking are shared. Their reasons for smoking and their reasons behind stopping smoking are very similar.

Understanding where the people live and work is also important to make sure services that fit in with their lifestyle are available to them.

There were 11 people who lived in a different town or county to where they worked, including living within a different county and travelling into Derby City Centre.

This could highlight the need for services to take a 'joined up' approach as those who live outside of Derbyshire would not be able to access the same stop smoking service offered as those who live in Derbyshire.

## Understanding peoples' reasons to stop smoking

People are keen to stop smoking for their own personal benefit:

- **25 people** had previously stopped for their own personal health
- **22 people** had previously stopped smoking by realising the money they could save.

People also prioritised family protection, whether that was ensuring that their family did not start smoking or stopping for their family's health.

Some people also mentioned how they were influenced by their family or friends to stop smoking. They gave up smoking for their partner, or because their partner was pregnant and they could stop smoking together.

One person felt motivated to stop smoking after experiencing a loss. They stopped both for their personal health and in the name of their family and friends saying:



"I watched my dad die of a cold (flu), but I squared away to myself with the fact he was 87 and had smoked since he was nine. Then a friend who was nine years older than me died of a stroke brought on by smoking.

"At my age of 53 that really hit me, after 35 years of smoking I just stopped ... just like that."



## Understanding the reasons behind smoking

The people we spoke to were very open and honest in sharing their reasons for smoking. It became clear that many shared the same reasons for smoking.

Most people said they enjoyed smoking, and it gave them a sense of stress relief.

For others it was about the routine and habit of smoking, while others said that:



"I suffer severe anxiety and use rolling and smoking as a coping mechanism."

"I've quit twice before. Once when I was on a super healthy phase. The second time I was pregnant. Both times I began smoking again due to deteriorating mental health issues."



People also felt that smoking was their way to get a break at work, saying that:



"You can go outside and have five minutes away from the task in hand."



Or even a break from the everyday of life:



"I feel when I take time to have a cigarette, it's the only time I take for myself away from always being available for everyone else's needs."



People told us how smoking becomes a part of everyday life, or even a coping mechanism, which makes it very hard stop smoking:



"I have been smoking for the last 25 years, and it is very hard to break the habit."

"I quit for two years, then bereavement and a house move started me again as a coping mechanism."



This understanding of the reasons people smoke helps us to better understand some of the barriers to stopping smoking.

## Understanding barriers to stopping smoking

The biggest barrier to stopping smoking for people is a lack of information about what support is available to them, and where to go for help.

Most people told us that they either felt unsure about how to stop smoking, or unsure of the help available to them.

People also said they would go to a GP for help. This, however, might not be easy for everyone due to their work schedules and limited GP appointments, thus immediately putting a barrier in place.

More importantly, this highlights that many people are unaware they can go directly to a stop smoking service for help, therefore not needing an appointment with a GP.

People also told us that the cost of products to help them to stop smoking can be too high. However, stop smoking services offer free quit-smoking products. This again highlights a lack of information about what the stop smoking services are offering.

People also expressed their worries about stopping smoking saying:



“I don't feel my emotional wellbeing is ready to quit.”

“I worry about the weight gain as my legs are not very strong, and the more I weigh the harder it is to walk. I struggle to lose weight.”



Some people also mentioned that peer-to-peer support would be helpful:



“Support needs to come from those around me.”



This is something we saw previously in our ‘Views from those Living in Social Housing’ report. In this report, it was noted that 27% of residents felt they would go to a trusted source, including a friend or family member for support.



This could be introduced in the workplace by having a partner or group to help stop smoking with. For example, like a 'quit buddy', or by having a dedicated employee who promotes health and wellbeing and provides information on stopping smoking.

# The interviews

## Introduction

We were invited to visit Toyota Motoring Group in Burnaston, Derbyshire to speak to their employees.

Toyota Motoring Group has decided to move to a tobacco free site as of November 2025. They have created a working group to represent employees from across the site.

This working group can voice concerns about moving to a smoke-free site, share important information with other employees, and be included in any upcoming research about smoking at Toyota.

The working group was made up of 10-12 employees and three facilitators. We were able to speak to six employees in total, three were members of the working group and three were the facilitators of the working group.

We were able to interview the three members of the working group. The three facilitators were able to listen to the interviews and provide informal feedback throughout.

In the interviews, we wanted to understand from the members of the working group their reasons for smoking, what may motivate them to stop smoking, and what their barriers are for stopping smoking.

Each member of the working group that we spoke to had been with the company for ten years or more. They worked within different sectors of the company, from human resources, plastics, and quality assurance.

Each member of the working group had also been smoking for over ten years, with one member recently making the decision to stop smoking due to Toyota moving to a smoke-free site.

# Motivations behind smoking and thoughts on stopping smoking

We asked the members of the working group their reasons behind smoking and their thoughts on stopping smoking.

- **Two people** smoked packs of cigarettes
- **One person** smoked roll-ups.

The person who smoked roll-ups said they found them to be more cost effective, and they could control the amount of tobacco that they were putting in the cigarette. They felt that by smoking less tobacco it was also better for their health.

On the other hand, the members of the working group who chose to smoke packs of cigarettes found it was due to the convenience of not having to make their own roll-ups and they preferred the taste of a 'pre-made' cigarette.

When thinking about smoking, we asked if there were any situations that made them want to smoke more. The members of the working group echoed the people who answered the survey and said it was the habit of smoking.

They also said that it meant they could take a break to get some fresh air and get off the factory floor. They also told us that it was because they enjoyed smoking and could use the time to socialise. One member of the working group said they found themselves smoking more if their workload was more stressful.

The facilitators of the working group provided feedback and said:



“People have also told us that because the work can be repetitive, building that routine of smoking into the repetition of work makes the habit even harder to break.”



We asked the three members of the working group what their reasons for stopping smoking would be.

One member had already said that they had decided to stop smoking due to the company becoming a tobacco free site. They had found that the money they saved from not smoking was a real benefit to keep going.

They told us that they had recently been able to make a large purchase for their house with the money saved from not smoking.

Other members of the working group stated they wanted to stop smoking for their health, whether that's to be around for their children longer, or just feeling better within themselves.

When thinking about what would make it easier to stop smoking, members of the working group stated they liked messaging that focused on the positives of stopping smoking. For example, messages of how quickly their taste could return, or improvements in their circulation.

They found this more encouraging than the negative or unattractive images used:



"I liked knowing how quickly my tastebuds could return."



Another member of the working group said it makes it easier when support is readily available, so it is there for when they need it and could take stopping smoking into their own hands. The facilitators of the working group highlighted that they have a chosen staff member who can signpost people to the stop smoking services.

One of the members of the working group found that the option of moving to the smoke-free site also helped them think about stopping smoking. They find that if they aren't allowed to smoke, like when travelling on a plane, they simply don't smoke.

When thinking about barriers to stopping smoking, members of the working group stated that due to shift patterns they found it difficult to attend an in-person service and would potentially struggle over the phone even after work due to family commitments.

Suggested ways to get around this included the use of an app. However, members of the working group felt that there was "an app for everything" and this wasn't something they would choose to use.

## Using a stop smoking service

One member of the working group who had stopped smoking told us about their experience of using a stop smoking service. They had been a long-term smoker and enjoyed smoking.

They stated they had one previous attempt to stop which had been successful. However, due to an injury, they had taken up smoking again.

When stopping smoking this time, the main reason for stopping was Toyota moving to a smoke-free site. They went to the GP for a health checkup and were referred to the stop smoking service from there.

They attended in-person appointments after work for four weeks but found the switch to telephone appointments much easier and more convenient.

They praised the stop smoking service and found it good to use. However, they were very honest about the fact they found talking about smoking not particularly beneficial. Instead, they used the service for the free help to quit-smoking products like the nicotine patches.

They liked that the products could be posted to them and found this very helpful. They felt encouraged to keep going because they didn't want to waste the quit-smoking products, like the nicotine patches they had been given:



"The patches being posted to me was really helpful."



Overall, they found their experience to be good and had completed the full 12-week programme and had been smoke free for nearly six months.

## Conclusion

This project has provided valuable insight into the views and experiences of people working in routine and manual job roles across Derby City and Derbyshire. Many people told us they would like to stop smoking, with the most common reasons being to improve their health, save money, and protect their families.

However, despite wanting to stop smoking, they told us that they face barriers to stopping. Most people stated they didn't know how to stop smoking or didn't know that free support and free quit-smoking products are available.

Others believed they needed to speak to a GP first. This highlights a clear gap in awareness about local stop smoking services.

We also learned more about why people smoke. Many said it helps them cope with stress, or that it has become part of their daily routine over time.

Some used smoking to go outside during work, or to manage their mental health.

These insights show that smoking is often tied to more than just habit, it can be about emotional wellbeing and workplace culture too.

Services like Livewell Derby and Live Life Better Derbyshire already offer free, direct access to support and quit-smoking products. The challenge is making sure more people are aware of the services and how to access them, so they feel confident that the right support is available with their needs in mind.

People told us they prefer positive, practical messages about the benefits of stopping smoking. They value support from people they trust, whether that's professionals, colleagues, or family members.

They also asked for services that are flexible around their working lives and other responsibilities.

By communicating what people have told us, we can improve how stop smoking support is offered and promoted. For example, positive communication that focuses on the personal health benefits of stopping smoking, as well as the financial benefits of stopping smoking.

With better visibility of local services, and a more joined-up approach across county areas will help more people take the first step towards stopping smoking and staying smoke free.

# What has happened so far?

## Where is the feedback going?

The feedback from this report is with the Public Health teams at Derby City Council, Derbyshire County Council, and the NHS Derby & Derbyshire Integrated Care Board (DDICB).

The information from this report will help influence the targeted messaging for Diva Creative.

We also asked people during our survey if they would like to receive support from a local stop smoking service, to which 13 respondents said they would. This

is another benefit of this work as it allows us to connect the people with the correct services.

Diva Communications has said:



“Partnering with Healthwatch Derbyshire for insight gathering is always a pleasure. Their team is responsive and collaborative, and they are able to engage with the local community in an effective way.

“The insights they have gathered for the routine and manual workers project will provide incredibly valuable context as we develop the campaign over the coming weeks. Thank you.”



We will also be sharing this report with the free local stop smoking services, Livewell and Live Life Better Derbyshire.

We'll continue to direct anyone who wants to stop smoking to the free local stop smoking services.

We will be continuing this piece of work and building connections with different services in Derby City and Derbyshire to create a strong joined-up network.

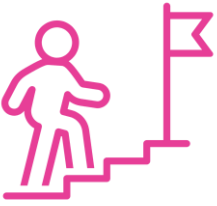
## Recommendations

### 1. Use positive, encouraging messaging



- Focus on benefits of stopping smoking like saving money and improving personal health
- Avoid fear-based or graphic messaging. People said they respond better to positive stories
- Include real quotes and experiences from people who have successfully stopped smoking making it feel more personal.

## 2. Ensure that any messaging or services reflect real life challenges



- Acknowledge that stopping smoking is hard and often linked to stress, mental health, and habit
- Provide emotional support or signposting to mental health services where needed
- Show understanding of people's environments, shift patterns, and financial pressures.

## 3. Raise awareness of free stop smoking services



- Clearly promote that Livewell Derby and Live Life Better Derbyshire offer free support and free quit-smoking tools
- Clearly promote that Livewell Derby and Live Life Better Derbyshire can be accessed without seeing a GP first
- Use simple, direct messages on social media, posters, and workplace materials.

## 4. Provide peer support options



- Encourage peer-to-peer support through:
  - "Quit buddies" or team challenges at work
  - Support from trusted staff (e.g. HR, wellbeing champions, health representative).

## 5. Develop a joined-up approach across boundaries



- Some people live in one county but work in another. Ensure services work together across borders
- Consider allowing people to access whichever stop smoking service is most convenient for them.

# Thank you

Healthwatch Derbyshire would like to thank all the people who took part in this survey. We would also like to thank Diva Creative for their help in co-producing the survey and their feedback.

Additionally, a grateful 'thank you' goes to:

- Livewell and Live Life Better Derbyshire for their feedback on the survey and the support they provided us when visiting businesses out in the community
- Public Health teams at Derby City Council and Derbyshire County Council, and the DDICB
- The Toyota Motoring Group for letting us into their business to meet the people who work for the group to gain those deeper insights and personal stories
- Friends of Bolsover Parks for letting us come to the Bolsover Community Fair
- The Frasers Group for letting us into their headquarters along with the Psychological Insights Team in Derbyshire
- All of those who shared the survey with their staff and colleagues.

# Disclaimer

The comments outlined in this report should be taken in the context that they are not representative of all people who work in a routine and manual job role within Derby City and Derbyshire but nevertheless offer useful insight.

It is important to note that the engagement was carried out within a specific time frame and therefore only provides a snapshot of people's views as shared with Healthwatch staff.

They are the genuine thoughts, feelings, and issues people shared with Healthwatch Derbyshire. The data should be used in conjunction with, and to complement, other sources of data that are available.



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