

Your pledge is your promise to be a steady, non-judgmental presence in someone's Smokefree journey.


Pledge to:

- ✓ Start a conversation about quitting smoking
- ✓ Check in with your loved one regularly and keep the conversation open
- ✓ Send a link to Smokefree Somerset support page – and follow up.

**WHAT'S YOUR
PLEDGE?**
**Smokefree
Somerset**

smokefreesomerset.org.uk

**Support someone
you care about
to go Smokefree**



With support from loved ones (friends, partner, colleagues or family members), people are up **to three times more likely to successfully quit smoking.**

Open for tips on how to help someone take that next step

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WHAT'S YOUR PLEDGE?

Smokefree Somerset

Helping someone you care about take their first step to go Smokefree.

Your support doesn't have to be perfect. It just needs to be kind. Even a small act – like checking in, offering a distraction, or sending a link – can help someone believe in themselves.

Did you know: Nicotine addiction changes brain chemistry?

That's why quitting is more than just "willpower". It's not a simple choice – it's a mix of habit, stress relief, and physical dependence.

Before You Talk: The Golden Principles

Ask permission: "Can we talk about something that's been on my mind?"

Come from care: "I care and want you to be healthy and happy."

Be curious, not critical: "How have you been feeling about smoking lately?"

Choose the right moment: Wait for a calm, non-stressful time.

Bonus tip: Do something positive together first like a walk, a laugh, or a meal.

Conversation Starters

- I saw something about how hard it is to quit – I didn't realise how tough it can be.
- I'm not here to push you. Just want you to know I'm here if you ever want to talk.
- If you ever decide to quit, I'll support you.

What to Say

How can I help?

I'm proud of you for stopping.

Whenever you're ready, I'm here.



And what to avoid

You need to quit.

You've failed before – why bother?

If you cared, you'd have quit by now.



Quitting is a journey – not a straight line. Slip-ups can happen and aren't a sign of failure.

It's okay to feel frustrated, worried or unsure. That goes for you and them.

If they get angry, stay calm, acknowledge the feeling, and **revisit the conversation later**.

What if you argue? It's a sign that it matters to you both. **Step back, reflect, and return with care.**

Keeping the Support Going

- ✓ Check in regularly, but only talk when they're ready – they may not need to be reminded of smoking.
- ✓ Celebrate small wins (e.g. 1 less cigarette, 1 smoke-free day!).
- ✓ Offer alternatives when cravings hit: a walk, chat, cup of tea, a game.
- ✓ Don't take it personally if they're struggling – your presence still matters.

There are many good reasons to quit smoking, can you help someone realise theirs?

Plan ahead.

Have a think about what you'll do:

- If they seem stressed, I will...
- When they make progress, I'll celebrate by...
- If they relapse, I'll remind them that...
- I'll check in with them every...

Consider using a calendar or app to track your check-ins or to send small notes of encouragement.

Remember, your words, your time and your care really can change someone's life.

WHAT'S YOUR WHY?

Smokefree Somerset

Help someone quit smoking, for good.
smokefreesomerset.org.uk