

THE PLEDGE

Purpose

To encourage Somerset residents to pledge support for loved ones thinking about quitting smoking.

**WHAT'S YOUR
PLEDGE?**

**Smokefree
Somerset**

Smokefree Somerset has launched the '**What's Your Pledge**', a community driven campaign that encourages open conversations, shared motivation, and practical support to inspire loved ones to take that first step towards a healthier, smoke-free future.

It's all about encouraging open, supportive conversations that make quitting feel more achievable.

Why talking helps

Quitting smoking isn't just about willpower. Nicotine addiction affects brain chemistry, and for many people, smoking is tied to stress relief, routine, and physical dependence.

Research shows that encouragement from friends and family can make a real difference when someone is thinking about quitting. By signing the pledge, Somerset residents can show loved ones that they are not alone and that free, non-judgemental support is available locally.

How you can help

- **Check in** – Listen and be present. Ask how they're feeling about smoking, but only when they're ready to talk.
- **Celebrate small wins** – Even one less cigarette or a smoke-free day is progress. Recognition builds confidence.
- **Offer distractions** – Suggest a walk, chat, cup of tea, or a small activity to manage cravings.
- **Stay patient** – Slip-ups happen. Your calm, encouraging presence matters and helps them feel supported.

You can find more information on how to support a loved one or friend who smokes at Smokefree Somerset - <https://bit.ly/SmokeFreeToday>



RESOURCES

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.

WHAT'S YOUR PLEDGE?

Smokefree Somerset

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

WHAT'S YOUR PLEDGE?
Smokefree Somerset

Somerset Council NHS

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

Download our '[conversation guide](#)' for tips and support.

WHAT'S YOUR WHY?
Smokefree Somerset

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 – will help them believe they can do this.

WHAT'S YOUR PLEDGE?
Smokefree Somerset

Thank you for promising to help

take their first steps to Smokefree.

Download our '[pledge certificate](#)' fill it out and take a selfie holding it and feel free to share with us to be part of our social media campaign. If you're happy to share please email - rosie.bennetts@somerset.gov.uk