



Countdown to Quit 30-Day Challenge!

#Countdowntoquit



Welcome to the Countdown to Quit 30-Day Challenge

We have created this challenge to help the people of Leicester prepare to leave smoking behind for good in just 30 days.

This challenge will help you learn what triggers your smoking and give you useful tips to help you quit for good. By the end of the 30 days, you will have the confidence and tools to set a quit date and live a smoke-free life.



How the challenge works

Most people don't just stop overnight. What works is learning about yourself, why you smoke and what swaps you can make. Cutting down is an achievement in itself and this 30 day challenge is about taking small steps and reaching the goal of setting a quit date.

Every day you'll do five things:

1. Think about your why

Maybe it's feeling healthier, saving money, or making someone proud.

2. Notice your smoking moments

For example with coffee, on a break, feeling stressed or out with friends.

3. Find a simple swap

Something that keeps your hands busy or helps you feel calm.

4. Have a back-up plan

Prepare for those moments when you're tempted to reach for a cigarette by having a ready-made distraction. For example, "If I want to smoke after dinner, I'll grab some water first."

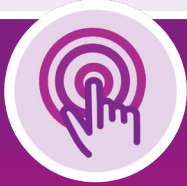
5. Give yourself a little reward

Put the money you'd spend on cigarettes aside or add a few treats to your food shop.

At the end of each week, you'll reflect on what worked and what you want to try differently. This is how small swaps add up to big changes.

How the challenge works

Quick example:



1. Trigger:
Feeling stressed at work.



2. Swap:
Chew sugar free gum.



3. Back-up:
If I still crave after a few minutes, then I'll ring a friend.



4. Reward:
Set aside a feel-good moment you enjoy like a hot bath, your favourite show, a good playlist, a few pages of a book, whatever makes you smile.

Stress doesn't have to be a trigger; it can be a reason. Quitting can reduce long-term stress and improve mental health.

Quitting isn't about being perfect, it's about learning what works for you. By doing this challenge, you're already one step ahead.

Swap bank

Choose your swap.

When you feel the urge to smoke, try one of these simple swaps. Most cravings fade in under 10 minutes so if you distract yourself, you've already won.

The swaps



Brush your teeth or chew gum

Why it works

Breaks the after-meal habit and refreshes your mouth



Hold a drink or straw in social situations

Why it works

This mimics hand-to-mouth motion



Play a game on your phone, doodle or message a mate

Why it works

Keeps your hands and brain busy when you're bored



Swap coffee or alcohol for herbal tea or water

Why it works

If you associate a cup of coffee with smoking cutting it out could reduce triggers



Try "box breathing"
(in 4, hold 4, out 4, hold 4) Repeat for 4–5 cycles (or until the craving passes)

Why it works

This puts you back in control and reduces stress and anxiety



Stretching or a short walk

Why it works

This allows you to have a break without smoking, even two minutes of movement helps

Tip: You don't need to try all of these. Find one or two swaps that work for you and practice them until they become your new normal.

Tracking your progress

Keeping track of your progress is one of the most effective ways to stay motivated and understand what's working for you. This weekly tracker is designed to help you step back, look at the bigger picture, and reflect on how your choices, habits, and challenges have unfolded over the past seven days.

Each week, you'll be able to see patterns emerging including the moments you felt proud of, situations that tested you, and the strategies that made a difference.

Weekly vs daily tracking

While the weekly tracker gives you a broad view, some people find it easier to stay on track by capturing small details each day. If that's you, there's also a daily tracking document available.

Please visit livewell.leicester.gov.uk/services/stop-smoking/habit-tracker/ to download the daily tracker.

Scan here to download the daily tracker.



Whether you prefer a quick weekly overview or a more detailed daily record, both tools serve the same purpose: helping you build momentum, stay accountable to yourself, and recognise the progress you're making, even on the days it feels small.



Weekly tracker - week 1

Did you have a smoke free week? Yes: No:

My why

Why do you want to quit? (e.g., more energy, more money, better health, for your partner or family)



My trigger

When do I usually smoke (e.g., with coffee, after meals, waiting for a lift/bus, when stressed)



My swap plan

What will I do instead? (e.g., chew gum, stretch, message a mate)



My back-up plan

If I get a craving, then I will... (e.g., drink water first, take a short walk, make a plan for the weekend)



My reward

Celebrate your wins, you've earned them! (e.g., put £1 in a jar, watch my show, cup of tea)

Change takes time and occasional setbacks are part of the process. Every effort counts towards becoming a healthier, smoke-free you.

If you want more space to track your progress you can download our daily habit tracker here:

livewell.leicester.gov.uk/services/stop-smoking/habit-tracker

Week 1 reflection

Did you have a smoke free week? Yes: No:

What I learned this week

What worked best for me

(e.g. swapping at dinner time, chewing gum)

When was hardest

(e.g. after work, when stressed, social situations)

What surprised me

(e.g. cravings didn't last long, saving money felt good)

What I'll try differently next week

(e.g. drink more water plan evening swaps better)

Congratulations! You've completed the first 7 days of your 30-day challenge. Now it's time to share your progress with friends and loved ones! By sharing, you might **inspire someone you care about to start their own stop-smoking journey**. Don't forget to tag us so we can cheer you on too!

Weekly tracker - week 2

Did you have a smoke free week? Yes: No:

My why

Why do you want to quit? (e.g., more energy, more money, better health, for your partner or family)



My trigger

When do I usually smoke (e.g., with coffee, after meals, waiting for a lift/bus, when stressed)



My swap plan

What will I do instead? (e.g., chew gum, stretch, message a mate)



My back-up plan

If I get a craving, then I will... (e.g., drink water first, take a short walk, make a plan for the weekend)



My reward

Celebrate your wins, you've earned them! (e.g., put £1 in a jar, watch my show, cup of tea)

Quitting smoking doesn't just improve your health, it puts cash back in your pocket - you could save around £152 a month! **How would you spend the extra money?**

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Week 2 reflection

Did you have a smoke free week? Yes: No:

What I learned this week

What worked best for me

(e.g. swapping at dinner time, chewing gum)

When was hardest

(e.g. after work, when stressed, social situations)

What surprised me

(e.g. cravings didn't last long, saving money felt good)

What I'll try differently next week

(e.g. drink more water plan evening swaps better)

You're almost midway through your 30-day challenge!

By now, you've proven to yourself that **you can do this**. If you have been putting some money away as a reward for making swaps, why not treat yourself? Something simple like a new water bottle or a quality flask can be a great way to celebrate your new lifestyle!

Weekly tracker - week 3

Did you have a smoke free week? Yes: No:

My why

Why do you want to quit? (e.g., more energy, more money, better health, for your partner or family)



My trigger

When do I usually smoke (e.g., with coffee, after meals, waiting for a lift/bus, when stressed)



My swap plan

What will I do instead? (e.g., chew gum, stretch, message a mate)



My back-up plan

If I get a craving, then I will... (e.g., drink water first, take a short walk, make a plan for the weekend)



My reward

Celebrate your wins, you've earned them! (e.g., put £1 in a jar, watch my show, cup of tea)

It doesn't matter what your quitting journey looks like, the destination is still the same. **Every day of this challenge is a fresh start.**

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Week 3 reflection

Did you have a smoke free week? Yes: No:

What I learned this week

What worked best for me

(e.g. swapping at dinner time, chewing gum)

When was hardest

(e.g. after work, when stressed, social situations)

What surprised me

(e.g. cravings didn't last long, saving money felt good)

What I'll try differently next week

(e.g. drink more water plan evening swaps better)

1 week left to go! You're almost there, how do you feel? When you think back to day 1 it may have been hard to imagine you could get this far. But here you are. Every day you get one step closer to the smoke free life you deserve.

Weekly tracker - week 4

Did you have a smoke free week? Yes: No:

My why

Why do you want to quit? (e.g., more energy, more money, better health, for your partner or family)



My trigger

When do I usually smoke (e.g., with coffee, after meals, waiting for a lift/bus, when stressed)



My swap plan

What will I do instead? (e.g., chew gum, stretch, message a mate)



My back-up plan

If I get a craving, then I will... (e.g., drink water first, take a short walk, make a plan for the weekend)



My reward

Celebrate your wins, you've earned them! (e.g., put £1 in a jar, watch my show, cup of tea)

What changes have you noticed since quitting smoking? You may have noticed that less cigarettes has meant more energy.

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Week 4 reflection

Did you have a smoke free week? Yes: No:

What I learned this week

What worked best for me

(e.g. swapping at dinner time, chewing gum)

When was hardest

(e.g. after work, when stressed, social situations)

What surprised me

(e.g. cravings didn't last long, saving money felt good)

What I'll try differently next week

(e.g. drink more water plan evening swaps better)

You have hit day 28 of the 30-day challenge! They say it takes 28 days to create a new habit, have your favourite swaps become the norm for you now? Spend the next 2 days reflecting on the progress you have made over the past 4 weeks, and when you come back after those 2 days you will be ready to take the next step.

Next steps

You made it to day 30!

Over the past 30 days you built new habits, tested your swaps, and have proven you can take control. **Now it's time for the next step: setting your quit date.**

If you don't feel ready to set a quit date why not use the habit tracker for another week, or as long as you need.

You have already taken the first step; the next step is contacting Live Well Leicester to set your quit date and get even closer to a smoke-free life. Live Well Leicester provides a **free** support service; including one-to-one or group sessions, **free** nicotine replacement products such as gum, lozenges, mouth spray, patches, inhalator and vape kits. This kind of guidance is **three times more likely** to help you stay smoke-free for good.

To access this service

Contact us via telephone: 0116 454 4000

Email us on: livewell@leicester.gov.uk

Visit our website here:
livewell.leicester.gov.uk/services/stop-smoking

Scan here
to visit our
website

