

# MS Brain Health leaflet prompted MS Society UK's 2018 quit smoking campaign

- *Six ways to lead a brain-healthy lifestyle leaflet*, led the **MS Society UK** to run a **quit smoking campaign** in 2018
  - The campaign was part of the annual, national public health *Stoptober* campaign
- It secured more than 100 regional and local pieces of media coverage, as well as 13 items of national coverage
- More than 4000 people viewed a news story about the link between smoking and MS on the MS Society UK website

