



No Smoking Day

2025 Partner Toolkit

February 2025

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Overview

Building on the success of Stoptober and New Year quit smoking activity, National No Smoking Day is another great opportunity to support the nation's 6 million smokers to make a quit attempt.

No Smoking Day was first launched back in 1984 and has since gathered momentum to become a key quitting calendar moment, supported by a range of partner organisations across the country. Each year, No Smoking Day focuses on a specific theme, all with the aim of getting people to try quitting no matter how many times they may have tried before.

This year, No Smoking Day takes place on **Wednesday 12th March**. Building on the national PR story for New Year which presented new data that on average every cigarette takes approximately 20 minutes of life, the theme for No Smoking Day this year is 'Take back your life this No Smoking Day'. It is positive in tone and aims to communicate messages of hope and optimism, focussing on the real-life benefits people have and will experience when they quit smoking for good.



Strategy

We know that people who smoke are motivated by hearing real quitting stories from ‘people like them’ which gives them confidence that they can quit too. We also know most smokers want to quit but lack a plan to do so. Quitting without support (relying on willpower alone and going ‘cold turkey’) is the least effective way of quitting; but is how most quit attempts start...and then fail.

We therefore recommend starting communications activity around two-weeks prior to No Smoking Day to raise awareness of the day and encourage people to prepare to quit from 12th March. During this time, we also recommend promoting the range of quit smoking support on offer and share local stories of people who have used them to quit successfully.

On No Smoking Day itself, the Department of Health and Social Care will publish a national PR story to the media. Using a new piece of film content and results of an attitudinal survey, the story will feature a number of ex-smokers and will explore what they feel smoking took from their life and what they got back when they quit.

Running alongside this specific No Smoking Day activity, a national tobacco harms paid media campaign will also be running from 25th February to the end of March across a range of media channels including TV and radio. This campaign uses a new version of the ‘smoking survivors’ advert originally created by Fresh in the North East, which shares Sue’s story after being diagnosed with throat cancer caused by smoking and the huge impact it had on her and her family.



Smoking facts and stats

The following information can be used to add context to any local communications you produce around No Smoking Day:

- Smoking claims around 80,000 lives a year in the UK (or around 64,000 lives a year in England).
- Smoking causes one in four of all cancer deaths in England and kills up to two-thirds of its long-term users.
- On average, someone who smokes loses approximately 20 minutes of their life for every cigarette they smoke.
- While smoking rates have declined, 11.9% of the population (6 million people in U.K) still smoke.
- The latest statistics from NHS England show that in 2022-23 there were an estimated 408,700 hospital admissions due to smoking. This means that on average almost every minute someone is admitted to hospital because of smoking.
- Three-quarters of smokers wish they had never started smoking.
- It is estimated that smoking costs the country £21.3 billion a year in England. This includes an annual £18 billion loss to productivity, through smoking related lost earnings, unemployment, and early death, as well as costs to the NHS and social care of £3 billion.
- The average smoker can save around £48 a week by quitting smoking. That's nearly £2,500 a year.
- When you quit smoking the benefits start almost immediately:
 - after just 8 hours harmful carbon monoxide levels in your blood will have reduced by half
 - after 48 hours your senses of taste and smell are improving
 - after 2 to 12 weeks circulation will have improved
 - after 3 to 9 months lung function increases by up to 10%
 - after 1 year the risk of heart attack will have halved compared with a smoker's
 - after 10 years the risk of death from lung cancer will have halved compared with a smoker's
 - after 15 years the risk of heart attack is now the same as someone who has never smoked.
- Evidence shows that once people have got past the short-term withdrawal stage of quitting, they have reduced anxiety, depression and stress and increased positive mood compared with people who continue to smoke.

No Smoking Day key messages

Key messages

- Take back your life this No Smoking Day – **Wednesday 12th March 2025**.
- Quitting smoking is the best thing you can do for your health.
- It's never too late to quit smoking. Even if you've tried quitting before, give it another go this No Smoking Day.
- When you stop smoking, there are almost immediate improvements to your health.
- There's no need to go it alone – it's much easier to stop smoking when you get the right support and there are lots of options to choose from.
- Getting free expert support from your local stop smoking service is proven to give you the best chance of quitting successfully. Some are now able to offer free vape starter kits too.
- NHS Better Health offers a range of free quitting support including the NHS Quit Smoking app, Personal Quit Plan, 28-day email programme, local stop smoking service look-up tool, as well as advice on stop smoking aids including information on how vaping can help you quit smoking.
- On average, you could save around £2,500 per year by quitting smoking.



How you can support No Smoking Day

Whether you're a Local Authority, NHS Trust, charity, service provider or employer, there are lots of opportunities to support smokers to quit this No Smoking Day.

In previous quit smoking campaigns, some examples of effective partner activity have included:

- Scheduling content for newsletters, websites and intranets.
- Planning social media content/takeovers.
- Creating displays/sharing assets with partners in your area for use in their premises (e.g. digital screens, notice boards etc.).
- Organising community outreach activities.
- Undertaking PR activity with local media.
- Holding staff-facing quit smoking events/incentives.
- Raising awareness of the day amongst healthcare professionals.

If you have budget, you may wish to consider undertaking paid media advertising such as on social media or out-of-home advertising on billboards etc.



Resources to help you

We've created a specific set of resources to help you raise awareness of No Smoking Day and promote the theme of 'Take back your life'.

There are four different creative executions, each one focused on a specific benefit of stopping smoking. You can use these alongside locally produced resources and remember we also have a range of 'always-on' quit smoking resources available too which includes printed posters and leaflets. Here's a summary of what's available:

- A4 posters
- Social assets (1x1, 9x16, 16x9)
- Digital screens 16x9
- Digital OOH (D6s & D48s)



Suggested social media posts

Below are some ideas for social media posts you may wish to use in the run-up to No Smoking Day and on the day itself. Many of these suggestions can signpost to the Better Health website and quitting tools, but feel free to include links to local services and websites should you wish to. You can also use the hashtag #NSD2025.

Suggested posts	Character count
• Quit smoking and take back your life this No Smoking Day – Wednesday 12 March 2025. #NSD2025	92
• Wednesday 12 March is No Smoking Day – get your free Personal Quit Plan now to help you quit for good. #NSD2025	111
• No Smoking Day is approaching on Wednesday 12 March – download the free NHS quit smoking app which is proven to help you quit. #NSD2025	135
• No Smoking Day is Wed 12 March! Download the free NHS quit smoking app – it’s proven to help you quit. #NSD2025	111
• Quitting for No Smoking Day on 12 March? There’s lots of free support to help you on your quitting journey. #NSD2025	116
• Quitting smoking is the best thing you can do for your health. Get ready to quit for good this No Smoking Day – 12 March 2025. #NSD2025	135
• Quitting smoking is the best thing you can do for your health. Get ready to quit this No Smoking Day – 12 March 2025. #NSD2025	126
• You’re far more likely to quit smoking successfully with the right support. Discover what’s available at NHS Better Health and prepare to quit for good this No Smoking Day – 12 March 2025. #NSD2025	197
• You’re more likely to quit smoking with support. Explore NHS Better Health and quit this No Smoking Day, 12 March. #NSD2025	123
• Getting support from your local stop smoking service gives you the best chance of quitting smoking successfully this No Smoking Day – 12 March 2025. Visit NHS Better Health to find your nearest service and get ready to quit for good. #NSD2025	242

Suggested social media posts

Suggested posts

	Character count
• Find your Local Stop Smoking Service at NHS Better Health & boost your quitting chances this No Smoking Day 12 March #NSD2025	125
• It's never too late to quit smoking and you will notice almost immediate improvements to your health when you stop. Take back your life this No Smoking Day. #NSD2025	165
• It's never too late to quit smoking and the health benefits start sooner than you might think. Take back your life this No Smoking Day. #NSD2025	117
• On average, someone who smokes could save around £2,500 per year by quitting. Imagine what you could do with the extra money! Take back your life this No Smoking Day. #NSD2025	193
• Quit smoking and save around £2,500 a year – how will you spend it? Take back your life this No Smoking Day. #NSD2025	117
• Quit smoking this No Smoking Day (12 March) to take back your life. Track how much you save with the free NHS quit smoking app. #NSD2025	136
• Quit this No Smoking Day (12 March) to take back your life. Get the NHS quit smoking app to track as you save. #NSD2025	119
• Today is No Smoking Day! Good luck to everyone who is giving quitting a go and taking back their life! #NSD2025	111
• Today is No Smoking Day! If you're quitting today remember there is lots of free support to help you – there's no need to do it alone! Visit the Better Health quit smoking website now. #NSD2025	193
• Today is No Smoking Day! Get free support to quit—you don't have to do it alone. Visit the Better Health website now #NSD2025	125

Useful links

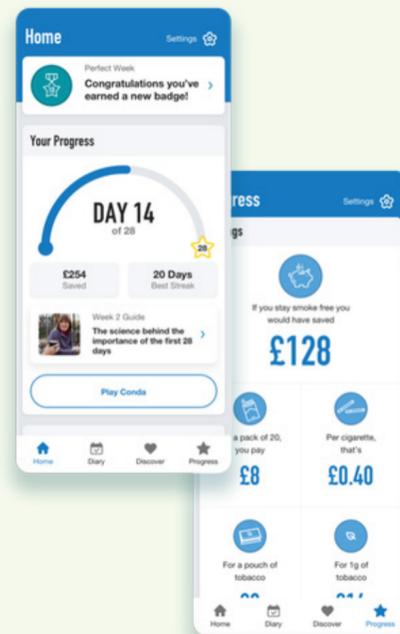
Here are some useful links to national quit smoking content and tools that you may wish to include in your social media posts or other communications:

- Better Health quit smoking website:
<https://www.nhs.uk/better-health/quit-smoking/>
- Personal Quit Plan:
<https://www.nhs.uk/better-health/quit-smoking/ready-to-quit-smoking/personal-quit-plan/>
- Free NHS quit smoking app (App Store):
<https://apps.apple.com/gb/app/nhs-quit-smoking/id687298065>
- Free NHS quit smoking app (Google Play):
https://play.google.com/store/apps/details?id=com.doh.smokefree&hl=en_GB&gl=US&pli=1
- Better Health information on nicotine-free medicines:
<https://www.nhs.uk/better-health/quit-smoking/ready-to-quit-smoking/quit-with-nicotine-free-medicines/>
- Better Health information on nicotine replacement therapies:
<https://www.nhs.uk/better-health/quit-smoking/ready-to-quit-smoking/quit-with-nicotine-replacement-therapies-nrt/>
- Better Health information about local stop services and service finder:
<https://www.nhs.uk/better-health/quit-smoking/ready-to-quit-smoking/find-your-local-stop-smoking-service/>

Better Health Quit smoking tools

Better Health has a range of content and tools to help smokers make a successful quit attempt, all of which can be accessed at www.nhs.uk/better-health/quit-smoking.

Here's a summary of what's available:



NHS Quit Smoking app

Our quit smoking app is available to download for free on the Apple App Store or Google Play. Based on a 28-day quit programme, the app allows you to:

- track your progress
- see how much money you're saving
- get daily support.

Get a free Personal Quit Plan

Quitting smoking is easier with the right support. Give up for 28 days, and you're 5 times more likely to quit for good – get your plan now!

Personal Quit Plan

Quit smoking with your free personal quit plan

You're more likely to stop smoking with the right support, so find the combination that's right for you in 4 easy steps.

Start

Personal Quit Plan

Don't know where to start?

Answer a few simple questions to get a Personalised Quit Plan, designed to support you every step of the way. With tailored advice and practical tips, this plan gives you the tools to quit smoking and stay smoke free for good.



Daily email support

Smokers can sign up for daily email support to get tips and advice direct to their inbox throughout their 28-day quit smoking journey, and occasional emails after that to help keep them on track.

Better Health Quit smoking tools



Information about vaping to quit smoking

On the Better Health website, you will find the facts on vaping, based on scientific evidence and research, plus advice on how to use vapes as a tool to quit smoking. We've also recently added a 'vaping myth buster' section.

A screenshot of the NHS website's 'Find stop smoking support services' page. The page has a light blue background. At the top, it says 'Home > NHS services'. Below that is the title 'Find stop smoking support services'. There is a text input field with the placeholder 'Enter a town, city or postcode in England'. Below the input field are two buttons: a green 'Search' button and a grey 'Use your location' button.

Local stop smoking service lookup tool

Along with the service lookup tool itself, the website provides information about what to expect when accessing a local stop smoking service and how they can give you the best chance of quitting successfully.



Facebook Quit Smoking support group

Smokers don't need to go it alone – they can join others going through the same thing in a friendly and supportive environment. Our Facebook support group has over 37,000 members.

Thank you!

For supporting.

We hope you found this toolkit useful.

We'd love to see any examples of local activity and also hear your feedback.

Please email: partnerships@dhsc.gov.uk

