**Stop Smoking London** [**Patient Safety Day**](https://www.who.int/campaigns/world-patient-safety-day) **17 Sept 2025 Comms Pack**

**WHO theme for 2025:** “[*Safe care for every newborn and every child*](https://www.who.int/news-room/events/detail/2025/09/17/default-calendar/world-patient-safety-day--17-september-2025--patient-safety-from-the-start)*”*   
  
**Our focus:** Smoking and pregnancy. Quitting smoking is one of the most effective ways to protect newborns and children and ensure patient safety from the start.

**What you can do:**

* Highlight smoking in pregnancy as a *patient safety issue* in your comms.
* Signpost pregnant women and families to local Stop Smoking support.
* Share these posts and assets before and on Patient Safety Day, 17 September 2025.

**Assets:**

* **Video clips to share**:
  + [*Annika’s story*](https://www.youtube.com/watch?v=9kbvRZQzIO0) - why she quit smoking when she became pregnant. (Share YouTube link)
  + [*Patience Chandiwanal (Public Health Consultant Midwife) and Tobacco Maternity Dependency Advisor Joana Castro*](https://www.youtube.com/watch?v=AiWgp6xd9f8)- the support available for pregnant women to quit. (Share YouTube link)
* **Graphic to share**: Patient Safety Day and Stop Smoking London and pregnancy graphic. (download a square MP4 video to share)
* **Link to share**: [Stop Smoking London smoking and pregnancy web page](https://stopsmokinglondon.com/smoking-and-pregnancy/)

**Key Messages:**

* Stopping smoking is the best step a pregnant woman can take for her safety and her baby’s health.
* Smoking in pregnancy increases the risk of stillbirth, premature birth and low birth weight.
* Expert, free support is available across London from the NHS and Stop Smoking London through the Smoke Free app.

**Social post 1 - Annika (YouTube Link):**

“As soon as I found out I was pregnant, I knew I had to give up smoking.”

<https://www.youtube.com/watch?v=9kbvRZQzIO0>

It’s World #patientsafetyday. Annika quit with expert support, you can too. Protect your baby from the start.

Get the Smoke Free app: <http://bit.ly/3UCxiHh>

#stopsmokinglondon #quitsmoking

**Social post 2 – Patience and Joana (YouTube Link):**

Patient safety starts with support to stop smoking in pregnancy. <https://www.youtube.com/watch?v=AiWgp6xd9f8>

Midwife Patience and Tobacco Dependence Advisor Joana explain the free help available across London.

Get the Smoke Free app: <http://bit.ly/3UCxiHh>

#patientsafetyday #stopsmokinglondon #quitsmoking

**Social post 3 – Graphic (Share MP4 graphic):**

Today is World #patientsafetyday. Quitting smoking during pregnancy is one of the most important ways to protect newborns and children.

Free support is available across London from the NHS and through the Smoke Free app for London <http://bit.ly/3UCxiHh>

#stopsmokinglondon #quitsmoking

**Email / intranet copy:** Patient Safety Day 17 September - Protecting Mothers and Babies

This World Patient Safety Day, 17 September, Stop Smoking London and the London Tobacco Alliance are highlighting smoking in pregnancy as a key safe care issue. Smoking while pregnant increases the risk of stillbirth, premature birth and low birth weight. Quitting greatly reduces these risks.

Colleagues can share videos on social media on the support available, including the Smoke Free app to promote patient safety from the start.

Resources and videos: [LTA Resource pack LINK]

**Thank you!**

If you have any questions on this comms pack please get in touch with Stop Smoking London via the London Tobacco Alliance: [londontobaccoalliance.towerhamlets.gov.uk](mailto:londontobaccoalliance.towerhamlets.gov.uk)