


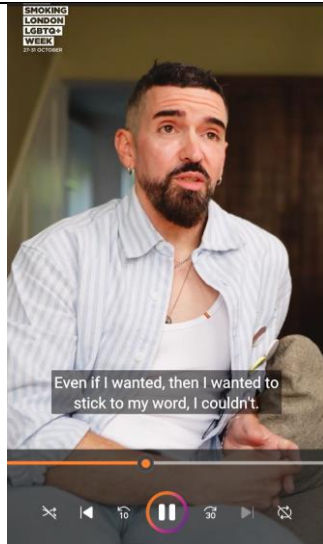


# Stop Smoking London LGBTQ+ Week – 27-31 October 2025

## Daily themes and suggested organic content

Day - Daily theme	Videos and post assets	Post copy
<p><b>Monday 27<sup>th</sup> - Campaign launch</b></p> <p><a href="#"><u>DOWNLOAD MONDAY POST ASSETS</u></a></p>	 <p>LGBTQ+ Launch Graphic (landscape) OR LGBTQ+ Square Launch MP4</p> 	<p>This week we're shining a light on the realities of smoking in LGBTQ+ communities. Real stories, expert advice + ways to quit.</p> <p>You're 3x as likely to be successful with support and nicotine replacement.</p> <p>👉 Download the Smoke Free App to get these free:  <a href="https://stopsmokinglondon.com/lgbtq-week/">https://stopsmokinglondon.com/lgbtq-week/</a></p> <p>#stopsmokinglondon_lgbtq</p>
	<p>Twice as likely stat (available in square and 4:5 size)</p> 	<p>LGBTQ+ people are twice as likely to smoke compared to the general population.</p> <ul style="list-style-type: none"> <li>❤️ 6 months access to the Smoke Free App</li> <li>🧡 24/7 support</li> <li>💜 Free nicotine products or vape</li> </ul> <p>Free if you live in London: <a href="https://stopsmokinglondon.com/lgbtq-week/">https://stopsmokinglondon.com/lgbtq-week/</a></p> <p>#stopsmokinglondon_lgbtq</p>

**Tuesday 28<sup>th</sup> - Lived experience: Ludwig and Miguel**

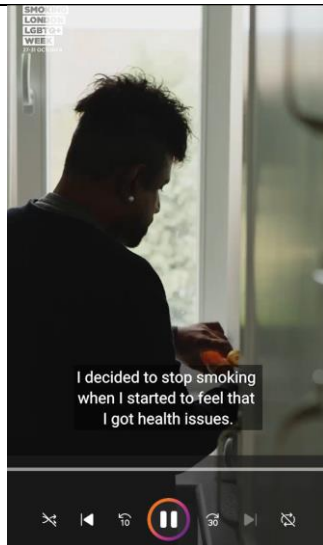


[DOWNLOAD LUDWIG 1x1](#)  
[DOWNLOAD LUDWIG 9x16](#)

It's Stop Smoking London LGBTQ+ Week. Ludwig lost his mum to smoking. Before she died, he promised her he would quit. After 15 years of trying, he is now free. You can be too. Find out how on our website:

<https://stopsmokinglondon.com/lgbtq-week/>

#stopsmokinglondon\_lgbtq






[DOWNLOAD MIGUEL 1x1](#)  
[DOWNLOAD MIGUEL 9x16](#)

It's Stop Smoking London LGBTQ+ Week. Socialising without smoking might not seem possible. But, as Miguel discovered, it improves so much about life. You can do it too. Watch his full story and get the Smoke Free App for London free 📱

<https://stopsmokinglondon.com/lgbtq-week/>

#stopsmokinglondon\_lgbtq

<p><b>Wednesday 29<sup>th</sup> - Support for quitting</b></p> <p><b>SEE THE COLUMN TO THE RIGHT FOR ALTERNATIVE VIDEO FORMATS.</b></p>	<p>Video: Why is LGBTQ Smoking Important?</p> <p>Available as YouTube Link:  <a href="https://www.youtube.com/watch?v=cGSfTAYfRVU">https://www.youtube.com/watch?v=cGSfTAYfRVU</a>  and as square 1x1 and 9x16 Reel formats.</p> <p><a href="#">DOWNLOAD 1x1</a>  <a href="#">DOWNLOAD 9x16</a></p> 	<p>Lou Ross and Rose Pink from the Smoke Free App discuss why Stop Smoking London's LGBTQ+ Week is so important and how the Smoke Free App can help you.</p> <p>Find out more and get the app: <a href="https://stopsmokinglondon.com/lgbtq-week/">https://stopsmokinglondon.com/lgbtq-week/</a></p> <p>#stopsmokinglondon_lgbtq</p> <p>[Share video and TAG the Smoke Free App on X, Facebook, Instagram and TikTok]</p>
	<p>Video: What is the Smoke Free App?</p> <p>Available as YouTube Link:  <a href="https://youtu.be/_GDoq4vWtGE">https://youtu.be/_GDoq4vWtGE</a>  and as square 1x1 and 9x16 Reel formats.</p> <p><a href="#">DOWNLOAD 1x1</a>  <a href="#">DOWNLOAD 9x16</a></p> 	<p>Lou Ross and Rose Pink from the Smoke Free App explain more about the app.</p> <p>Get six months access and nicotine replacement or a vape free if you live in London: <a href="https://stopsmokinglondon.com/lgbtq-week/">https://stopsmokinglondon.com/lgbtq-week/</a></p> <p>[Share video and TAG the Smoke Free App on X, Facebook, Instagram and TikTok]</p>

<p><b>Thursday 30<sup>th</sup> - Smoking and stress</b></p> <p><b><u><a href="#">DOWNLOAD THURSDAY POST ASSETS</a></u></b></p>	 <p>1 in 2 stat (available in square and 4:5 size)</p>	<p>Around one in two LGBTQ+ people who smoke said they smoked to relieve stress. It actually makes it worse. Get help to quit with the free Smoke Free App for London on our website.</p> <p><a href="https://stopsmokinglondon.com/lgbtq-week/">https://stopsmokinglondon.com/lgbtq-week/</a></p> <p>#stopsmokinglondon_lgbtq</p>
<p><b>Friday 31<sup>st</sup> – Campaign wrap up</b></p> <p><b>PLEASE CHECK OUR PROFILES ON THE DAY AND RE-SHARE.</b></p>	<p><b>On the final day of the campaign Stop Smoking London will be sharing additional videos and posts.</b></p> <p><b>Please follow and check <a href="#">Stop Smoking London's profiles on Facebook</a> and <a href="#">Instagram</a>, <a href="#">London Tobacco Alliance on BlueSky</a> and <a href="#">LinkedIn</a> like and re-share these across your platforms.</b></p>	<p>Stop Smoking London LGBTQ+ Week is finishing but it's never too late to quit 🌈</p> <p>You're 3x as likely to succeed with:</p> <ul style="list-style-type: none"> <li>❤️ 6 months free access to the Smoke Free App for London</li> <li>💜 Free nicotine products or vape</li> <li>💛 24/7 specialist support</li> </ul> <p><a href="https://stopsmokinglondon.com/lgbtq-week/">https://stopsmokinglondon.com/lgbtq-week/</a></p> <p>#stopsmokinglondon_lgbtq</p>

## Web / email banners

- [Download web banners](#)

## Flyer

- [LGBTQ+ Flyers](#)