

London Smokefree Pregnancy Week 2025 – Communications Toolkit



London Tobacco Alliance and Stop Smoking London have worked with partners to establish an awareness week around smoking in pregnancy, highlighting the health harms of smoking when pregnant and where to get support to quit

Campaign aims

The week has been designed around two aims:

1. To **raise awareness of the impact of smoking during pregnancy** and provide supportive information to encourage quit attempts from pregnant women and/or significant others and women planning to be pregnant.
2. To **raise awareness amongst healthcare professionals and partner organisations** of the issue, and to encourage discussion about what actions can be undertaken across the system.

Campaign assets

We have developed a number of campaign assets, including social media posts, videos and web copy to help you share the information with your patients or borough residents and within your organisation.

You can download the assets from <https://www.londontobaccoalliance.org.uk/resource-listing/?term=partner-comms-packs>

Films

We have produced films from leading clinicians, and of a woman who gave up smoking when she knew she was pregnant, which are on the Stop Smoking London website's [smoking and pregnancy page](#)

- Basky Thilaganathan, Professor of Maternal/Fetal Medicine, St Georges, London – [available in square and vertical video](#)
- Nina Khazaezadeh, Regional Chief Midwife, NHS London – [available in square and vertical video](#)
- Grenville Fox, Consultant Neurologist, Guys and St Thomas' NHS Foundation Trust – available in [square](#) and [vertical](#) video
- Annika - a woman describing how she quit when she became pregnant – [available in square and vertical video](#)
- A short composite film showcasing the week, including all of the above contributors – [available on YouTube](#)

Web content

We have updated our website with new content, including a downloadable guide of hints and tips for pregnant women to support them in giving up.

All available on the available on our [smoking and pregnancy webpage](#)

STOP SMOKING LONDON

A GUIDE TO QUITTING SMOKING DURING PREGNANCY

STOPPING SMOKING IS THE SINGLE BEST THING YOU CAN DO FOR YOUR HEALTH AND THAT OF YOUR BABY

We know that stopping smoking can be hard, but you don't have to do this on your own. There's lots of support available to give you the help you need to give up cigarettes. Here are our three top tips to help you to stop smoking when you are pregnant:

- 1. Get the right support in place**
At your booking appointment, your midwife will ask you about your smoking and offer you support to help you to quit. Their team will help you to make a plan to quit that fits in with your life and gives you the support you need to help you succeed. They can even support your partner or other people in your household if they smoke too. Your local stop smoking service can also help. You are three times more likely to quit successfully if you combine support from an expert with a stop smoking aid. Find out what free support is available in your borough by visiting <https://stopsmokinglondon.com/support-to-quit-smoking>
- 2. Use stop smoking tools**
Nicotine Replacement Therapy (NRT): Nicotine replacement products like patches, chewing gum, inhalators and mouthsprays, are clean sources of nicotine. That means that they give you the relief you need from cravings, without the thousands of chemicals, tar and carbon monoxide present in tobacco smoke that are harmful for you and your growing baby.
Vapes: E-cigarettes, or vapes, are significantly less harmful than continuing to smoke and are an effective aid for helping people to quit smoking, especially when combined with behavioural support. They deliver nicotine in a vapour but do not create dangerous chemicals like tar or carbon monoxide. They mimic the hand-to-mouth action of a cigarette and keep your hands busy. Recent studies have shown that vapes may be more effective than NRT in helping pregnant women to quit smoking.
While vapes are not risk-free, if using a vape helps you to stay smokefree, this is far safer for you and your baby than continuing to smoke.
- 3. Know your smoking triggers**
It's important to understand what triggers you to smoke so that you can take the necessary steps to avoid them. Do you find yourself smoking more when you're bored, or feeling stressed? Do you find it hard not to smoke first thing in the morning? By recognising these triggers, you can better prepare yourself and find alternative coping mechanisms. Visit <https://stopsmokinglondon.com/how-to-quit-smoking> to find ways to manage your smoking triggers.

STOPPING SMOKING IS THE SINGLE BEST THING YOU CAN DO FOR YOUR HEALTH AND THAT OF YOUR BABY

Smoking while pregnant is extremely harmful for you and your baby. There is no safe level of smoking during pregnancy. You can reduce the risk of you and your baby developing serious health risks by quitting completely. Giving up is also proven to boost your mental health and wellbeing by relieving stress, anxiety, and depression.

Q: Why is it important for me to quit smoking now that I am pregnant?
A: Protecting your baby from tobacco smoke is one of the best things you can do to give your child a healthy start in life. Smoking while pregnant and exposure to secondhand tobacco smoke increase the risks to your baby before birth, in infancy and into childhood. These risks include:

Before birth:	In early infancy:	Childhood
Miscarriage	Premature births (born before 37 weeks)	Chest and ear infections
Placental Abruption (when the placenta comes away from the wall of the womb)	Low birth weight (born too small and less healthy)	Pneumonia
Stillbirth (baby dies inside the womb)	Sudden Infant Death Syndrome (SIDS)	Asthma
Your baby being born with abnormalities (such as a cleft lip and palate)	Infections	Behaviour problems such as ADHD (Attention Deficit Hyperactivity Disorder), performing poorly at school

QUITTING SMOKING IS THE MOST EFFECTIVE WAY TO PROTECT YOUR BABY FROM THE HARMS OF TOBACCO

Q: Is nicotine harmful for my baby?
A: Nicotine is relatively harmless, although it is addictive. The main harm from smoking is caused by the **carbon monoxide** and the over 4000 harmful chemicals present in **tar** in **tobacco smoke**. There are two types of medications that people use to help them quit smoking. The first is Nicotine Replacement Therapy (NRT) and comes in many forms such as patches, or gums and sprays. They contain nicotine without the harmful chemicals and carbon monoxide. These products are recommended for women to use during pregnancy to help them to quit smoking and you are three times more likely to succeed by using them, especially when combined with behavioural support. The second type of medications are prescribed drugs that are not used during pregnancy due to unknown risks to developing babies.

Q: What is carbon monoxide and why is it dangerous to my baby?
A: Carbon monoxide is a gas that is produced when you burn tobacco. Carbon monoxide exposure from smoking or from secondhand smoke is especially risky during pregnancy because it **restricts the essential oxygen** flow to your baby, which is needed for healthy growth and development. If you choose to use a vape to help you to quit smoking, they do not produce carbon monoxide.

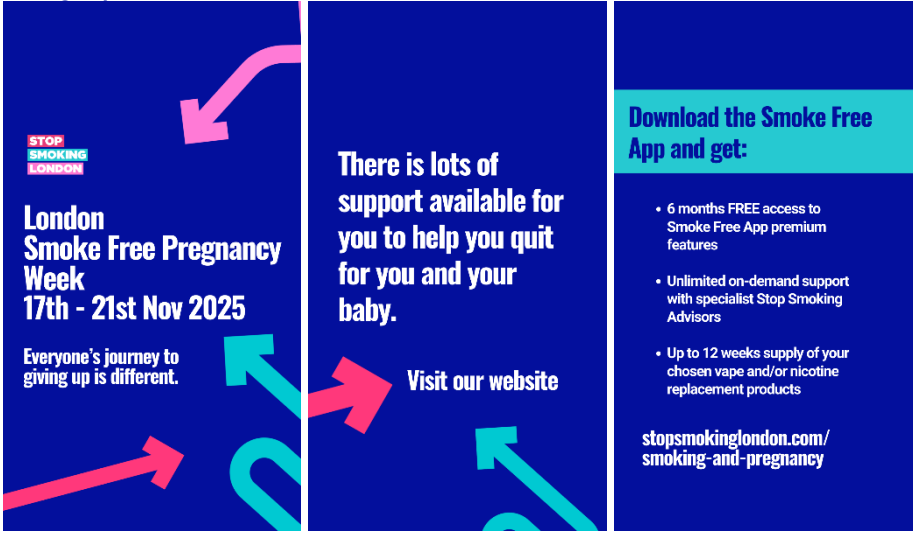
Q: Can I cut down instead of quitting completely?
A: No – There is no safe level of smoking while pregnant and every cigarette causes damage both to you and your baby. Stopping smoking early in pregnancy almost completely prevents damage to your baby.

Q: Can a vape help me to quit?
A: Vapes are significantly less harmful than continuing to smoke. Vapes do not produce carbon monoxide, tar or many of the harmful chemicals present in tobacco smoke. If using a vape helps you to stay smokefree, this is far safer for you and your baby than continuing to smoke.

Social media posts

[Download the graphics and film clips illustrated below](#) to use on social media with pre-written posts.

Stop Smoking London is on Facebook, Instagram and TikTok. Join the conversation online using the hashtags: #LDNSmokefreepreg

Date (suggested)	Facebook	Media
17 Nov	It's London Smoke Free Pregnancy Week (18-21 November). Lots of tools and support to help women give up smoking in pregnancy #LDNSMokeyfreepreg https://stopsmokinglondon.com/smoking-and-pregnancy/	Available in Facebook, Insta and Story/Reel size – DOWNLOAD the graphics 
18 Nov	Quitting smoking is the best thing for you and your baby. Learn from Chief Midwife Nina Khazaezadeh about the effects of smoking while pregnant and download our guide and the Smoke Free App to get help quitting. https://stopsmokinglondon.com/smoking-and-pregnancy/ #LDNSMokeyfreepreg	VIDEO: Nina Khazaezadeh Download square and Reel/TikTok sized short version to share

19 Nov	"As soon as I found out I was pregnant ...that was the moment I knew I had to give up smoking." Annika found expert support to give up smoking. You can too. Download our guide and the Smoke Free App. https://stopsmokinglondon.com/smoking-and-pregnancy/ #LDNSmokefreepreg	VIDEO: Annika Download square and Reel/TikTok sized short version to share
20 Nov	Stopping smoking is the single best thing you can do for your health and that of your baby. Listen to Professor Basky Thilaganathan on why giving up is a great decision. https://stopsmokinglondon.com/smoking-and-pregnancy/ Download the Smoke Free App and our guide to get help quitting. #LDNSmokefreepreg	VIDEO: Basky Thilaganathan Download square and Reel/TikTok sized short version to share
21 Nov	Stopping smoking will have a positive effect on you and your baby straight away. Dr Grenville Fox, Consultant Neonatologist talks through the risks if you don't. https://stopsmokinglondon.com/smoking-and-pregnancy/ #LDNSmokefreepreg	VIDEO: Grenville Fox Download square short version Download Reel/TikTok sized short version

Poster

To spread awareness of the week there is a [A4 poster to print and display in clinical areas and waiting rooms](#).

Internal newsletter/intranet copy

London Smoke Free Pregnancy Week - health harms and quit support

The London Smokefree Pregnancy Week (#LDNSmokefreepreg) is an awareness campaign running from 17 - 21 November. It's aimed at both pregnant women smokers and healthcare professionals to raise awareness of the issue in London and to give support and signposting to advice.

Materials have been developed by the [London Tobacco Alliance](#), [Stop Smoking London](#) and partners to provide information on the impact of smoking and to signpost to support. There are videos by senior London clinicians as well as a downloadable guide.

There are well known and severe health harm implications for both the mother and the baby including: still birth; premature birth, low birth weight; ectopic pregnancy and increased risk of sudden infant death syndrome. Quitting smoking greatly reduces these risks, as well as providing health benefits to the mother.

Tracy Parr, Programme Director for Stop Smoking London says: "The clinicians we have filmed to support this campaign are very clear in terms of the negative impact of smoking on both mother and baby. To support women, we have produced these materials to help them on their way to a smoke free pregnancy"

Visit [Smoking and Pregnancy: Essential Information and Tips](#)