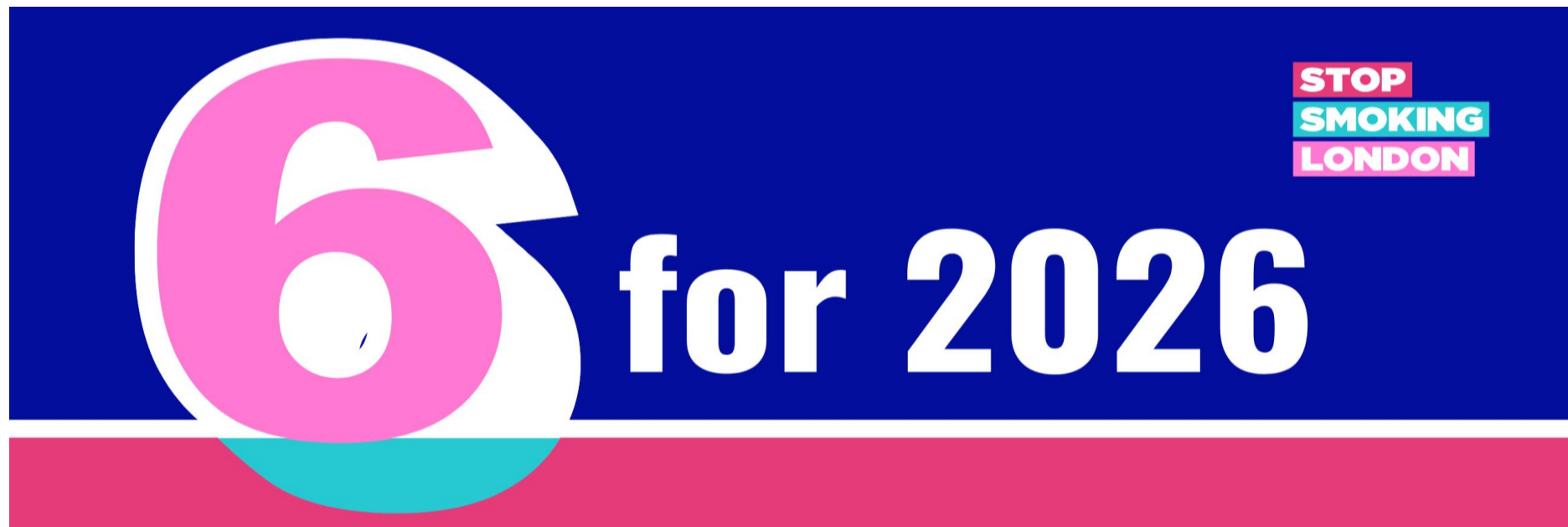




## **Six for 2026 – Stop Smoking London New Year campaign (January 2026)**

**Comms pack for Local Authority, NHS and Stop Smoking Service Social Media Leads**

Stop Smoking London is launching **Six for 2026**, a positive, action-based campaign highlighting six proven ways Londoners can get support to quit smoking in the New Year.

Each of the six options gives smokers a clear, achievable starting point. The aim is to help people choose *their* route to a healthier, smoke-free year, backed by behavioural support and nicotine replacement therapy.

This pack contains:

- Suggested social media copy for all six actions
- Graphics in various sizes to use across your channels (square, portrait + vertical)
- A reel/vertical video post featuring **Shan**, a new mum who quit with the Smoke Free App and a free nicotine vape

## The Six actions for 2026 are:

1. Make a list of reasons
2. Use free local services and stop smoking aids
3. Pick your quit date
4. Get your support in place
5. Be prepared for triggers
6. Use the Smoke Free App now added to the SSL site: [stopsmokinglondon.com/smokefree](https://stopsmokinglondon.com/smokefree)

The “Six for 2026” campaign assets and video are included in this pack.

## Social media posts you can share:

- [DOWNLOAD THE GRAPHICS IN A VARIETY OF FORMATS – square, portrait and vertical](#)
- [DOWNLOAD THE SHAN VIDEO – square](#)
- [DOWNLOAD THE SHAN VIDEO – vertical](#)

### Story post:

Share these story graphics, share one after another, one day at a time to your story or make these into a reel and share as a launch post.

Link to: [stopsmokinglondon.com/smokefree](https://stopsmokinglondon.com/smokefree)

#sixfor2026 #quitsmoking



### Launch post:

Start 2026 your way. We're here to help you to stop smoking success:

- 1 Make a list of reasons
- 2 Use free local services and stop smoking aids
- 3 Pick your quit date
- 4 Get your support in place
- 5 Be prepared for triggers
- 6 Use the Smoke Free App

Find out more [🔗: stopsmokinglondon.com/smokefree](https://stopsmokinglondon.com/smokefree)

#sixfor2026 #quitsmoking



### Case study post: Shan's story (post this at any time)

Meet Shan a London mum who decided it was time to stop smoking. With support and a free nicotine vape from the Smoke Free App for London, she quit for good.

Watch Shan's story and take the first step towards your own smoke free year.

[🔗 stopsmokinglondon.com/smokefree](https://stopsmokinglondon.com/smokefree)

#sixfor2026 #quitsmoking



SSL\_Shan\_SM\_1\_C01\_1x1



SSL\_Shan\_SM\_1\_C01\_9x16

### Post 1: Make a list of reasons

Start strong this New Year. Make a list of the reasons you want to stop smoking: your health, family, money, or simply feeling better every day.

Having your reasons written down will help keep you focused when motivation dips.

🔗 Start here: [stopsmokinglondon.com/smokefree](https://stopsmokinglondon.com/smokefree)

#sixfor2026 #quitsmoking



### Post 2: Use free local services and stop smoking aids

You don't need to feel alone. Your local stop smoking service can offer free, expert support, nicotine replacement therapies, or a vape to help you quit.

Getting the right support increases your chances of success.

🔗 Find help: [stopsmokinglondon.com/smokefree](https://stopsmokinglondon.com/smokefree)

#sixfor2026 #quitsmoking



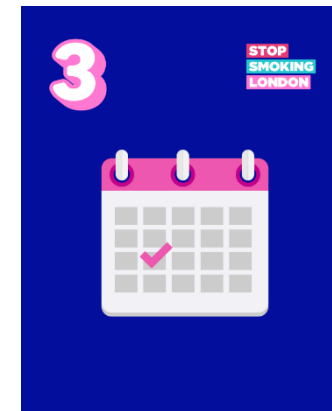
### Post 3: Pick your quit date

Choosing a quit date gives you a clear goal. Set a date, make a plan and get ready to start 2026 smoke free.

Small steps make a big difference.

🔗 [stopsmokinglondon.com/smokefree](https://stopsmokinglondon.com/smokefree)

#sixfor2026 #quitsmoking



### Post 4: Get your support in place

Let friends and family know your plan. Reach out to your local stop smoking service. Get stop smoking aids ready.

Having support lined up makes it much easier to stay on track.

[stopsmokinglondon.com/smokefree](https://stopsmokinglondon.com/smokefree)

#sixfor2026 #quitsmoking



### Post 5: Be prepared for triggers

Think ahead about situations that might make you want to smoke. Stress, drinking, certain places or routines. Plan how you'll deal with them so you stay in control.

Preparation is one of the strongest tools you have.

👉 [stopsmokinglondon.com/smokefree](https://stopsmokinglondon.com/smokefree)

#sixfor2026 #quitsmoking



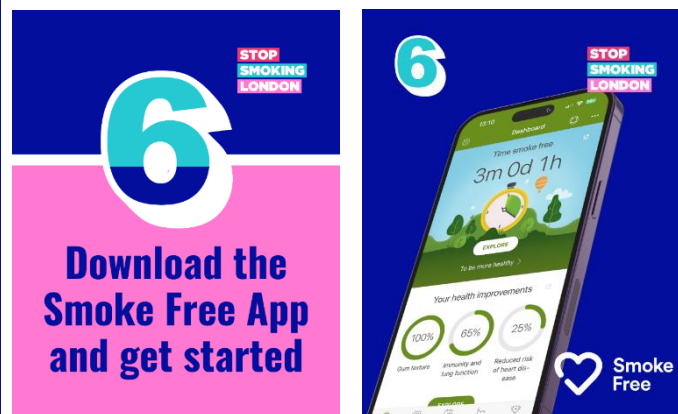
### Post 6: Use the Smoke Free App

Track your progress, stay motivated and get daily support with the Smoke Free App.

It's a simple way to build confidence and keep going, wherever you are.

👉 Download via: [stopsmokinglondon.com/smokefree-app-for-london/](https://stopsmokinglondon.com/smokefree-app-for-london/)

#sixfor2026 #quitsmoking



### Wrap up post:

Our Six for 2026 campaign is drawing to a close. But support doesn't stop when the campaign ends.

Visit [🔗 stopsmokinglondon.com/smokefree](https://stopsmokinglondon.com/smokefree) for:

- ✓ Free local stop smoking services
- ✓ The Smoke Free App – free for six months
- ✓ Trusted advice and stop smoking aids
- ✓ Specialist support

#sixfor2026 #quitsmoking



Portrait 1



Portrait 2



Portrait 4



Portrait 6



Portrait 8



Portrait 10



Portrait 12

Please share with your partners and Tag Stop Smoking London and the Smoke Free App (Facebook, Instagram, TikTok) where you can. Feel free to add your favourite and localised stop smoking #tags.

If you link directly to your borough's offer please make sure you have details of the Smoke Free App offer for London and a link to: <https://stopsmokinglondon.com/smokefree-app-for-london/> on those pages.