

# 1. A smoke-free life starts with a smoke-free day: 'The Day I Quit'

## No Smoking Day 2026 – Real Londoners share their quit stories

**No Smoking Day is on Wednesday 11 March.** We'd love London partners to help amplify the message and encourage more people to quit smoking.

To support your communications, Stop Smoking London has created a very simple social media kit you can use across your channels. This kit can be used alongside [DHSC No Smoking Day assets](#) and includes:

- **A short video** in multiple formats featuring people talking about the day they quit smoking
- **Ready-to-use social media posts**
- **A webpage** for local services and the Smoke Free app for London: <https://stopsmokinglondon.com/stop-smoking-support/>

These assets are designed to spark conversations and remind people that a smoke-free life starts with a smoke-free day.

Partners are encouraged to post on or around 11 March and signpost people to the above page, or your local page *and* the Stop Smoking London Smoke Free App offer (<https://stopsmokinglondon.com/smokefree-app-for-london/>) where appropriate.

- Download the full video from [Dropbox](#) or [Google Drive](#) in vertical, square and landscape formats.
- Download the individual stories featured in the main video from [Dropbox](#) or [Google Drive](#).
- Please contact us if you need these sent to you another way: [LondonTobaccoAlliance@TowerHamlets.gov.uk](mailto:LondonTobaccoAlliance@TowerHamlets.gov.uk)
- [Embed it on a webpage from YouTube](#)



### **Suggested post 1:**

Everyone who quits smoking has a date they remember. Get help and make No Smoking Day (11 March) the day you start your smoke-free story. <https://stopsmokinglondon.com/stop-smoking-support/>

#stopsmokinglondon #NoSmokingDay

### **Suggested post 2:**

Some people quit last year. Some quit decades ago.

But every smoke-free life starts the same way: with a decision to quit and one smoke-free day.

It's No Smoking Day. Get free help to quit and stay smoke-free: <https://stopsmokinglondon.com/stop-smoking-support/>

#stopsmokinglondon #NoSmokingDay

### **Suggested post 3:**

Everyone who quits smoking remembers their quit day. This No Smoking Day (11 March) could be yours.

Watch these real stories from people who stopped smoking and start your smoke-free journey today.

<https://stopsmokinglondon.com/stop-smoking-support/>

#stopsmokinglondon #NoSmokingDay

[stopsmokinglondon.com/why-quit-smoking](https://stopsmokinglondon.com/why-quit-smoking)