



Protect Your Brain

Dementia Action Week 18-24 May 2026

This pack was produced for Dementia Action Week 2026, but the videos are suitable for use all year. This Dementia Action Week (18-24 May) we're focusing on protecting and strengthening brain health, linking smoking as a modifiable risk. [Download the assets.](#)

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. It includes:

- [A number of social media posts and graphic reels](#)
- **A webpage** for local services and the Smoke Free app for London: <https://stopsmokinglondon.com/brain-health/>

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 use these stories and signpost people to the above page or your local service page, where appropriate.

- [Download the vertical reels videos from the London Tobacco Alliance website.](#)

Suggested post 1 (Protect your brain):

Your brain is at the centre of everything you do. This Dementia Action Week, stopping smoking can help protect your thoughts, memories and independence. It starts with your brain: <https://stopsmokinglondon.com/brain-health/>

#DementiaActionWeek #DementiaAwareness

Reel 1 content:

Protect Your Brain – Day 1

Your brain controls everything

Your habits shape your brain health

Some habits protect it. Others quietly damage it.

Stopping smoking can protect your thoughts, memories and independence.

End slide sequences and link (local services/app)

[Download the assets as an MP4 Reel, a series of story-sized images or a 4:5 carousel for Instagram.](#)



Suggested post 2 (What affects brain health?):

Brain health isn't about one big change, it's shaped by the things we do every day. Sleep, movement, staying connected and stopping smoking all protect your brain. Get help to quit: <https://stopsmokinglondon.com/brain-health/>

#DementiaActionWeek #DementiaAwareness

Reel 2 content:

What affects brain health? – Day 2

What Affects Brain Health?

Sleep

Movement

Social connection

Smoking

Ignoring these increases the risk of long-term damage, including dementia.

Stopping smoking can help keep your brain sharp

End slide sequences and link (local services/app)

[Download the assets as an MP4 Reel, a series of story-sized images or a 4:5 carousel for Instagram.](#)



Suggested post 3 (Smoking and your brain):

Smoking doesn't just affect your lungs. It impacts your brain too.

It damages blood vessels, reducing the oxygen your brain needs to function properly. Over time, this increases the risk of dementia.

This is a risk you can change: <https://stopsmokinglondon.com/brain-health/>

#DementiaActionWeek #DementiaAwareness

Reel 3 content:

Protect Your Brain – Day 3

Smoking damages blood vessels

Which means less oxygen to the brain

Less oxygen to the brain

Means a higher risk over time of conditions like dementia

This is a risk you can change

End slide sequences and link (local services/app)

[Download the assets as an MP4 Reel, a series of story-sized images or a 4:5 carousel for Instagram.](#)



Suggested post 4 (The good news):

Here's the good news. When you stop smoking your body begins to repair, including your blood circulation. That's great news for your brain.

This Dementia Action Week, take that first step: <https://stopsmokinglondon.com/brain-health/>

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Reel 4 content:

Protect Your Brain – Day 4

When you stop smoking your body starts to repair

Better blood flow

Support your brain

It's never too early or too late to make a change that supports your future health

End slide sequences and link (local services/app)

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Suggested post 5 (Your next step):

Looking after your brain starts with the choices you make today. And you don't have to do it alone.

With the right support, quitting smoking is more achievable and one of the most powerful steps you can take for your long-term brain health: <https://stopsmokinglondon.com/brain-health/>

#DementiaActionWeek #DementiaAwareness

Reel 5 content:

Protect Your Brain – Day 5

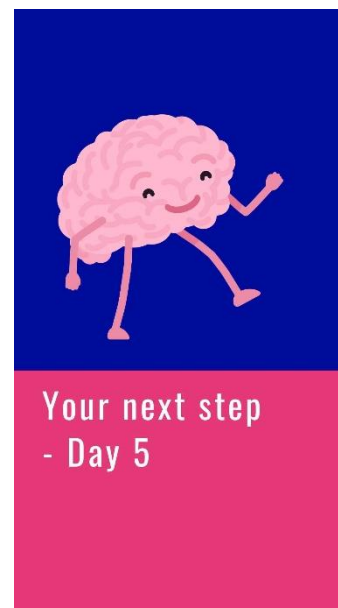
You're not alone

Support makes it easier to stop smoking

Start today

End slide sequences and link (local services/app)

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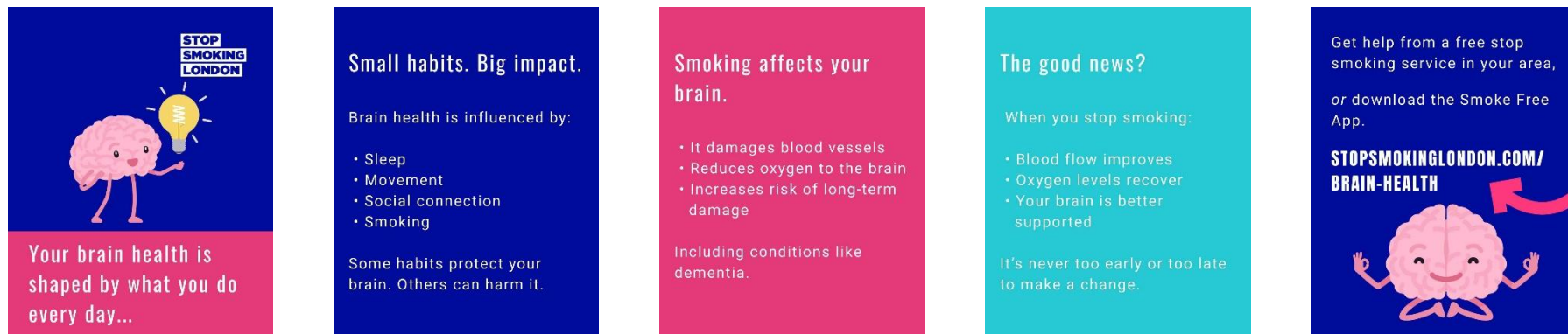


4:5 Carousel post

Our brain health is shaped by everyday habits, including smoking. This Dementia Action Week, take a step to protect it.

<https://stopsmokinglondon.com/brain-health/>

#DementiaActionWeek #DementiaAwareness



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