



# London Smoking and Mental Health Week – from 8 June 2026

**Support to quit. Support to breathe. Support to feel better.**

**Welcome to the second London Smoking and Mental Health Week 2026.**

Building on the success of last year, [London Smoking and Mental Health Week](#) (running from 8 June) shines a spotlight on the link between smoking and mental health, while helping Londoners understand that support to quit is available.

**This year, we're also highlighting the importance of lung health.**

We also know that people with serious mental illness can face poorer physical health outcomes, [including around lung health](#).

This is because they are significantly more likely to smoke than the general population, often smoking more heavily and experiencing higher nicotine dependence. Smoking is too often seen as a way to cope with stress or anxiety, but in reality, nicotine withdrawal can make stress feel worse.

The good news is that support works. Stopping smoking can improve mood, reduce anxiety and support better overall health.

**This toolkit contains ready-to-use content to help you support the campaign**

To support your communications, Stop Smoking London has pulled together some content to use across your channels. It includes:

- **A number of social media posts and video reels** shaped around a daily theme over 5 days
- **A webpage** signposting local services and Smoke Free app offer: [stopsmokinglondon.com/smoking-and-mental-health/](https://stopsmokinglondon.com/smoking-and-mental-health/)
- **Newsletter / intranet copy** for your internal stakeholders who are working with the public

**These assets are designed to remind people that looking after mental health includes looking after lung health.**

[stopsmokinglondon.com/smoking-and-mental-health/](https://stopsmokinglondon.com/smoking-and-mental-health/)

## **This campaign aims to:**

- Raise awareness of the connection between smoking, mental health and lung health
- Encourage people with mental health conditions who smoke to seek support
- Challenge myths around smoking and stress and build confidence around quitting
- Encourage conversations about lung health and early action where appropriate
- Encourage professionals to proactively support smokers with mental health conditions

## **Who this campaign is for:**

People in London with mental health conditions who smoke, including:

- People accessing community mental health support
- People supported by voluntary and community organisations
- People who feel quitting may be too difficult

Professionals and partner organisations including:

- NHS teams
- GPs and primary care
- Mental health services
- Local authority public health teams
- Voluntary and community organisations
- Social prescribers
- Integrated care system partners

## Campaign social media posts

Day	Daily theme	Assets	Social post copy
Mon	What your GP wants you to know	<p>Video featuring Dr Agatha Nortley-Meshe, Medical Director of Primary Care for the NHS in London.</p> <p><a href="#">Download</a></p>	<p>Smoking can feel tied to stress, anxiety or everyday routines, but support is available including your GP.</p> <p>Stopping smoking can help your lungs and your mental health.</p> <p>Visit the [Tag Stop Smoking London] website for free support to quit <a href="https://stopsmokinglondon.com/smoking-and-mental-health/">stopsmokinglondon.com/smoking-and-mental-health/</a></p>
		<p>Video featuring Samantha talking about the effect smoking had on her mental health.</p> <p><a href="#">Download</a></p>	<p>Don't let anxiety about quitting affect your mental health.</p> <p>Visit the [Tag Stop Smoking London] website for free support to quit <a href="https://stopsmokinglondon.com/smoking-and-mental-health/">stopsmokinglondon.com/smoking-and-mental-health/</a></p>
Tues	Lung health	<p>Video featuring Olivette talking about how her breathing improved when she stopped smoking.</p> <p><a href="#">Download</a></p>	<p>"It's like my chest can expand a little bit more." Olivette stopped smoking when she felt like she couldn't breathe leaving the house.</p> <p>Believe in yourself. We can help you get there.</p> <p>Visit the [Tag Stop Smoking London] website for free support to quit <a href="https://stopsmokinglondon.com/smoking-and-mental-health/">stopsmokinglondon.com/smoking-and-mental-health/</a></p>

Day	Daily theme	Assets	Social post copy
Tues	Lung health	<p>Video featuring Samantha talking about how her lungs feel clear.</p> <p><a href="#">Download</a></p>	<p>Support to quit. Support to breathe. Support to feel better. You're 3x as likely to quit smoking successfully like Samantha, with help and quit aids.</p> <p>Visit the [Tag Stop Smoking London] website for free support to quit <a href="https://stopsmokinglondon.com/smoking-and-mental-health/">stopsmokinglondon.com/smoking-and-mental-health/</a></p>
		<p>Video featuring Samantha talking about stop smoking support in Lewisham hospital and nicotine vaping that helped her quit tobacco.</p> <p><a href="#">Download</a></p>	<p>Sam stopped smoking when she was admitted to hospital. Quitting smoking can feel overwhelming, especially if it has been part of how you cope.</p> <p>Visit the [Tag Stop Smoking London] website for support and tools to quit <a href="https://stopsmokinglondon.com/smoking-and-mental-health/">stopsmokinglondon.com/smoking-and-mental-health/</a></p>
Weds	Mental health support	<p>You'll get there. Video featuring Psychiatrist Ed Beveridge.</p> <p><a href="#">Download</a></p>	<p>Going without nicotine can feel terrible for some people. There are lots of ways to make it easier as Psychiatrist Ed Beveridge explains.</p> <p>Visit the [Tag Stop Smoking London] website for support and tools to quit <a href="https://stopsmokinglondon.com/smoking-and-mental-health/">stopsmokinglondon.com/smoking-and-mental-health/</a></p>

Day	Daily theme	Assets	Social post copy
Thurs	Support to help you quit	<p>Video featuring Tobacco Dependence Advisor Jamal talking about how he supported Samantha</p> <p><a href="#">Download</a></p>	<p>Support makes stopping smoking easier.</p> <p>Your quit team could include:</p> <ul style="list-style-type: none"> <li>✓ a GP</li> <li>✓ a stop smoking advisor</li> <li>✓ a mental health professional</li> <li>✓ a trusted friend</li> <li>✓ the [Tag Smoke Free app]</li> </ul> <p>Visit the [Tag Stop Smoking London] website to find in-person or digital support to quit <a href="https://stopsmokinglondon.com/smoking-and-mental-health/">stopsmokinglondon.com/smoking-and-mental-health/</a></p>
		<p>Video featuring Psychiatrist Ed Beveridge talking about letting go of limiting beliefs when it comes to stopping smoking.</p> <p><a href="#">Download</a></p>	<p>Looking after your mental health includes looking after your physical health too.</p> <p>If quitting has felt impossible before, don't give up.</p> <p>Visit the [Tag Stop Smoking London] website for non-judgemental support to quit <a href="https://stopsmokinglondon.com/smoking-and-mental-health/">stopsmokinglondon.com/smoking-and-mental-health/</a></p>

Day	Daily theme	Assets	Social post copy
Fri	You're not alone	<p>Video featuring Tobacco Dependence Advisor Jamal talking about what to do if you relapse.</p> <p><a href="#">Download</a></p>	<p>A reminder from Tobacco Dependence Advisor Jamal. If you relapse just keep trying and make use of support and nicotine replacement products. Together they increase your chances of success.</p> <p>Visit the [Tag Stop Smoking London] website for non-judgemental support to quit <a href="https://stopsmokinglondon.com/smoking-and-mental-health/">stopsmokinglondon.com/smoking-and-mental-health/</a></p>
		<p>Video featuring Tobacco Dependence Advisor Umi talking about the support that's available from local services</p> <p><a href="#">Download</a></p>	<p>Stopping smoking doesn't mean going it alone.</p> <p>Nicotine replacement, medication, expert support and digital tools can all help you quit successfully.</p> <p>Find them on the [Tag Stop Smoking London] website <a href="https://stopsmokinglondon.com/smoking-and-mental-health/">stopsmokinglondon.com/smoking-and-mental-health/</a></p>

These videos are all in full screen vertical reel format. [Please get in touch](#) if you would like another format. Further video downloads are included at the end of this document.

Videos for a professional audience, Dr Ed Beveridge on the campaign: [Vertical video](#), [square video](#), [landscape video](#).



## How partners can support the campaign

Please help us by:

- Sharing campaign social media posts
- Signposting to Stop Smoking London and the Smoke Free App offer or your on services pages
- Promoting support through newsletters and internal channels (please see copy below)
- Encouraging supportive, non-judgemental conversations about smoking and wellbeing

## A message for your internal newsletter / intranet

### **London Smoking and Mental Health Week 2026: lung health must be part of the conversation**

London Smoking and Mental Health Week returns from **1-5 June 2026**, highlighting the urgent need to better support people with mental health conditions to quit smoking and placing a stronger focus on lung health inequalities.

Smoking rates remain significantly higher among people living with mental health conditions, particularly those with serious mental illness. This contributes to poorer physical health outcomes and avoidable early deaths.

[New analysis published by the HSJ](#) has reinforced the scale of the challenge, showing that people with mental health conditions may face inequalities in lung cancer diagnosis times and outcomes.

[stopsmokinglondon.com/smoking-and-mental-health/](https://stopsmokinglondon.com/smoking-and-mental-health/)



For professionals working across health, care and community services, this is an important reminder that conversations about smoking are not just about tobacco dependence. They are about wider physical health and reducing health inequalities.

This year's campaign will encourage practical action across London, including:

- Proactively identifying people who smoke within your services for support
- Encouraging brief conversations about quitting and how this can benefit both lung and mental health
- Promoting evidence-based [stop smoking support through local services or the Smoke Free App](#)

People with mental health conditions are often highly motivated to improve their health, but may face additional barriers to quitting and accessing support. Trusted professionals and partner organisations play a vital role in changing that.

We're asking partners across NHS organisations, primary care, local government, voluntary and community services to support the campaign by sharing resources, promoting supportive conversations and signposting to Stop Smoking London.

**Read the HSJ/BMS report here:**

[https://www.bms.com/assets/bms/gb/en\\_gb/images/BMS\\_Lung\\_Cancer\\_Diagnosis\\_in\\_Mental\\_Health\\_Approved.pdf](https://www.bms.com/assets/bms/gb/en_gb/images/BMS_Lung_Cancer_Diagnosis_in_Mental_Health_Approved.pdf)

## Additional videos

- [Samantha an introduction](#)
- [Samantha on how much she smoked](#)
- [Samantha on the impact of stop smoking support on her finances](#)

[stopsmokinglondon.com/smoking-and-mental-health/](https://stopsmokinglondon.com/smoking-and-mental-health/)



- [Samantha on getting her sense of taste and smell back](#)
- [Samantha on the associations and ritual of smoking](#)
- [Samantha on smoking triggers](#)

