

Stop Smoking London campaign calendar and video assets

Please check back for pack updates before each campaign

Dates	Campaign / moment	Primary audience	Why it's relevant	What LA partners can do
11 Mar 2026	The Day I Quit (No Smoking Day)	Anyone who smokes, people considering a first quit attempt	Key date quit trigger A range of real story videos suitable for use throughout the year	Download 'The Day I Quit' Stop Smoking London partner pack which features a series of videos suitable throughout the year to promote your face-to-face services and the universal Smoke Free App offer for London .
15 March	Mothering Sunday	Mothers and Grandmothers who smoke	Family motivation is a powerful reason to quit. Real story suitable for use all year	Download Shan's Reel . Post using "Quit for them" messaging, smoke-free homes, and signposting support for mums via your local services and the Smoke Free App for London.
April	Stress Awareness Month	Anyone who smokes	The 2026 theme " Be the Change ," encourages small, consistent actions to improve wellbeing. Expert voice reels suitable for use all year	Use videos featuring Dr Agatha Nortley-Meshe, Regional Medical Director for Primary Care: <ul style="list-style-type: none"> • Myths and stress smoking • Smoking alternatives • Tips for stopping • When do we feel the benefits? • What your GP wants you to know <p>Signpost this page on the SSL website or your own local service page.</p>

18-24 May	Dementia Action Week	Adults aged 40+ People with long-term health conditions Carers and families	Smoking is a significant modifiable risk factor for dementia.	Promote the link between smoking and dementia using clear, simple messaging. Download the Stop Smoking London partner pack featuring reels and a landing page on brain health.
31 May 2026	World No Tobacco Day	Anyone who smokes	We're delighted that the Act is coming in, and we're using the day to mark seven months until the law comes into effect.	We will highlight the protective purpose of the law in countering nicotine and tobacco addiction in young people.
8-12 June 2026	London Smoking and Mental Health Week	People who smoke to help with anxiety, stress, depression, MH service users, and professionals working in MH.	Smoking is often used as a coping mechanism.	Download the Stop Smoking London Smoking and Mental Health Week Partner pack
15-21 June	Men's Health Week	Men (especially working-age men)	Men are less likely to access stop smoking support Real stories suitable for use all year.	Download Ludwig , Simon , and Miguel's short video stories. Stopping smoking improved their health. Signpost support via your local service and the Smoke Free App for London.
Sun 21 Jun 2026	Father's Day	Fathers, dads-to-be, male carers	Family motivation is a powerful reason to quit. Real story suitable for use all year.	Download Dad Sachin's full video – or individual clips at the end of this document. Use "Quit for them" messaging signpost support for dads via your local service and the Smoke Free App for London .

1 – 28 Oct 2026	Stoptober	Anyone who smokes, people ready to make a quit attempt	Biggest annual quitting campaign with strong recognition.	Use adapted national assets – Stop Smoking London will be producing copies signposting local services and the Smoke Free App . [2026 pack not yet published]
Last week of Oct 2026	Stop Smoking London LGBTQ+ Week	LGBTQ+ people who smoke	Addresses inequalities and tailored support needs.	Download the Stop Smoking London LGBTQ+ Week partner toolkit. [2026 pack not yet published]
Nov 2026 (TBC)	London Smoke Free Pregnancy Week	Pregnant women, partners and family members who smoke	Pregnancy is a key life-stage for quitting.	Download the Stop Smoking London Smoke Free Pregnancy Week Partner Pack. [2026 pack not yet published]
Nov 2026	Men’s Health Month (Movember)	Men	Strong hook for physical health and prevention. Real stories suitable for use all year.	Link smoking to ED, heart disease and fitness. Download Ludwig , Simon , Sachin and Miguel’s stories about how stopping smoking improved their health. Signpost support for men via your local service and the Smoke Free App for London .
Dec 2026	Winter health / cost of living	People who smoke and are on a lower income, people with long-term conditions linked to smoking	Smoking worsens respiratory illness and financial pressure. Real stories suitable for use all year.	“Save money for winter” messaging, supportive quit prompts before Christmas. Download Erene’s full story , Bev , Simon , Sachin and Olivette’s video stories and signpost support via your local service and the Smoke Free App for London .



January 2027	2027 Campaign	New Year / Fresh start	Key time for behaviour change motivation / goal setting.	Download and use the Stop Smoking London 2027 partner pack. Promote your face-to-face services and the Smoke Free App offer for London . [2027 pack not yet published]
---------------------	----------------------	------------------------	--	---

Additional Videos:

- [Erene – It wasn't easy to stop smoking 9x16 short clip](#)
- Sachin story short social clips – [Clip 1](#), [Clip 2](#), [Clip 3](#)
- Sachin vaping videos:
 - [Vaping and saving money](#)
 - [Vaping compared to smoking](#)
 - [How much should I vape?](#)