

**Annual Report  
2025/26**



**Working  
together for  
a smokefree  
London**

# Chairs' welcome

It's three years since the London Tobacco Alliance was set up to help eliminate smoking in London. With around 900,000 smokers in the capital, the challenge is big. But so is our ambition.

Collaboration is at the heart of our work. This year, we've worked with health professionals, local authorities, charities and other partners to create innovative system-wide approaches and share new resources as widely as possible. Our focus is on reducing health inequalities and giving individuals access to the right kind of support for them.

In 2025/26, we addressed issues such as youth vaping, health inequalities and the cost of living. We ran powerful stop smoking campaigns to help the LGBTQ+ community, Londoners who are experiencing mental health challenges and pregnant women. We supported Stoptober, No Smoking Day and other awareness initiatives. And, by expanding the availability of the Smoke Free app, we gave even more smokers a 24/7 digital smoking cessation service in their pocket.

As the Tobacco and Vapes legislation comes into law, we're more committed than ever to achieving our goal of making London smoke free. Together with our partners, we'll continue to prioritise the health and wellbeing of all Londoners and show how regional tobacco alliances can lead the way in ending smoking.



## 1. Dr Somen Banerjee

London Lead for Tobacco Control, London Association of Directors of Public Health

## 2. Professor Kevin Fenton

Regional Director, Office for Health Improvement and Disparities (OHID) London

## 3. Dr Chris Streater

Regional Medical Director, NHS London

# Director's welcome



Tracy Parr,  
Programme  
Director

"I feel so much better not smoking. It's probably the best thing I've ever done... besides having my kids" - this quote from mum-of-two Shan sums up why the London Tobacco Alliance and our public-facing service Stop Smoking London are so important. We're here to help Londoners who want to quit smoking but who need support to do it.

This report contains some of our 2025/26 highlights – our work to support and coordinate tobacco control and smoking cessation across London as well as the campaigns, resources and tools that had the greatest impact on Londoners who smoke. It's clear that the Stop Smoking London website, the Smoke Free app and other online activities are already making a big difference by accelerating the use of digital support alongside local services.

I'd like to thank all our partners for their continued support this year. It takes openness, teamwork and an innovation mindset to make London smoke free.

With the Tobacco and Vapes legislation aiming to create the first smoke-free generation, we'll continue to support any Londoner who wants to kick the habit. We're extremely proud of our progress so far and want to build on this momentum, helping even more people to quit smoking and gain significant health benefits.

## Smokefree Councillor Network

The Smokefree Councillor Network is made up of health and wellbeing leads from across London's local authorities.

The network met three times during the year. The network was chaired in 2025/26 by Cllr Chris Kennedy (LB Hackney) and Cllr Lucia das Neves (LB Haringey). The network attracts councillors from across London and spanning differing political parties. The network was updated, and offered insight, on the major LTA initiatives and areas of focus relevant to councillors.

Meetings focused on a range of issues, including: discussions on the Tobacco and Vapes Bill with ASH policy leads; presentations on London smoking data and health inequalities; updates on the Smoke Free App, including its independent evaluation; information about LTA's major campaigns through our delivery arm Stop Smoking London - 'smoking and mental health', and 'LGBTQ+ and smoking' and the development of a youth vaping position statement in collaboration with Kirsten Watters, lead DPH for children and young people across London. Additionally, Cllr Chris Kennedy filmed a presentation on the work and impact of the network for the LTA third anniversary event in October 2025.

## London Tobacco Control Network

We organise and lead the monthly London Tobacco Control Network, which brings together tobacco control colleagues from across London to hear about new guidance, data, and information to help support and develop services, as well as providing an opportunity for boroughs to share best practice and highlight work from their areas.

The network, which regularly has over 80 attendees, helps London boroughs to work collectively and support each other on key areas around smoking cessation and the wider smokefree agenda. The meetings enable local authority colleagues to share information on local initiatives and contribute to discussions about emerging trends and campaigns, as well as reflect on new insights and data.

**300**

Social media posts to support stop smoking campaigns and key messages on quitting

**3,000+**

Londoners successfully quit by using the Smoke Free app

**104,000**

Visits to the Stop Smoking London website

**6,000+**

Over 6000 people set a quit date using the Smoke Free App

**30%**

Increase in LinkedIn followers

**80**

Average attendance at London Tobacco Control Network meetings

**90**

Attendees at our third anniversary in person celebratory event

**140,000+**

impressions for Stop Smoking London LGBTQ+ Week on key social channels

## Highlights of 2025/26

# Stop Smoking London LGBTQ+ Week

LGBTQ+ people are twice as likely to smoke as the general population. This is often the result of stress, discrimination, isolation and social anxiety, with cigarettes becoming a coping mechanism.

To address this, we ran the first-ever Stop Smoking London LGBTQ+ Week between 27 and 31 October 2025. We worked with LGBT HERO, the national health and wellbeing charity for LGBTQ+ people, to raise awareness of the higher rates of smoking and promote free, inclusive support to help Londoners quit.

Our campaign, which included ads on Grindr and leaflets in LGBTQ+ venues across London, focused on telling real stories from the LGBTQ+ community, providing expert advice and suggesting ways to quit. We promoted the Smoke Free app as a safe space for quit journeys – a place to manage smoking triggers without judgement, connect with supportive communities and celebrate successes.

The co-created campaign achieved great engagement and feedback from London's LGBTQ+ community. We're planning to run a similar campaign in late 2026.



Find out more at  
<https://stopsmokinglondon.com/lgbtq-week>

### Why we did it



- Raise awareness of the higher rates of smoking in the LGBTQ+ community and the effects of nicotine in relation to stress
- Highlight the benefits of stopping smoking on physical and mental wellbeing
- Inspire people to take advantage of the quit support on offer in London and show that there is safe, non-judgemental support available (via e.g. the Smoke Free app)
- Tackle health inequalities and break down stigmas
- Encourage dialogue between healthcare professionals, voluntary organisations and the LGBTQ+ community

### How we did it



- Worked with LGBT HERO to run a 'smoking and vaping' survey of 450 LGBTQ+ people across London
- Co-created the LGBTQ+ Week campaign with LGBT HERO, which included:
  - Short films of people from the LGBTQ+ community who have quit smoking
  - Interviews with healthcare experts
  - Paid ads on Google, Grindr and Instagram
  - Leaflets in LGBTQ+ venues
  - A feature in LGBT HERO's health and life magazine FS magazine
  - A new section on the Stop Smoking London website
- Ran two online sessions that brought together experts from community organisations, clinical practice and London-wide public health. Speakers included the National Advisor for LGBT Health Dr Michael Brady and Dr Tristan Barber, who said, "if you can look after your mental health you can look after your physical health."
- Shared a communications toolkit with local authorities across London

### What we achieved



- The LGBTQ+ Week web page was the third most visited in 2025/26 on the Stop Smoking London website during the awareness week
- 75 people attending the webinar for healthcare professionals and those from the voluntary sector
- Our Instagram campaign had 143,634 impressions and our Grindr campaign had 155,419 impressions
- Dr Ed Beveridge's video on YouTube for healthcare professionals achieved 1600+ views

“ We are proud to celebrate LGBT HERO’s close partnership with Stop Smoking London, including the development of the first ever London-wide stop smoking campaign specifically for the LGBTQ+ community. Our partnership has enabled us to take meaningful steps to address health inequalities and support our communities. We look forward to building on this collaboration and continuing to create impactful, inclusive initiatives in the years ahead.”

Ian Howley, CEO, LGBT HERO

## Ludwig’s story

44-year-old Ludwig became addicted to cigarettes as a teenager. He smoked whilst socialising and, when his mother was ill, it became a coping mechanism to deal with the stress. “My mum made me promise that I would stop smoking but, for 15 years, I was unable to do it. Cigarettes had such a big place in my life,” he comments. When Ludwig and his partner considered a surrogacy journey, he was told to quit smoking to improve his fertility. He describes this as a wake-up call. “It was worth stopping. I’ve never felt better.”



Watch the video at  
<https://www.youtube.com/watch?v=jMJGyOh9qqk&t=3s>



Eser



Ludwig



Sue



Miguel

## Highlights of 2025/26

# Smoke Free app - evaluation of pilot

The Smoke Free app provides a “smoking cessation service in your pocket”. It includes access to trained advisors 24/7, delivery of free NRT and/or vape by post, and gamification and tracking features that help people stay motivated to quit. We launched the pilot in November 2024 which ran until March 2025 with a full rollout funded by all London’s 33 boroughs for 2025/26.

London South Bank University and Bluegrass Research were commissioned to evaluate the impact of the initial Smoke Free app pilot across all 33 London local authorities. Their research provided key insights, including how Londoners interacted with the app and its effectiveness in helping them to give up smoking.

After four weeks of using the app, 43% of the pilot participants reported they had quit smoking.

Following the successful pilot of this 24/7 digital smoking cessation service, we continued to roll out the Smoke Free app in 2025/26. London’s 33 local authorities provided additional funding to enable free access for users and we drove uptake of the app through our Stop Smoking London communications activity, which included:

- Working with colleagues in the NHS to promote availability of the app as a smoking cessation tool for people accessing clinical pathways such as lung screening.
- Teaming up with Arsenal and Tottenham Hotspur football clubs to promote app downloads on match days through bespoke promotional materials.



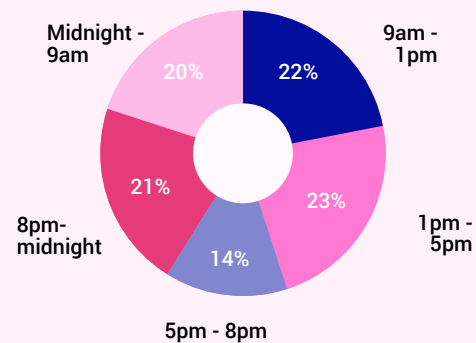
Find out more about the app at <https://stopsmokinglondon.com/smokefree-app-for-london/>

## As a result of the Smoke Free app pilot, at least 1075 Londoners no longer smoke

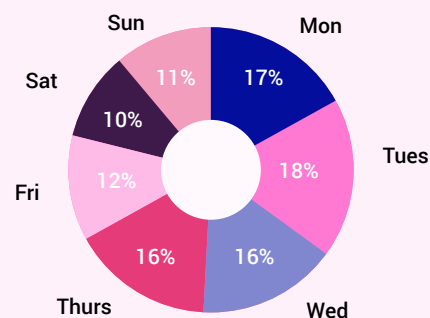


See the evaluation at <https://www.londontobaccoalliance.org.uk/news/smoke-free-app-pilot/>

More than half (55%) of users accessed the Smoke Free advisors outside of normal working hours.



A fifth (21%) of users signed up to the Smoke Free app at the weekend.



**FOUR WEEKS**

43% of users reported having quit smoking four weeks after setting their quit date.

**+10 PERCENT**

The service delivered an additional 10% capacity within the London smoking cessation system.

“Having somebody to talk to who is just a message away was so helpful for me. They are there whenever you need them.” Shan.



Users appreciated the variety of app features and the ability to choose ones that worked for them.



People with greatest app usage and who used NRT had the highest rates of quitting.



People using the app came from a wide range of backgrounds including those from lower socioeconomic groups.



Simon



## Simon's story

65-year-old Simon had smoked for more than 50 years – he decided to quit after a health check. “Everything was OK, apart from slightly raised cholesterol,” he explains. “I thought, do I want to be on statins for the rest of my life?” Simon’s GP referred him to the Smoke Free app and he chose to use a free vaping device to help him stop smoking. “As soon as I made up my mind to start the vape, I never bought any more cigarettes.” As well as the health benefits, Simon notes that quitting has saved him a fortune.



Watch the video at  
<https://www.youtube.com/watch?v=ZaWeJ6iBPio>

## Highlights of 2025/26

# London Smoking and Mental Health Week

As well as being a leading cause of heart disease, cancer and other health conditions, smoking can have a negative impact on Londoners' mental health. It can increase anxiety, stress, depression and other conditions.

Furthermore, people with a mental health condition are much more likely to smoke than the general population, tend to smoke more heavily and are at higher risk of addiction.

In June 2025, we ran the first-ever London Smoking and Mental Health Week. We worked with Consultant Psychiatrist Dr Ed Beveridge, smoking cessation advisors and other experts across London to create a campaign that would raise awareness of the links between mental health and tobacco dependence, encourage people to quit and boost Londoners' wellbeing.

Using short films, social media posts, webinars and other bespoke resources, we targeted Londoners and healthcare professionals.

The overriding message was that giving up smoking is good for your mental health and there's lots of help available to do it.



Find out more at  
<https://stopsmokinglondon.com/smoking-and-mental-health>

### Why we did it



- Raise awareness of the impact of smoking on mental health and do myth-busting around smoking as a way to relieve stress
- Encourage Londoners to quit smoking
- Ensure that people know what quit support is available, especially for those who are experiencing mental health challenges
- Highlight the wellbeing benefits of giving up smoking (e.g. saving money and being more able to exercise)
- Drive dialogue between healthcare practitioners and collective action across the broader healthcare system

### How we did it



- Created resources for local authorities and NHS organisations to share with patients, residents and other stakeholders
- Developed films, written content and graphics that around smoking and stress
- Hosted a webinar for healthcare professionals – speakers included: Kevin Fenton, Regional Director OHID, Sanjay Agawal, National Advisor for Tobacco Dependency NHSE and Debbie Robson, Senior Lecturer, King's College
- Provided links to wellbeing resources on the Good Thinking and Thrive LDN websites
- Launched a web page containing all the resources we created
- Ran a social media campaign
- Shared a communications toolkit with local authorities across London

### What we achieved



- The one-week campaign achieved strong awareness and engagement, including:
- 85 people attended the webinar
- 147,500+ impressions across social channels
- 3,100+ click throughs to a dedicated landing page on the Stop Smoking London website

“It’s really important to have a week dedicated to smoking and mental health. It’s a big health problem that needs urgent attention.”

Dr Ed Beveridge, Consultant Psychiatrist



Rebecca Heath,  
Smoke Free  
Team Lead,  
South London  
and Maudsley  
NHS FT



Samantha




# Three years of the LTA... great progress, ambitious plans

Over the last three years, the London Tobacco Alliance has worked hard to ensure that tobacco control and smoking cessation remain priorities across the capital.

To mark our third anniversary in November 2025, we hosted an event for partners where we celebrated our successes and looked ahead to a smoke-free London. We had a full room at Coin Street Community Centre and welcomed leading voices from London's health, public and voluntary sectors.

LTA Programme Director, Tracy Parr, opened the event and Professor Kevin Fenton CBE, Regional Director of Public Health for London (NHS England/UKHSA), delivered the keynote speech, in which he spoke about how far we've come and how working with partners will help us to move further and faster. His speech was followed by a video message from Dr Somen Banerjee, Tobacco Control Lead for ADPH London.

 **Collaboration is London's superpower.**

Professor Kevin Fenton CBE

## Key speakers and topics included...

- **Professor Ann McNeill**, Professor of Tobacco Addiction, King's College London, discussed the latest London smoking data and where targeted action can have the most impact
- **Wendy Elcome**, Chair, London Tobacco Control Network (LTCN), highlighted how they are connecting borough teams, sharing best practice and coordinating activity
- **Hazel Cheeseman**, CEO, ASH, outlined key elements of the Tobacco and Vapes Bill and potential future legislation
- **Stuart Radnedge**, Regional Coordinator, London Trading Standards, explored on-the-ground implications for enforcement and retailer engagement
- **Kirsten Watters**, Vice Chair, ADPH London, discussed ADPH London's position on youth vaping and practical resources for local use
- **Cllr Chris Kennedy**, LB Hackney, Cabinet Member for Health and Adult Social Care discussed the importance of the Smoke Free Councillor Network in bringing local authority lead members together to take a shared view on on tobacco control and smoking cessation
- **Liam Murphy**, Head of Projects and Operations, LGBT HERO, shared insights on tailored messaging and peer-led support
- **Dr Ed Beveridge**, Consultant Psychiatrist, and lead for physical health championed working together as a community and taking an inclusive approach
- **Tracy Parr (LTA)**, Dr Eleni Vangeli (London South Bank University) and Sonya Dixon (Bluegrass Research) shared the key findings of the London Smoke Free app evaluation
- **Dr Chris Streater**, Regional Medical Director, NHS London, discussed opportunities around smoking cessation and the NHS 10 Year Plan
- **Joe Fraser**, London Region Head of Healthcare Inequalities Improvement, Prevention & Personalisation, NHS England, spoke about addressing health inequalities and a new health campaign with London football clubs

Dr Chris Streather



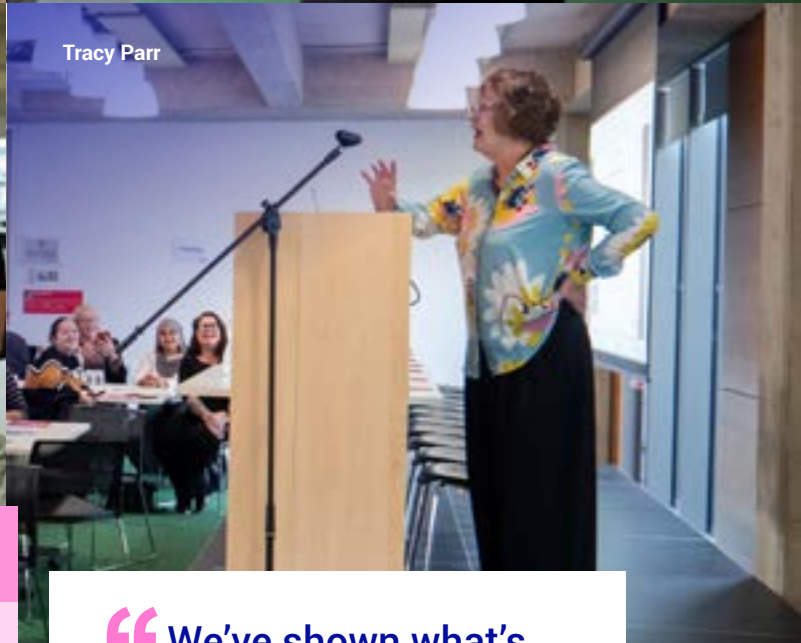
Kevin Fenton



The Smoke Free team



Tracy Parr



The main takeaways from the event...

- **Collaboration works** – pan-London alignment via the LTA and its networks is helping boroughs move together on campaigns, resources and enforcement
- **Target where it matters** – the latest data points to populations and places where focused action will cut inequalities fastest and the LTA has focused its energies on these areas
- **Policy needs to become practice** – as the Tobacco and Vapes Act comes into law trading standards, health and comms teams need joined-up plans and messaging to turn legislation into fewer young starters and more successful quits
- **Combine specialist services with scalable digital tools** – the Smoke Free app helps to widen reach, especially for LGBTQ+ communities, people with mental health conditions, pregnant people and other high-risk groups
- **Tobacco dependence treatment** should be routine across high-impact pathways within the NHS

“ We’ve shown what’s possible when London acts as one. Tracy Parr

Many other experts shared their knowledge and experiences at the event and we closed the day with a panel who pulled all the threads together under the theme of ‘What’s next for London?’.

We’re very grateful to everyone who helped us celebrate our third anniversary – the expert speakers, the London Tobacco Control Network and all the attendees – and look forward to working together to keep momentum high and collaboration tight throughout 2026.

Find out more at <https://www.londontobaccoalliance.org.uk/news/london-tobacco-alliance-3-anniversary>

# Supporting awareness campaigns

As well as running our own bespoke campaigns for Londoners, we support national and international awareness campaigns for smoking cessation

## London Tobacco Alliance/Stop Smoking London-led campaigns



### Six for 2026 (January 2026)

With January a peak time for quitting smoking, we launched 'Six for 2026'. A positive, action-based campaign, it highlighted how Londoners could get support to give up smoking in 2026. The actions we recommended were:



Each of the six actions gives smokers a clear, achievable starting point so they can choose their route to a healthier, smoke-free year, backed by behavioral support and nicotine replacement therapy. Our partner comms pack contained #sixfor2026 social media copy, graphics and videos.

### London Smokefree Pregnancy Week (17-21 November 2025)

London's second Smokefree Pregnancy Week took place in November 2025. We had two main aims for this initiative – to raise awareness of the impact of smoking during pregnancy among pregnant women who smoke and to engage the wider health sector and partner organisations.

We shared various campaign assets, including social media posts, short films and text for newsletters, intranets and websites, with our partners to help them support patients and other local residents. The films contain advice from leading clinicians and Annika, who gave up smoking when she was pregnant.

We also updated the Stop Smoking London website, adding a downloadable guide to help pregnant women give up smoking.

Having launched London Smokefree Pregnancy Week in 2024, we're proud to see it go from strength to strength.

### Ramadan (February 2026)

To mark Ramadan in early 2026, we worked with Queen Mary University of London Stop Smoking Services to produce a comms pack that would help our partners reach the Muslim community.

Ramadan is a time of reflection and many people make the decision to stop smoking or chewing tobacco for the holiest month of the Islamic calendar – but they need expert guidance and support. Our comms pack contained downloadable graphics for Instagram and Facebook and a series of A4 posters. FAQs about smoking and fasting, plus signposting to local stop smoking services and the Smoke Free app, featured on a landing page on the Stop Smoking London website.

Sue



## Sue's story

Sue started smoking as a teenager and it soon became part of her daily life and social life. "I was very much a social smoker but a real smoker," she says. "I smoked a lot in my 20s and 30s."

After realising the negative impact that smoking was having on her physical health, she decided to quit. "You have to really want to do it. There is lots of support but it has to truly come from within you."



Watch the video at  
<https://www.youtube.com/watch?v=0yNDJFjvrw>

## Supporting national campaigns



### World No Tobacco Day (31 May 2025)

Established by the World Health Organization (WHO), World No Tobacco Day aims to raise awareness of the harmful effects of tobacco use and advocate for effective policies to reduce tobacco consumption. The 2025 theme was 'Unmasking the appeal', with the day focusing on how the tobacco and nicotine industries make their products attractive, especially to young people.

In support of World No Tobacco Day, we published a partner briefing outlining the theme, why it matters in London and ways organisations could get involved. This included providing a poster and social media graphics created by WHO and text for social media posts.



Comms packs, videos and other assets for these campaigns are available to download at  
<https://www.londontobaccoalliance.org.uk/resource-listing/>



Additional resources are available at <https://stopsmokinglondon.com>

### Stoptober (October 2025)

'Let's quit smoking together' was the theme of the national Stoptober campaign in 2025.

We make sure Londoners know that they don't have to give up smoking on their own so we were happy to support this UK-wide campaign and drive awareness of this important message across London.

For our partners, we created a comms pack that contained ready-to-use social media posts, posters and digital screen assets with taglines such as 'Make a promise' and 'Best thing I ever did'. We adapted the national Stoptober assets to make them more relevant to Londoners by providing signposting to local stop smoking services and the Smoke Free app.

We also set up a Stoptober landing page on the Stop Smoking London website.

### No Smoking Day (11 March 2026)

A smoke-free life starts with a smoke-free day. For No Smoking Day 2026, we released a video called 'The Day I Quit', which featured six Londoners talking very powerfully about the exact date they gave up smoking and why, and how they feel no as somebody who no longer smokes.

# Driving a unified approach to youth vaping

**There is very strong evidence that vaping can be a useful and effective quit aid for adult smokers. But for those who do not smoke, vapes are not risk-free, and their use among children and young people is worrying.**

Around 7% of 11 to 17-year-olds vape. With concerns about nicotine addiction and its impact on young people's mental and physical health rising, we worked with the London Association of Directors of Public Health to develop a position statement on youth vaping.

The evidence-based statement, which was created for public health professionals, educators, local authorities and other partners who work with children and young people across London, had a clear message: Young people under the age of 18 should not use vapes.

"In the position statement, we called on our partners to champion prevention, tackle the use of vaping, strengthen regulation and enforcement, provide support and invest in research, data and policy development. We also signposted to key evidence in the Tobacco and Vapes Bill, an ASH briefing and other guidance, and provided links to useful resources, including the FRANK and NHS websites.

We produced a communications pack and video to support the roll-out of the position statement to our partners across London .



Find out more at <https://www.londontobaccoalliance.org.uk/resources/london-youth-vaping-position-statement/>

**“Working collaboratively across London, public health leaders have now developed a clear position on young people and vaping that sets out the evidence base and public messages jointly agreed by health organisations across the capital, so that there will be a unified approach to reducing vaping among London’s children.”**

London ADPH leads Kirsten Watters (Children and Young People) and Dr Somen Banerjee (Tobacco Control)



# Sharing expertise across London

**An important part of our role is providing information and resources on emerging topics related to smoking cessation. In 2025, this included creating guidance on smokeless tobacco products and developing a toolkit on smoking medication that could be used by local authorities and other partner organisations across London.**

**“ The use of these niche tobacco and nicotine products is rare but rising over recent years.**

Julia Robson, Smoking Cessation Consultant

## Smokeless tobacco

Nicotine pouches, Snus and ‘heat not burn’ smokeless tobacco products are an area of interest for tobacco control. Whilst they do not contain tobacco, they still pose risks due to nicotine addiction.

Overall use of smokeless tobacco remains relatively low in London but appears to be increasing, particularly among young people.

To help raise awareness of the risks of smokeless tobacco, Julia Robson, Smoking Cessation Consultant for the London Tobacco Alliance, created a video presentation that examines what the products are, how they work, their potential health impacts and how they are regulated.

This evidence-led overview aims to help local authority public health teams, tobacco control leads, commissioners and other partners respond appropriately at a local level.



Find out more about smokeless tobacco and watch the video presentation at <https://www.londontobaccoalliance.org.uk/resources/nicotine-pouches-smokeless-tobacco/>

## Stop smoking medication

Varenicline and Cytisinicline (Cytisine) are clinically-proven, first-line prescription treatments for tobacco dependence and are recommended by NICE. Ensuring that local smoking cessation services can offer these medications equitably and efficiently is essential to improving quit outcomes and tackling health inequalities in London. We produced a toolkit about Varenicline and Cytisinicline (Cytisine) to support local authorities, Integrated Care Boards (ICBs) and stop smoking service commissioners across the London in re-establishing local supply pathways for these medications. It includes a practical set of resources that can be adapted for local use.

We also hosted a webinar in which London Tobacco Alliance Director, Tracy Parr, and Kerry Johns from the Smoke Free app discussed how the app works, how Nicotine Replacement Therapy (NRT) can help, and highlighted that the prescription medications for smoking cessation are available through the app.



Download the toolkit and watch the webinar at <https://www.londontobaccoalliance.org.uk/resources/varenicline-cytisine-toolkit/>

# Stronger together: The importance of partnerships

## Partnership for Young London (PYL)

What do young people and senior stakeholders in tobacco control and the healthcare sector think of the Tobacco and Vapes legislative proposals? In late 2024/early 2025, we worked with a group of 16 to 25-year-olds at PYL to get their perspectives on the Tobacco and Vapes Bill. They also interviewed two Directors of Public Health and representatives of ASH, King's College and several other organisations. Their findings were published in June 2025, in a report called 'A Breath of Fresh Air: A Smoke Free Future'. The research showed strong youth support for the Bill but there were concerns about a potential illicit market and ensuring that age-relevant messaging is in place. Building on this work, PYL helped us to develop our own position statement on youth vaping.



Read the report at <https://www.partnershipforyounglondon.org.uk/post/a-breath-of-fresh-air-a-smoke-free-future>

## Transport for London (TfL)

We continued our partnership with TfL by supporting an employee wellbeing event on International Women's Day (8 March 2026). Together with Newham Tobacco Cessation Specialists from Queen Mary University of London, we gave advice to help TfL staff quit smoking and support family members and friends who want to give up. This included signposting them to the Smoke Free app. We are in discussion with TfL about Stoptober and other ways we can support their employees throughout 2026.

## Economic Wellbeing Forum

In response to the COVID-19 pandemic and the cost of living crisis, Thrive LDN set up the Economic Wellbeing Forum. It brings together organisations across health, social care and the voluntary and community sector. Rates of smoking among people from lower socio-economic groups and people with mental health concerns tends to be higher and the cost of smoking (around £2,750 a year for 10 cigarettes a day) can have a significant impact on their finances. As a member of the forum, we presented on the health and financial implications of smoking and highlight the support available, such as the Stop Smoking London website and the Smoke Free app.

## Thrive LDN

People with a mental health condition are much more likely to smoke than the general population, tend to smoke more heavily and are at higher risk of addiction. So, we supported Thrive LDN's Great Mental Health Day on 30 January 2026. The theme of 'Everyday Spaces' celebrated the local places where connection and support begin – from libraries and community centres to sports pitches, garden patches and cafés. We shared information about the awareness day on our social media channels and provided information about the positive impact of quitting smoking on mental health.

Shan



## Shan's story

Mum-of-two Shan started smoking when she was 11. "It was through a lot of peer pressure," she says, "And it just got worse, I guess, with stress and everyday struggles." When Shan decided to quit smoking, she used the Smoke Free app. As she says, "Having somebody to talk to who is just a message away was so helpful for me. They are there whenever you need them." Giving up smoking has given Shan a real sense of accomplishment and she feels so much better.



Watch the video at  
<https://www.youtube.com/watch?v=nqmy8L3zxUc>

### London Trading Standards (LTS)

London Trading Standards (LTS) represents the 33 Local Authority Trading Standards services in the London Region. We supported the launch of a new LTS website to tackle the increase of youth vaping. Called 'Say Something Save Someone', children and teenagers can use the website and anonymously report concerns about the sale and use of vapes in their area. LTS helped us to develop our own statement about youth vaping and spoke at our three-year anniversary event in November 2025. We're also working with the team to ensure that the London-wide messaging for retailers about the Tobacco and Vapes legislation is consistent and engaging.

**“Through Say Something Save Someone, we are harnessing the voices of young people to ensure we act swiftly against illegal vape sales. This collaboration between Trading Standards and Public Health is crucial to safeguarding the health and wellbeing of London's youth.**

Nishi Patel, Chair, London Trading Standards

### Faith & Health Action Forum

As a member of the Faith & Health Action Forum, we encourage smoking cessation among different faith communities in a culturally- sensitive way and work with other representatives of the group to determine how we can join up smoking-related issues with broader public health issues. This year, we invited forum members to our three-year anniversary event and introduced them to the Very Brief Advice for non-clinical staff. We also contributed to the forum's development by building connections amongst the health and social care sector in London, supporting on stakeholder mapping and sharing best practice.

# NHS partners

We also work with colleagues across the NHS to support initiatives where smoking cessation could have a positive effect on broader health outcomes, such as improved heart and lung health.

## London Million Hearts and Minds Challenge

One in four deaths in London – about 13,000 deaths a year – are caused by heart attacks, strokes and other kinds of cardiovascular disease. With smoking being one of the most significant and preventable causes of poor heart health, we've teamed up with the London Million Hearts and Minds Challenge – an ambitious city-wide movement to save lives and reduce disability by helping Londoners avoid heart attacks and strokes.

We attended the launch of this programme, took part in a workshop and sit on the Communications group. We worked with the Million Hearts and Minds team to develop its guide on smoking to be shared with its Pioneer organisations. Over the coming year, we'll work with the NHS, local authorities and other Million Hearts and Minds partners across London to direct people to quit support and help to reduce health inequalities.

Visit the website at <https://www.adph.org.uk/networks/london/london-million-hearts-and-minds-challenge/>

## Lung health checks

Lung cancer causes more deaths than any other cancer in the UK. With the aim of finding lung cancer early, people aged between 55 and 74 who smoke or have smoked may be eligible for lung health checks. These checks are organised by the integrated care boards in London. We're working with the ICBs to signpost smokers to the Smoke Free app during the check and provide dedicated support for referrals in order to encourage take-up of the app.

Visit the NHS website at <https://www.nhs.uk/tests-and-treatments/lung-cancer-screening/>

## Primary Care

We worked with London's regional Primary Care leads to identify how to best incorporate smoking cessation support into primary care as it progressed with its plans to implement a Neighbourhood Health Service across the capital.

Neighbourhoods aim at bringing care closer to home by coordinating GP, community, mental health, and social services within local communities, and offer an excellent opportunity to enhance local smoking cessation and support to quit. We are looking to determine how support can be dynamically integrated into this new neighbourhood approach in a way that delivers greatest impact.

To support this work we produced a briefing for neighbourhood teams on the Smoke Free App.

Visit the NHS website at <https://www.england.nhs.uk/london/our-work/a-neighbourhood-health-service-for-london/>

## The Tobacco and Vapes Bill

The UK Government first announced its plans for the Tobacco and Vapes Bill in late 2023. At the time of writing the Bill had completed its passage through Parliament and on 29 April received Royal Assent to become the 'Tobacco and Vapes Act 2026'.

This new legislation makes it illegal to sell tobacco products to anyone born on or after 1 January 2009. It also includes provisions on the regulation of vaping and other nicotine products, with a key focus on reducing smoking and vaping amongst young people.

With smoking the number one preventable cause of death, disability and ill health in the UK, this legislation is a vital step towards a smoke-free generation. It has strong support from the public and health professionals – in our own survey with Partnership for Young London, more than two-thirds of the 16–25-year-olds who took part approved of the Bill. We will actively work to support implementation of the legislation and will work with partners including local authorities, Trading Standards, NHS bodies and others to coordinate and amplify its key messages and regulatory implications.



Miguel

### Miguel's story

Smoking was a way of life for Miguel since secondary school and he used to smoke up to 20 cigarettes a day.

Clubbing and partying was a trigger and he decided to cut down when he started having health issues. He tried heated tobacco and vapes but wanted to have no nicotine in his body.

"Since stopping smoking completely, I can breathe normally," he says. "I can lift more weights, I have more energy, I sleep better, I save lots of money and my skin became really good."



Watch the video at  
<https://www.youtube.com/watch?v=eOC3m1Nhgss>

# Looking ahead



We want to empower even more Londoners to quit in 2026/27 and will be running evidence-led campaigns that are positive, innovative, targeted and inclusive. We can't do this alone though – collaboration will be essential. There is so much great work going on in the NHS and in local authorities to help people stop smoking and we're looking forward to working with our partners to reach our shared goal of achieving a smoke-free London.

## Reducing health inequalities

With smoking exacerbating pre-existing health inequalities, we'll continue to focus on reducing smoking rates within specific communities. We'll run a follow-up campaign to reach members of the LGBTQ+ community and enhance our guidance for Londoners who have poor mental health. We also plan to partner with various London employers – especially those in routine and manual professions that have a high rate of smoking – to create stop smoking resources for their staff.

## Supporting NHS and public health programmes

We'll team up with the NHS on the London Million Hearts and Minds Challenge and look to integrate smoking cessation in the new Neighbourhood Health Service for London. By supporting these programmes, and identifying others that have synergy with our own mission, we can add even greater value to London's public health strategy.

## Providing 24/7 digital support

The impact of the Smoke Free app has highlighted how important it is to offer digital tools – 49% of the Londoners who used the app in 2025 reported that they had successfully quit smoking. In 2026, we'll work with partner organisations to embed the app in their work. This includes signposting smokers to the Smoke Free app during NHS lung health checks and other screenings.

## Creating a smoke-free generation

For some time, we've been preparing for a landmark moment – when the Tobacco and Vapes Bill becomes law. With the sale of tobacco being prohibited for anyone born on or after 1 January 2009, a 'smoke-free generation' will be created, and the long-term health of the nation will be improved. We'll be leading London-wide support for the implementation of this new legislation and are developing a communications framework to support key partners, including local authorities, Trading Standards, NHS bodies and others to take a unified and proactive approach that is aligned with national Department of Health and Social Care (DHSC) messaging and that ensures consistency of messaging and avoids duplication.

**Next year looks set to be a turning point for smoking cessation in the UK and we're proud to play a key role in this.**

**Would you like to partner with the London Tobacco Alliance and Stop Smoking London?**



**Get in touch at  
LondonTobaccoAlliance  
@TowerHamlets.gov.uk**



## The London Tobacco Alliance Board

The London Tobacco Alliance Board meets quarterly and acts as the main forum and decision-making body for system leaders involved in making London smokefree. Membership reflects the different system partners who combine efforts and work collectively.

The board is co-chaired by Dr Somen Banerjee London Lead for Tobacco Control, London Association of Directors of Public Health Professor Kevin Fenton Regional Director, Office for Health Improvement and Disparities (OHID) London and Dr Chris Streather Medical Director, NHS England (London)

## Board Members (2025/26)

**Nina Khazaezadeh**  
Regional Chief Midwife for London, NHS England (London)

**Professor Ann McNeill**  
Professor of Tobacco Addiction, King's College London

**John Waldron**  
Policy and Public Affairs Manager, Action on Smoking and Health (ASH)

**Councillor Chris Kennedy**  
Cabinet Member for Health, Social Care, and Wellbeing, LB Hackney

**Councillor Lucia das Neves**  
Cabinet Member, Cabinet Member for Health, Adult Social Care, Voluntary Sector and Culture, LB Haringey

**Jazz Bhogal**  
Assistant Director for Health Children & Young Londoners at Greater London Authority

**Dr Irem Patel**  
Consultant Respiratory Physician, Integrated Care, King's College Hospital NHS Foundation and Co-Chair, London Respiratory Network

**Alison Keating**  
Head of Alcohol, Drugs and Tobacco (London), Office for Health Improvement and Disparities

**Vicky Hobart**  
GLA Group Director of Public Health & Deputy Statutory Health

**Dr Janani Arulrajah**  
GLA Consultant in Public Health

**Joe Fraser**  
Head of Healthcare Inequalities Improvement, Prevention and Personalisation, NHS England – London region

## Vision, mission and objectives

The London Tobacco Alliance was launched in October 2022, uniting key partners, including Directors of Public Health and NHS London, OHID, London Councils, GLA and VCS partners, with a shared focus on health and wellbeing.

Since then, we have been working with a wide range of partners and stakeholders to bring strategic direction and coordination to tobacco control and smoking cessation across the capital.

A key part of our work is bringing partners together in our networks and fora to share evidence based practices and real life examples of what works.



To combine and accelerate efforts to eliminate smoking in London, giving us the greatest opportunity to reduce health inequalities

VISION



We will ensure that becoming smokefree remains a top public health priority for London, supporting its aim to be the world's healthiest city

MISSION



Prevent people from starting smoking  
Support people to stop smoking  
Promote smokefree environments

OBJECTIVES

If you want find more about what we do or how your organisation could work with us please contact us at [londontobaccoalliance@towerhamlets.gov.uk](mailto:londontobaccoalliance@towerhamlets.gov.uk)  
[www.londontobaccoalliance.org.uk](http://www.londontobaccoalliance.org.uk) | [www.stopsmokinglondon.com](http://www.stopsmokinglondon.com)