
LGBTQ+ WEEK
26-30 OCTOBER
STOP
SMOKING
LONDON
QUIT YOUR WAY
stopsmokinglondon.com/lgbtq-week
SMOKEFREE APP
London Tobacco Alliance
in partnership with
LGBT HERO

Stop Smoking London LGBTQ+ Week – from 26 October 2026

Free, non-judgemental and inclusive support to stop smoking across London.

Welcome to the second Stop Smoking London LGBTQ+ Week.

Building on last year's campaign, **Stop Smoking LGBTQ+ Week** (running from 26-30 October 2026) **in partnership with LGBT Hero** highlights the free, non-judgemental support available through the **Smoke Free App**, helping more Londoners stop smoking.

This year we're building on insights from London's LGBTQ+ community.

This year's campaign is built around feedback from the **Stop Smoking London LGBTQ+ Smoking & Vaping Survey 2026** carried out by LGBT Hero.

LGBTQ+ people are more likely to smoke than the general population and may face barriers to accessing stop smoking support. The good news is that support works. And it's available free, along with stop smoking aids through Stop Smoking London and the Smoke Free App.

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:

- **Social media posts and video reels shaped around 3 stats, lived experience and the Smoke Free App** to share over 5 days
- **A range of additional static assets** suitable for websites, email and digital screens
- **A webpage** signposting local services and Smoke Free app offer: **stopsmokinglondon.com/lgbtq-week**
- **Newsletter / intranet copy** for your internal stakeholders who are working with the public

Download the Static Social Media Posts and Assets (Facebook banner, email signature and social media posts) to use across your platforms.

This campaign aims to:

Stop Smoking London's LGBTQ+ Week aims to raise awareness of higher smoking rates among LGBTQ+ communities and encourage more LGBTQ+ Londoners to quit by connecting them with free, inclusive support that works for them.

Who this campaign is for:

LGBTQ+ Week is for LGBTQ+ Londoners who smoke.

Who can get involved?

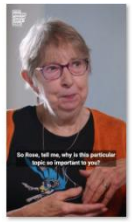
We want LGBTQ+ organisations, community groups, health and care professionals, local authorities, venues, businesses, charities, influencers and anyone who works with or supports LGBTQ+ communities across London to get involved. Including:

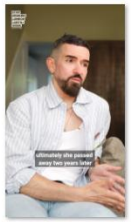
- NHS teams
- GPs and primary care
- Mental and sexual health services
- Local authority public health teams
- Voluntary and community organisations and businesses
- Social prescribers
- Integrated care system partners
- LGBTQ+ venues, bars, clubs and businesses
- Influencers, creators and LGBTQ+ advocates

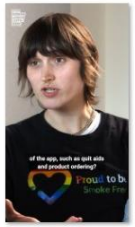
You can help by sharing campaign content, signposting people to free stop-smoking support and helping us reach LGBTQ+ Londoners in the places and spaces where they live, work and socialise. PLEASE TAG THE SMOKE FREE APP AND STOP SMOKING LONDON AND LGBT HERO IN YOUR SOCIAL POSTS WHERE POSSIBLE.

Campaign social media posts

Day	Daily theme	Assets	Social post copy
Mon	Launch post and 3 x LGBTQ+ Smoking Stats	 Launch post	This week we're sharing the realities of smoking in LGBTQ+ communities. Real stories, expert advice + ways to quit. You're 3x as likely to be successful with support and nicotine replacement. Get free help to quit: https://stopsmokinglondon.com/lgbtq-week/ #SSLLGBTQ26
		Carousel post: Share one of each 1-3 LGBTQ+ Stats (each stat has a range of model versions to choose from)  Tile stat 3 v2  Tile stat 1 v2  Tile stat 2 v2 Download these assets	Want to quit smoking? Get help to manage your triggers. You don't need to do it alone, we've got you. 💛 6 months access to the @Smoke Free App ❤️ 24/7 support 💜 Free nicotine products or vape https://stopsmokinglondon.com/lgbtq-week/ #SSLLGBTQ26

Day	Daily theme	Assets	Social post copy
Tues	Lived experience App solution and Stat	 LGBT+2026_Sue_Clip3_C01_9x16 Share a lived-experience reel featuring Sue. **DOWNLOAD THIS REEL**	If you've tried quitting before, you're 3x as likely to be successful with support and quit products. Download @Smoke Free App and get free support and NRT: https://stopsmokinglondon.com/lgbtq-week/ #SSLLGBTQ26
		 Tile stat 1 v1  Tile stat 1 v2  Tile stat 1 v3  Tile stat 1 v4  Tile stat 1 v5 **Tile Stat 1 (choose one of v1-v5)**	87% of LGBTQ+ smokers who tried to quit would try again. Tried before? You can try again. https://stopsmokinglondon.com/lgbtq-week/ #SSLLGBTQ26 (tag Stop Smoking London and the Smoke Free App)
		 WhyLGBTSmokingImportant_C03_9x16_LGBTQ_2026 Share a reel featuring Lou Ross and Rose Pink from the Smoke Free App discussing why inclusive stop smoking services are so important. **DOWNLOAD THIS REEL**	The @Smoke Free App offers round the clock, non-judgemental support from someone who has been where you are. Get free support and start your smoke free life today: https://stopsmokinglondon.com/lgbtq-week/ #SSLLGBTQ26

Day	Daily theme	Assets		Social post copy
Weds	Lived experience App solution and Stat	 SSL_LTA_Ludwig_SM_3_C01_9x16_LGBT+2026	Share a reel featuring Ludwig who lost his mum to smoking related illness. Ludwig started smoking with her as a teenager and promised her he would quit. He battled for 15 years and eventually succeeded. **DOWNLOAD THIS REEL**	Ludwig battled for 15 years to quit smoking. He has never regretted trying. Neither will you. Triple your chance of success, free, with (tag Stop Smoking London and the Smoke Free App): https://stopsmokinglondon.com/lgbtq-week/ #SSLLGBTQ26
		 Tile stat 2 v1  Tile stat 2 v2  Tile stat 2 v3  Tile stat 2 v4  Tile stat 2 v5 **Tile Stat 2 (choose one of v1-v5)**		62% of LGBTQ+ smokers tried to quit 'cold turkey'. You can triple your chance of success with support. https://stopsmokinglondon.com/lgbtq-week/ #SSLLGBTQ26 (tag Stop Smoking London and the Smoke Free App)
		 WhatsTheAppExtended_C03_9x16_LGBTQ_2026	Share a reel featuring Lou Ross and Rose Pink from the Smoke Free App introduce the Smoke Free App and explain how it works. **DOWNLOAD THIS REEL**	What is the @Smoke Free App and how does it work? Download the app, set your targets and connect with an advisor. https://stopsmokinglondon.com/lgbtq-week/ #SSLLGBTQ26 (tag Stop Smoking London and the Smoke Free App)

Day	Daily theme	Assets	Social post copy
Thurs	Lived experience App solution and Stat	 SSL_LTA_Miguel_SM4_C01_9x16_LGBT+2026 Share a reel featuring Miguel talking about how it is possible to still go out and enjoy yourself around alcohol after you have stopped smoking. **DOWNLOAD THIS REEL**	Going out can be a challenge but you can still do it and it gets easier and easier. Get a plan in place with a stop smoking advisor and start your smoke free journey today. https://stopsmokinglondon.com/lgbtq-week/ #SSLLGBTQ26 (tag Stop Smoking London and the Smoke Free App)
		 Tile stat 3 v1  Tile stat 3 v2  Tile stat 3 v3  Tile stat 3 v4  Tile stat 3 v5 **Tile Stat 3 (choose one of v1-v5)**	81% of LGBTQ+ smokers said that alcohol was a trigger for smoking. Plan what to do when a craving hits. We can help you stay Smoke Free. https://stopsmokinglondon.com/lgbtq-week/ #SSLLGBTQ26 (tag Stop Smoking London and the Smoke Free App)
		 SFApp_OtherFeatures_QuitAids_C03_9x16_LGBTQ_2026 Share a reel featuring Lou Ross and Rose Pink from the Smoke Free App explaining the additional features and quit products available free within the Smoke Free App offer for London. **DOWNLOAD THIS REEL**	If you live in London the @Smoke Free App offers a range of tools, products and round the clock support, free. Find out more https://stopsmokinglondon.com/lgbtq-week/ #SSLLGBTQ26 (tag Stop Smoking London and the Smoke Free App)

Day	Daily theme	Assets	Social post copy
Fri		 LGBT_Eser_LGBT_C02_9x16	London GP Eser has first-hand experience of the gay scene. He talks through some of the quit aids that can be used to support a quit attempt and increase the chance of success. **DOWNLOAD THIS REEL**	Do you use smoking as an ice-breaker and not sure how to stop? Support and a range of nicotine replacement options can triple your quit success: https://stopsmokinglondon.com/lgbtq-week/ #SSLLGBTQ26 (tag Stop Smoking London and the Smoke Free App)
		 SSLLTA_LGBT_OneMessageForStoppingLouise_C03_9x16_LGBT_2026	Share a reel featuring Stop Smoking Advisor Lou Ross from the Smoke Free App sharing her message for anyone looking for stop smoking support. **DOWNLOAD THIS REEL**	Worried about cravings? Lou Ross from @Smoke Free App explains what to do. Explore your options and get stop smoking support: https://stopsmokinglondon.com/lgbtq-week/ #SSLLGBTQ26 (tag Stop Smoking London and the Smoke Free App)
		 SSL_LTA_POD_OneMessageForStoppingRose_C03_9x16_LGBT_2026	Share a reel featuring Stop Smoking Advisor Rose Pink from the Smoke Free App sharing her message for anyone looking for stop smoking support. **DOWNLOAD THIS REEL**	Having a plan that works for YOU is the key to stop smoking success. Get the @Smoke Free App or find your local service and get help to quit: https://stopsmokinglondon.com/lgbtq-week/ #SSLLGBTQ26 (tag Stop Smoking London and the Smoke Free App)

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.

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
- Using the assets on digital screens and your email signature

A message for your internal newsletter / intranet

New LGBTQ+ Insights and Stop Smoking London LGBTQ+ Week Resources

This October, Stop Smoking London and the London Tobacco Alliance are releasing landmark findings from the **Stop Smoking London LGBTQ+ Smoking & Vaping Survey 2026** carried out by LGBT Hero, alongside **brand-new campaign assets for Stop Smoking London LGBTQ+ Week (26-30 October 2026)**.

Based on responses from 1,622 LGBTQ+ people, the survey report reveals how views and behaviours around nicotine use, vaping and dual use are woven into daily life, stress management and nightlife.

76% of respondents told us that LGBTQ+ inclusion in stop-smoking messaging is important, but 60% felt current campaigns aren't effective. In direct response to these findings, Stop Smoking London is rolling out it's second Stop Smoking London LGBTQ+

campaign, in partnership with LGBT Hero, designed to deliver non-judgemental, practical and representative stop smoking support where it's needed most.

87% of prior quitters would try again, but most rely on 'cold turkey' without knowing what professional help is available. The And so, the campaign features lived experience and expert voices, offering practical steps including free access to a full digital stop smoking service through the Smoke Free App for Londoners and signposting local services.

How you can support the launch:

We are asking all local authority, NHS, and third-sector partners to help us amplify this work across London throughout the last week in October.

1. **Download the Campaign Partner Pack:** Access digital screens, social media graphics, intranet banners, and print assets tailored for health settings and community venues.
2. **Read and share the report:** Explore the full findings and recommendations to inform local service delivery and commissioner priorities. (**Will be published on the London Tobacco Alliance Website on 26 October**)
3. **Cascade Internally:** Share this email and the partner pack with your frontline teams who communicate with the public.