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: • **Myths and stress smoking** • **Smoking alternatives** • **Tips for stopping** • **When do we feel the benefits?** • **What your GP wants you to know** **Signpost this page on the SSL website** or your own local service page.

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**. **Download the DHSC Stoptober Pack**
26-30 October 2026	**Stop Smoking London LGBTQ+ Week**	LGBTQ+ people who smoke	Addresses inequalities and tailored support needs.	**Download the Stop Smoking London LGBTQ+ Week 2026 partner toolkit**.
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**.	**Download stories from men in London** about how stopping smoking improved their health and saved them money. Signpost support for men via your local service and the **Smoke Free App for London**.
16 Nov – 29 Dec 2026	**Smoke Free Generation – 1st Burst**	All adults and young people 13-17	First national burst by DHSC – change in the law coming into effect on 1st January 2027	**Campaign pack will be available for download on the DHSC Campaign Resource Centre**
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**.

1-29 Jan 2027	**Smoke Free Generation – 2nd Burst**	All adults and young people 13-17	Second national burst by DHSC – change in the law coming into effect on 1st January 2027	**Campaign pack will be available for download on the DHSC Campaign Resource Centre**
Jan 2027	**Stop Smoking London New Year 7 for 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]**
Feb – March 2027	**Power to Quit Campaign**	Anyone who smokes, people ready to make a quit attempt	'The power to quit is in your hands' - National DHSC campaign	**Campaign pack will be available for download on the DHSC Campaign Resource Centre**

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?**