London Smokefree Pregnancy Week 2026 – Communications Toolkit



London Tobacco Alliance and Stop Smoking London have worked with partners to establish an awareness week around smoking in pregnancy, highlighting the health harms of smoking when pregnant and where to get support to quit

London Smokefree Pregnancy Week - 23-27 November 2026

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

Welcome to Stop Smoking London Smoke Free Pregnancy Week 2026.

The week has been designed around two aims:

1. To raise awareness of the impact of smoking during pregnancy and provide supportive information to encourage quit attempts from pregnant women and/or significant others and women planning to be pregnant.
2. To raise awareness amongst healthcare professionals and partner organisations of the issue, and to encourage discussion about what actions can be undertaken across the system.

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

We have developed campaign assets, including social media posts, videos and web copy to help you share with your patients or borough residents and within your organisation. You can download the assets from the London Tobacco Alliance website.

Films

We have produced films from leading clinicians, and of a woman who gave up smoking when she knew she was pregnant, which are on the Stop Smoking London website's smoking and pregnancy page.

- Basky Thilaganathan, Professor of Maternal/Fetal Medicine, St Georges, London - available in square and vertical video
- Nina Khazaezadeh, Regional Chief Midwife, NHS London - available in square and vertical video
- Grenville Fox, Consultant Neurologist, Guys and St Thomas' NHS Foundation Trust - available in square and vertical video
- Annika - a woman describing how she quit when she became pregnant - available in square and vertical video
- A short composite film showcasing the week, including all the above contributors – available on YouTube

Download the graphics and film clips illustrated on the following pages to use on social media with pre-written posts.
Join the conversation online using the hashtags: **#LDNSmokefreepreg** and tagging @Smoke Free / @thesmokefreeapp / @thesmokefreeapp and @Smoking London / @stop_smoking_london / @stop_smoking_london on Facebook, Instagram and TikTok respectively where possible.

Campaign social media posts

Day	Daily theme	Social post copy
Mon	Available as Facebook, Insta portrait and Story/Reel size Download the graphics	It's London Smoke Free Pregnancy Week (17-21 November). There are tools and support available to help you give up smoking in pregnancy #LDNSMokefreepreg https://stopsmokinglondon.com/smoking-and-pregnancy/
Tues	VIDEO: Nina Khazaezadeh Download square and Reel/TikTok sized short version to share	Quitting smoking is the best thing for you and your baby. Chief Midwife Nina Khazaezadeh explains the effects of smoking while pregnant. Download the Smoke Free App and get help to quit. #LDNSmokefreepreg https://stopsmokinglondon.com/smoking-and-pregnancy/

Day	Daily theme	Social post copy
Weds	VIDEO: Annika Download square and Reel/TikTok sized short version to share	“As soon as I found out I was pregnant …that was the moment I knew I had to give up smoking.” Annika found expert support to give up smoking. You can too. Download the Smoke Free App and get help to quit. #LDNSmokefreepreg https://stopsmokinglondon.com/smoking-and-pregnancy/
Thurs	VIDEO: Grenville Fox Download square short version Download Reel/TikTok sized short version	Stopping smoking will have a positive effect on you and your baby straight away. Dr Grenville Fox, Consultant Neonatologist talks through the risks if you don’t. #LDNSmokefreepreg https://stopsmokinglondon.com/smoking-and-pregnancy/
Fri	VIDEO: Basky Thilaganathan Download square and Reel/TikTok sized short version to share	Stopping smoking is the single best thing you can do for your health and that of your baby. Listen to Professor Basky Thilaganathan on why giving up is a great decision. Download the Smoke Free App and get help to quit. #LDNSmokefreepreg https://stopsmokinglondon.com/smoking-and-pregnancy/

You can help us by:

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

A message for your internal newsletter / intranet

London Smoke Free Pregnancy Week - health harms and quit support

London Smoke Free Pregnancy Week (#LDNSmokefreepreg) is an awareness campaign running from 23-27 November 2026.

It's aimed at both prospective parents who smoke and healthcare professionals to raise awareness of the issue in London and to signpost stop smoking support.

Materials have been developed in the form of a Partner Communications Pack by the London Tobacco Alliance, Stop Smoking London and partners to provide information on the impact of smoking and to signpost support through local services and the Smoke Free App.

These include videos by senior London clinicians and a downloadable guide. There are well known and severe health harm implications for both the mother and the baby, including: still birth, premature birth, low birth weight, ectopic pregnancy and increased risk of sudden infant death syndrome.

Quitting smoking greatly reduces these risks, as well as providing health benefits to the mother. Visit Smoking and Pregnancy: Essential Information and Tips.