

Ref. No:	2628
Date:	17/06/26
Subject:	Nicotine, digital well-being and alcohol campaign spending 2023-2025

REQUEST & RESPONSE

1. The total number of awareness or health promotion campaigns run by the trust primarily targeting:

- a) Nicotine, smoking, or vaping cessation/awareness – 6 awareness events/campaigns
- b) Alcohol consumption reduction or awareness. – none we deliver promotion around tobacco dependency only
- c) screen time or general digital well-being - none we deliver promotion around tobacco dependency only

2. Financial and Supplier Breakdown:

- a) The official name/title of any campaign. Since 2024, the Tobacco Dependency Team have delivered 2 awareness events each year, raising awareness around National No Smoking Day every March and Stoptober, every October.
- b) The total financial expenditure (specifying external marketing, advertising, or media spend where possible). If a campaign spanned multiple calendar years, please provide the breakdown by year. – No expenditure, resources used are resources from national promoters.
- c) The names of any external PR firms, advertising agencies, or suppliers contracted to deliver or design the campaign. - none

3. Campaign Materials:

- a) Where available, please provide digital copies, internet links (URLs), or electronic versions of the promotional literature, artwork, videos, or materials used in these campaigns. [The Power to Quit Smoking | Campaigns | Campaign Resource Centre](#)