

Purpose

This document provides an overview of the No Smoking Month campaign for March 2026.

This aid is to help Trusts, GP practices and pharmacies, Councils, Community Champions (eg. Healthy Living Centres) and those managing relevant social media accounts to lead on their own locally led campaigns to engage with smokers in a coordinated and cohesive approach during the month of March.

The purpose of the month is to:

- Raise awareness and highlight the health implications of smoking tobacco for both smokers and those who regularly spend time with smokers, such as family and friends.
- Encourage smokers to take that first step towards quitting smoking.
- Highlight the many benefits associated with giving up smoking.
- Profile the people positively impacted by giving up smoking and the specialists who make the journey to abstinence successful.
- Promote the available stop smoking services available across NI.



No Smoking Month Themes

A handy set of themes have been selected to help you plan your activity throughout the month of March.

You can use the themes most important to you, your work, and your local audiences. The important thing is to keep the momentum going across the month of March to reach as many people as possible with No Smoking messages.

- 1. Available Services** – what they are, what they do, how to access them.
- 2. Meet The...Stop Smoking Specialists** - showcasing the people behind the services.
- 3. Pharmacy** – highlighting services available in your local pharmacy.
- 4. General Health** – highlighting the health benefits of quitting.
- 5. Nicotine Containing Devices** – tackling vaping and other nicotine containing devices.
- 6. Mental Wellbeing** – how smoking impacts anxiety and depression.
- 7. Smoke Free Places** – discouraging smoking in particular locations.
- 8. Pregnancy & Children** – smoke free pregnancies and households.
- 9. Finances** – detailing the savings to a smoker's pocket.

Theme: Available Services

Suggested Social Media Messages:

Suggested Text	Suggested Media*
<p>Need help and support to quit smoking this #NoSmokingMonth? Free help is available across Northern Ireland to anyone wanting to start their #StopSmoking journey: https://www.stopsmokingni.info/</p>	
<p>This March, [Insert Your Organisation Name] is supporting #NoSmokingMonth. If you're interested in quitting smoking, there is free help and support available to help you along the way: https://vimeo.com/513360719</p>	<p>https://vimeo.com/513360719</p>
<p>Did you know that your local #StopSmoking Service can be easily accessed through your Hospital/GP or Pharmacist? Matched with an expert adviser, this free service will increase your chances of kicking your smoking habit for good: https://www.stopsmokingni.info/</p>	

*Please see the [Campaign Assets Library](#) to download the ready-to-use social media images/videos to accompany the posts. Alternatively, create something bespoke for your own social media channels using the Stop Smoking logo. Some firewall systems remove hyperlinks from this PDF document; to resolve this either copy and paste a link into a search engine or contact press@cancerfocusni.org for support.

Theme: Meet the...Stop Smoking Specialists**Suggested Social Media Messages:**

Suggested Text	Suggested Media*
<p>This #NoSmokingMonth, meet some of the #StopSmoking specialists offering free support throughout Northern Ireland to people wishing to kick their nicotine habit: https://youtu.be/p9QFOia0Zss</p>	<p>https://youtu.be/p9QFOia0Zss</p>
<p>Across NI, trained #StopSmoking specialists are on hand to help you #StopSmoking. This #NoSmokingMonth, connect with an expert and begin your journey to being smoke free. https://youtu.be/p9QFOia0Zss</p>	<p>https://youtu.be/p9QFOia0Zss</p>
<p>Do you want to stop smoking?</p> <p>Last year we helped 9,587 people set a quit date.</p> <p>Across Northern Ireland, there are around 500 stop smoking services with specialists who want to help and support you if you wish to quit smoking. Meet them: https://youtu.be/p9QFOia0Zss</p>	<p>https://youtu.be/p9QFOia0Zss</p>

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Theme: Pharmacy

Suggested Social Media Messages:

Suggested Text	Suggested Media*
<p>Many Stop Smoking Services in Northern Ireland are available on the high street, just around the corner in your local pharmacy.</p> <p>You are 4 times more likely to quit with the help of a stop smoking specialist.</p> <p>Visit www.stopsmokingni.info to find your local free stop smoking service.</p>	<p>https://vimeo.com/1155981989?share=cop&fl=sv&fe=ci</p>
<p>[Insert Pharmacy/ Pharmacist] is ready and waiting to support you this #NoSmokingMonth.</p> <p>Free, confidential #StopSmoking advice and stop smoking aids are available to help you quit smoking.</p> <p>Visit www.stopsmokingni.info to find your local free stop smoking service.</p>	

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Theme: General Health

Suggested Social Media Messages:

Suggested Text	Suggested Media*
<p>Your heart rate rises within one minute of starting to smoke. It could rise by as much as 30% within the first 10 minutes of smoking.</p> <p>You're at an increased risk of developing cardiovascular disease even with light smoking. Make March your Month to Quit.</p> <p>#StopSmokingNI</p>	
<p>Lung cancer was almost unheard of before the smoking of manufactured cigarettes became popular.</p> <p>There are approximately 1,000 lung cancer deaths in Northern Ireland each year. Of these, approximately 880 are caused by smoking. Make March your month to #StopSmoking.</p>	
<p>Why quit?</p> <p>When burned, cigarettes create more than 7,000 damaging chemicals, many of which are proven to cause cancer and other serious illnesses.</p> <p>Learn more: https://www.stopsmokingni.info/why-quit/your-health</p>	
<p>Gary's story.</p> <p>After taking up cycling Gary decided quitting cigarettes was the best thing he could do for his health. Learn more about how Gary quit smoking. https://vimeo.com/315225436</p>	<p>https://vimeo.com/315225436</p>

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Theme: Nicotine Containing Devices
Suggested Social Media Messages:

Suggested Text	Suggested Media*
<p>The nicotine content of many 2ml nicotine pods for multi-pod devices is equivalent to a pack of 20 cigarettes.</p> <p>If you don't smoke, don't vape. And if you are smoking and need help to quit, find a local stop smoking service this #NoSmokingMonth: https://www.stopsmokingni.info/ways-quit/local-help-and-support</p>	
<p>With upcoming changes to vape flavours and packaging with the Tobacco and Vapes Bill, take this chance as your time to quit this nicotine use completely. If you don't smoke, don't vape. And if you are smoking and need help to quit, find a local stop smoking service this #NoSmokingMonth: https://www.stopsmokingni.info/ways-quit/local-help-and-support</p> <p>#StopSmokingNI</p>	
<p>Stop vaping to improve your health and reduce your impact on our local environment - no plastics, no poisons, no insecticides. If you don't smoke, don't vape. And if you are smoking and need help to quit, find a local stop smoking service this #NoSmokingMonth: https://www.stopsmokingni.info/ways-quit/local-help-and-support</p> <p>#NoSmokingMonth</p>	
<p>Be aware of the nicotine content of nicotine pouches – they range in strength and some people feel quite poorly when stronger strengths are used. Nicotine from combustible cigarettes / cigars / pipes, heated tobacco, vapes, pouches impact the brain chemistry, with users becoming addicted, needing support to quit successfully. Why not use #NoSmokingMonth to take the first step in becoming nicotine free.</p>	

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Theme: Mental Wellbeing
Suggested Social Media Messages:

Suggested Text	Suggested Media*
<p>Feeling anxious, depressed, or stressed? Did you know your smoking habits might be having an impact? Studies show that when people #StopSmoking, their quality of life and positive mood improves.</p> <p>Visit www.stopsmokingni.info to find your local free stop smoking service.</p>	
<p>Quitting smoking this #NoSmokingMonth doesn't have to be stressful. Get tips and advice or support from your free local stop smoking service at www.stopsmokingni.info</p>	
<p>It's a common misbelief that smoking helps you relax. In fact, it increases anxiety as it interferes with chemicals in the brain. This #NoSmokingMonth speak to a #StopSmoking specialist www.stopsmokingni.info. Find out how you can improve your mental health and wellbeing at www.mindingyourhead.info</p>	

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Theme: Smoke Free Places

Suggested Social Media Messages:

Suggested Text	Suggested Media*
<p>We all have a role to play in ensuring vulnerable people are protected from second-hand smoke. This #NoSmokingMonth, we're encouraging people visiting hospitals to #StopSmoking on hospital grounds.</p> <p>Visit www.stopsmokingni.info to find your local free stop smoking service.</p>	
<p>A new-born's first breath of fresh air when leaving the hospital shouldn't be filled with 7,000 harmful chemicals. This #NoSmokingMonth, we're encouraging anyone visiting a hospital to #StopSmoking on the grounds.</p> <p>Visit www.stopsmokingni.info to find your local free stop smoking service.</p>	
<p>The Tobacco and Vapes Bill is promoting Smoke Free places under the law. With this change, why not take the opportunity to #StopSmoking</p> <p>Visit www.stopsmokingni.info to find your local free stop smoking service.</p>	

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Theme: Pregnancy & Children

Suggested Social Media Messages:

Suggested Text	Suggested Media*
<p>A difficult subject to talk about in any household, smoking or being near second-hand smoke during pregnancy increases the chances of sudden infant death syndrome (SIDS). Have the #StopSmoking conversation this #NoSmokingMonth.</p> <p>Visit www.stopsmokingni.info to find your local free stop smoking service.</p>	
<p>Charlene's story.</p> <p>Health and her children were Charlene's reasons for quitting. Hear Charlene explain how she succeeded in giving up cigarettes.</p> <p>https://vimeo.com/315612750</p>	<p>https://vimeo.com/315612750</p>
<p>Every time a child breathes in secondhand smoke, they are inhaling thousands of chemicals, putting them at risk of serious health problems, including meningitis and cancer, as well as respiratory infections such as bronchitis and pneumonia.</p> <p>Learn more: https://www.stopsmokingni.info/why-quit/your-family</p>	

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Theme: Finances

Suggested Social Media Messages:

Suggested Text	Suggested Media*
<p>Smoking is an expensive habit in more ways than you might think. In Northern Ireland, the health service spends over £218million on treating tobacco related illnesses each year. Learn more about #StopSmoking at www.stopsmokingni.info/success-stories</p>	
<p>Looking to retire in the next 5 years? How would an extra £20,000 in the bank feel on top of a healthier body? On average, when someone decides to #StopSmoking they save themselves around £3,900 per year. Find out more at: www.stopsmokingni.info/why-quit/save-money</p>	
<p>Looking to buy a home in the next five years? Give yourself an instant pay rise and speed up the process. Did you know that the average person saves almost £323 per month when they #StopSmoking: www.stopsmokingni.info/why-quit/save-money</p>	

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Campaign Assets Library

[Click Here](#) to find everything you need to help with your No Smoking Month promotional activity.

Stop Smoking Logo

[Click here](#) to download the Stop Smoking Logo to use on any posters or social media graphics that you plan to create for No Smoking Month 2026.

Press & Media

[Click here](#) to download a press release template. Add your own comment before issuing within your local community and internal channels.

Email Signature & Desktop Background

[Click here](#) to download your Stop Smoking Month email signature and Desktop Background.

Video Content

We have an official No Smoking Month video, which showcases the people working behind the Stop Smoking Services.

In addition, there is a bank of video content from previous years that can be used throughout the month to help grow awareness and educate people on the benefits of quitting smoking.

- [Click to Access](#) No Smoking Month video.
- [Click to Access](#) previous #StopSmoking case study videos.

Social Media Graphics

[Click here](#) to download the themed social media graphics.

To help monitor the effectiveness of the campaign please use one or more of the following official hashtags when posting:

#NoSmokingMonth
#StopSmoking
#StopSmokingNI

One Stop Shop Webpage

[Click here](#) to visit the Stop Smoking website where you will find information on quitting, benefits, ways to quit and success stories.

Examples of social media activity that worked well in March 2025

Northern Health and Social Care Trust
March 31 at 11:17 AM · 🌐

Our Smoking Cessation Midwifery team have been on hand this [#NoSmokingMonth](#) providing advice and support 🙌

At their information stands in Antrim, Whiteabbey, Mid Ulster and Causeway Hospitals they had a chance to chat to mums and family members about the benefits of giving up smoking and vaping 📺

For more information about how we can help you quit go to <https://orlo.uk/0srUB>



Northern Health and Social Care Trust
March 25 at 12:01 PM · 🌐

Did you know you are four times more likely to quit smoking with specialist support?

This [#StopSmokingMonth](#), our [#teamNORTH](#) Health and Wellbeing Officer Margaret Purdie highlights how we can help you kick your habit 🙌

Find out more by emailing healthandwellbeingteam@northerntrust.hscni.net or ring 028 2563 5575



Southern Health and Social Care Trust
March 22 at 11:00 AM · 🌐

A difficult subject to talk about in any household, smoking or being near second-hand smoke during pregnancy increases the chances of sudden infant death syndrome (SIDS).

Have the [#StopSmoking](#) conversation this [#NoSmokingMonth](#)



Western Health and Social Care Trust
March 13 · 🌐

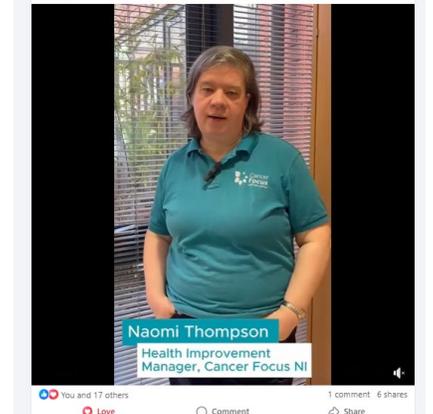
Smoking Cessation Nurse Specialist, Josie Hughes held an information stand in South West Acute Hospital on Tuesday as part of No Smoking Month, this March.

Read more 📄 <http://westerntrust.hscni.net/local-smokers-urged-to-.../>
More information and useful tips 📄 www.cancerfocusni.org/stopsmoking or www.stopsmokingni.info
Cancer Focus Northern Ireland Public Health Agency



Public Health Agency
24 March 2025 · 🌐

This No Smoking Month we are encouraging all smokers to make March your month to quit! 🙌
See more



Naomi Thompson
Health Improvement Manager, Cancer Focus NI

You and 17 others Love Comment Share

South Eastern Health & Social Care Trust
March 11 · 🌐

Our Smoking Cessation Team is raising awareness of the services available to help you take the first step towards a healthier future 🙌...
See more



27 1

South Eastern Health & Social Care Trust
March 4 · 🌐

Our Stop Smoking Team was at the Downe Hospital this week promoting [#NoSmokingMonth](#)... See more



37 3 1

Western Health and Social Care Trust
March 26 at 2:00 PM · 🌐

A difficult subject to talk about in any household, smoking or being near second-hand smoke during pregnancy increases the chances of sudden infant death syndrome (SIDS)... See more

Smoking or being near second hand smoke during pregnancy increases the chances of sudden infant death syndrome.

Have the stop smoking conversation this [#NoSmokingMonth](#)

Make March Your Month to Quit #StopSmokingNI



Cancer Focus Northern Ireland
Published by Fionnuala McKeown · 7 March 2025 · 🌐

The first week of [#NoSmokingMonth](#) has been incredibly busy as we've been raising awareness about the free Stop Smoking Services available to help you take that first st... See more



10 3 shares

