



NO SMOKING DAY

12TH MARCH 2025

EVERY MINUTE COUNTS

NO SMOKING DAY 2025

Thank you for joining **No Smoking Day 2025**. This year, we're aiming to make it bigger and better than ever, and we can't do it without YOU.

We need your help to inspire communities, workplaces, schools, and groups to get involved. Whether you're hosting a big event, a small gathering, or simply putting up posters and sharing the message, every effort counts. Together, we can show how quitting smoking gives people back their time, health, and future.

EVERY MINUTE COUNTS

Our theme at ASH Wales is "Every Minute Counts". It's all about reclaiming time—**every cigarette takes away 20 minutes of life***, but quitting gives those minutes back. That's time to spend with loved ones, enjoy life, and focus on what matters most.

USING THIS TOOLKIT

This toolkit is packed with everything you need to plan your event, from fun ideas and activities to posters, social media templates, and tips to get people talking. And remember—it doesn't have to be big or fancy; the smallest actions can have the biggest impact.

Let's make No Smoking Day 2025 a day to remember—fun, impactful, and full of positive change. Because every minute truly counts!



THE RESEARCH

Every Cigarette Takes 20 Minutes of Life

- Research from University College London (UCL) finds that each cigarette reduces life expectancy by 20 minutes.
- Smoking 10 cigarettes a day for a week takes a full day off a person's life.
- By quitting for a year, a smoker could avoid losing 50 days of life.
- Reference: onlinelibrary.wiley.com/doi/full/10.1111/add.16757

Smoking in Wales

- 13% of adults in Wales still smoke – that's 330,596 people (National Survey for Wales 2022/23).
- Smoking is responsible for 10.7% of all deaths in over 35s in Wales (Public Health Wales 2020/22).

Health Benefits of Quitting

- 20 minutes after quitting – Heart rate and blood pressure return to normal.
- 72 hours after quitting – Breathing improves as lungs clear.
- 1 year after quitting – Risk of heart disease halves.
- 5 years after quitting – Stroke risk returns to that of a non-smoker.
- 10 years after quitting – Lung cancer risk is half that of a smoker.

The Bigger Picture

- Smoking is the leading cause of preventable death in the UK, causing around 80,000 deaths a year.
- Two-thirds of long-term smokers will die from a smoking-related illness.
- It's linked to heart disease, stroke, type 2 diabetes, dementia, and cancer.

Support to Quit Works

- Using stop smoking services makes people 3x more likely to quit than going cold turkey.
- The Tobacco and Vapes Bill aims to create the UK's first smokefree generation, preventing young people from ever taking up smoking.

LOOKING FOR MORE INFORMATION

For a comprehensive range of topics, downloadable resources, and in-depth research on smoking and health in Wales, please visit our website: ash.wales.

HOW TO GET INVOLVED?

The Every Minute Counts theme is all about showing how quitting smoking gives people back time—20 minutes of life for every cigarette not smoked. Here are ideas for 20-minute activities you can organise to inspire positive change and raise awareness:

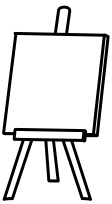
ACTIVITIES



20-Minute Activities: Organise a 20-minute group activity. This could be a community walk, a fitness session, or even a mindfulness break. Use it as an opportunity to talk about the 20 minutes of life regained for every cigarette not smoked.



Host a Coffee Morning or Drop-In Session: Set up a relaxed space where people can come together to talk about quitting smoking. Provide quitting resources, like Help Me Quit leaflets or information on Nicotine Replacement Therapy (NRT).



Run a Creative Challenge: Challenge participants to draw, write, or share what they would do with 20 extra minutes gained by quitting smoking. You could take it a step further by hosting a local poetry or art competition, inviting your local community to express how reclaiming their time could transform their future.



Put Up Posters and Displays: You can still make an impact by using our posters and flyers to raise awareness. Set up a display in your school, workplace, or community centre.



Celebrate Success Stories: Know someone who's quit smoking? Use their story to inspire others. Share their journey in your local newsletter, workplace email, local media or social media. This shows others that quitting is achievable.



Share Online: Help spread the word on social media by using our ready-made graphics and suggested posts. Whether you're promoting an event, sharing quitting resources, or encouraging others to think about quitting, your voice makes a difference.

ORGANISING AN EVENT?

Email communications@ashwales.org.uk and we will add your event to our website, and share on social media.

KEY MESSAGES

Every Minute Counts – Take Back Your Time: Every cigarette takes away 20 minutes of life. Quitting gives you back precious moments for health, happiness, and loved ones.

What Would You Do With 20 Extra Minutes?: Quitting smoking gives you time for what matters most—family, fresh air, or doing something you enjoy.

20 Minutes Can Change Everything: Within 20 minutes of quitting, your body begins to repair itself. Start today and make those minutes count.

Smoking Costs More Than Your Health: Quitting means more money to spend on family, hobbies, and the things you love.

Smoking Takes Your Life Before It Kills You:

Smoking doesn't just shorten life—it steals precious moments every day. Quit now to protect what matters most.

WHERE TO DIRECT SMOKERS?

Help Me Quit is the free NHS stop-smoking service in Wales, designed to give smokers the best chance to quit successfully. Professional support makes smokers 3 times more likely to quit for good than going it alone. Services include:

- Friendly **group sessions**, private **one-to-one appointments**, or convenient weekly **telephone calls**—all with expert guidance and free Carbon Monoxide breath tests.
- Access to **FREE** licensed medications, including nicotine replacement therapy (such as patches, gum, and sprays) and prescription options like Varenicline.

Key Message: Studies show that people who use professional quitting services are three times more likely to succeed than those who go it alone.

Call: 0800 085 2219

Text: HMQ to **80818**

Visit: helpmequit.wales



SOCIAL MEDIA CAPTIONS

Every cigarette takes away 20 minutes of life.

But quitting gives you time back—time for your health, your family, and the things you love most. This No Smoking Day, let's make every minute count.

Find support here: ash.wales/nosmokingday #NoSmokingDay2025

🕒 What can you do in 20 minutes?

Walk the dog 🐾

Dance around the kitchen 🕺

Call someone you love ❤️

Quit smoking this No Smoking Day and take your time back for the things that really matter. Share your 20 minute ideas with us in the comments!

#NoSmokingDay2025

Magic starts in just 20 minutes! Within 20 minutes of quitting, your heart rate starts to drop, and your body begins to heal. Imagine what else you can achieve when you take that first step. This No Smoking Day, take the first step—you can do this!

👉 Need help? ash.wales/nosmokingday

Mark your calendar—No Smoking Day is on 12th March 2025! 📅

Every cigarette not smoked is 20 minutes of life gained. Let's come together to show that every minute matters. ❤️ Ready to start your journey? Find support here: ash.wales/nosmokingday

Twitter:

Every cigarette takes away 20 minutes of life. 🚭 Quitting gives those minutes back for your health, your family, and the things you love. Make every minute count this #NoSmokingDay2025 👉 ash.wales/nosmokingday

What can you do with 20 extra minutes? 🕒 Play with the kids, walk the dog, or put your feet up. Quit smoking and take back your time this #NoSmokingDay2025 👉 ash.wales/nosmokingday

In just 20 minutes after quitting, your body starts to heal. Your heart rate drops, and you're already on the way to feeling better. You've got this!

#EveryMinuteCounts 🚭 👉 ash.wales/nosmokingday

EMAIL TEMPLATE

Subject Line: **Join Us for No Smoking Day 2025 – Every Minute Counts!**

Dear *[Recipient's Name]*,

This **No Smoking Day on 12th March 2025**, we're encouraging everyone to come together and show that every minute counts. Did you know that every cigarette smoked takes away 20 minutes of life? Quitting gives you that time back—for family, health, and the things you love most.

We're hosting *[insert event details here, e.g., "a 20-minute group walk at [location]"*] and would love for you to join us! This is your chance to inspire positive change and support those ready to take their first steps toward quitting smoking.

Event Details:

- What: *[Event name or description]*
- When: *[Time and date]*
- Where: *[Location or virtual link]*

Together, we can make No Smoking Day 2025 a day to remember. For more information about the campaign, visit: *[insert website link]*.

NEWSLETTER TEMPLATE

Join Us for No Smoking Day 2025 – Every Minute Counts!

Every cigarette smoked takes away 20 minutes of life, but quitting gives that time back—for health, happiness, and the moments that matter most. This No Smoking Day (12th March 2025), we're encouraging everyone to take back their time and make positive choices. Whether it's for your health, your family, or your future, quitting smoking is one of the best decisions you can make. Need support? Help Me Quit offers free NHS stop-smoking support in Wales:

- Call: 0800 085 2219
- Text: HMQ to 80818
- Visit: helpmequit.wales

For more information on No Smoking Day visit ASH Wales – ash.wales.



TEMPLATE PRESS RELEASE

[Insert Organisation Name] Marks No Smoking Day 2025 with *[Insert Local Event or Activity]*

On 12th March 2025, *[Insert Organisation Name]* will join communities across Wales in supporting No Smoking Day, a national campaign to inspire smokers to quit and take back their time, health, and future.

A recent study from University College London, published in the Journal of Addiction, found that every cigarette smoked reduces life expectancy by an average of 20 minutes. The research, commissioned by the Department of Health, highlights that smoking doesn't just shorten life—it brings forward the onset of ill health, affecting the quality of life for smokers in their middle years. The findings serve as a powerful reminder of the immediate and long-term benefits of quitting smoking.

To mark No Smoking Day, *[Insert Organisation Name]* will be organising *[Insert Event or Activity Description, e.g., "20-minute walk"]*. This event aims to engage the local community, raise awareness, and provide practical support for smokers ready to take the first step toward quitting.

"Smoking impacts every part of life—from health to time spent with loved ones," said *[Name, Title]* of *[Insert Organisation Name]*. "No Smoking Day gives us a chance to start a conversation, offer support, and show people that quitting is not only possible but life-changing."

The campaign is supported by Action on Smoking and Health (ASH) Wales, which works to reduce smoking rates and address tobacco-related harm across the country. Suzanne Cass, Chief Executive of ASH Wales, said:

"The message is simple: every cigarette not smoked adds time to your life. No Smoking Day is a moment to reflect on what smoking takes away and to access the incredible support available to help you quit for good. Whether it's for your health, your family, or your future, quitting is one of the best decisions you can make."

Smokers looking for support can access free services through Help Me Quit, the NHS Wales stop-smoking programme. Help Me Quit offers group and one-to-one support, weekly telephone appointments, and free Nicotine Replacement Therapy (NRT) to make quitting easier. Smokers who access professional help are three times more likely to quit successfully.

For more information about the campaign or to access quitting support, visit *[Insert Website Link]*.

ENDS





Help to Quit Smoking

Freephone: 0800 085 2219

Visit: helpmequit.wales