



NO SMOKING DAY

REPORT 12TH MARCH 2025

EXECUTIVE SUMMARY

This year, in partnership with Public Health Wales, ASH Wales was proud to deliver No Smoking Day 2025. Together, we selected the theme “Every Minute Counts” to spotlight a simple but powerful message: one cigarette takes 20 minutes off your life. We aimed to encourage people across Wales to reflect on how they could reclaim that time for their health, wellbeing, and family.

Our focus was firmly on co-production and grassroots action - working collaboratively with organisations, communities, and individuals to equip them with tools to inspire conversations and activities locally. We prioritised building partnerships, creating bilingual resources, and supporting local action to make the campaign truly community-driven.

The result has been one of the most wide-reaching and engaged No Smoking Day campaigns Wales has seen in recent years. We distributed over 3,800 bilingual resource packs, engaged over 2,000 participants through grassroots events, and partnered with over 120 organisations to ensure our campaign reached every corner of the country.

Our approach enabled Wales to deliver a campaign rooted in local voices, generating **over 1.3 million impressions** across social media, physical activations, and partner-led activity.



RESOURCE DISTRIBUTION

ASH Wales delivered over 3,800 resource packs to organisations across Wales, equipping partners with bilingual materials to make No Smoking Day 2025 a powerful, community-led campaign.

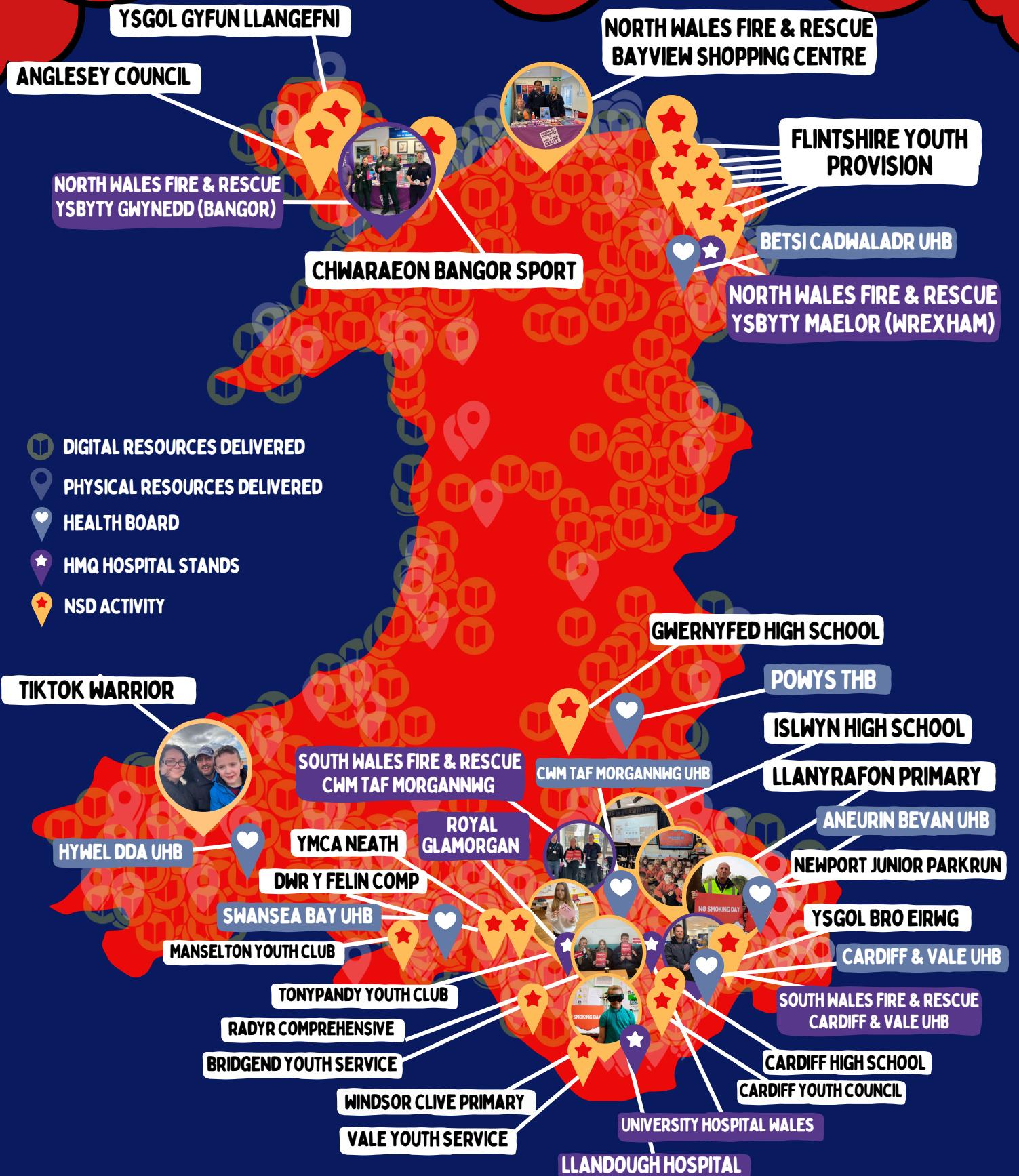
- **1,740 physical resource packs were sent directly to organisations**, including schools, youth clubs, healthcare settings, health boards, and community spaces.
- **438 digital toolkit downloads** were recorded via the ASH Wales website.
- Digital toolkits were also shared directly with over **1,400 primary and secondary schools across Wales** through ASH Wales' internal distribution list.
- Resources were cascaded via trusted partner networks to a further 436 organisations, including CWVYS, Wales Young Farmer Clubs and the Boys and Girls Clubs of Wales.

This resulted in the direct distribution of **over 3,800 physical and digital packs**, surpassing our target.



NO SMOKING DAY

MAP OF ACTIVITY 2025



COMMUNITY ACTIVATION

ISLWYN HIGH SCHOOL

Islwyn High School delivered Nic-Oh Influencer assemblies to 900 pupils across Years 7 to 11. Staff commented on how engaged the pupils were, describing the room as “so quiet you could hear a pin drop” during key moments when powerful facts about smoking and vaping were presented.



DWR Y FELIN COMPREHENSIVE SCHOOL

Dwr Y Felin Comprehensive School ran a couple of No Smoking Day sessions to classes, particularly low-level ability classes who are most likely to engage in risky behaviours. A teacher shared: “The pupils engaged very well and there were multiple interesting conversations/discussions being had in the classroom around the topic - some very good findings made!”



LLANYRAFON PRIMARY

Llanyrafon Primary School ran No Smoking Day sessions to every class, reaching over 400 pupils. Campaign bunting decorated the halls, classrooms, and entrances, while every pupil left wearing a sticker.

Teachers used a variety of ASH Wales resources, including the Game of Choices PowerPoint, to prompt discussions about the harms of smoking and vaping. Staff praised the materials, noting they were “greatly received” and “helped spark engaging conversations across all year groups”.

FLINTSHIRE YOUTH PROVISION

Flintshire Youth Provision led a coordinated event across 7 youth clubs. Staff facilitated discussions on the risks of smoking and vaping, encouraging peer-to-peer learning and empowering young people to act as smoke-free ambassadors within their clubs and communities.

RCT YOUTH SERVICE

Young people at Tonypandy Youth Club used our resources to create and share practical 20-minute activities designed to help others manage cravings and avoid smoking. Their ideas, ranging from quick mindfulness exercises to bursts of physical activity, were showcased on social media to inspire other young people across Rhondda Cynon Taf.



CARDIFF HIGH SCHOOL

Cardiff High School launched new health and wellbeing sessions as part of a wider programme reaching 1,650 pupils weekly - embedding our No Smoking Day resources into ongoing lessons on smoking, vaping, and substance use.

RADYR SIXTH FORM

Radyr Sixth Form students took part in No Smoking Day activities, using No Smoking Day resources to explore the impacts of smoking and vaping. Discussions reflected on smoking-related harms and how nicotine use can affect young people.



These are excellent examples of co-production, with youth workers, educators and young people shaping the messaging and delivery of campaign activities together.

GWERNYFED HIGH SCHOOL

Gwernyfed High School marked No Smoking Day by welcoming Nurse Val, who spoke to pupils about the dangers of smoking and the benefits of living smoke-free. Nurse Val also hosted an informative display for pupils to explore throughout the day.

WINDSOR CLIVE PRIMARY & YSGOL BRO EIRWG

Cardiff and Vale UHB delivered No Smoking Day sessions to Windsor Clive Primary and Ysgol Bro Eirwg. Using No Smoking Day resources and interactive materials, pupils explored the health harms of smoking and vaping through classroom activities and discussions.



NORTH WALES FIRE AND RESCUE

North Wales Fire and Rescue Service teams delivered No Smoking Day outreach in Colwyn Bay, Wrexham, and Bangor, speaking directly to the public about the serious fire risks associated with smoking.

SOUTH WALES FIRE AND RESCUE

South Wales Fire and Rescue Service's Home Safety Team delivered fire prevention advice at hospitals across Cwm Taf Morgannwg UHB and Cardiff and Vale UHB. The team provided tailored materials for patients and staff, including literature shared during Help Me Quit one-to-one and group sessions.

CHWARAEON BANGOR SPORT

Chwaraeon Bangor Sport marked No Smoking Day by encouraging members to swap cigarettes for squats, promoting physical activity as a positive alternative to smoking.



HELP ME QUIT STANDS

Help Me Quit advisors from Cardiff and Vale UHB and Cwm Taf Morgannwg UHB hosted No Smoking Day stands at UHW, Llandough Hospital, and Royal Glamorgan Hospital. They spoke directly with patients, staff, and visitors, sharing resources and providing advice on quitting smoking.

ANGLESEY COUNCIL

Anglesey Council supported No Smoking Day by sharing campaign posters through their internal wellbeing group and displaying them within Council buildings. Resources were also taken directly to Ysgol Gyfun Llangefni, where they were used to engage students in conversations about smoking and health.

TWINKL CYMRU

Twinkl Cymru shared their smoking and vaping resources with schools across Wales, helping to raise awareness among pupils and teachers.

JUNIOR PARKRUN NEWPORT

Junior Parkrun Newport marked No Smoking Day by hosting an ASH Wales takeover. Campaign messages around reclaiming time and making positive choices were integrated into the run, engaging 76 participants in conversations about the benefits of smoke-free living.



WIDESPREAD COMMUNITY INVOLVEMENT

No Smoking Day 2025 sparked widespread action across Wales, with community groups, youth services, and workplaces independently driving forward campaign activities.

Youth services played a vital role. As well as those mentioned, YMCA Neath hosted quit smoking sessions, while Manselton Youth Club created smoke-free spaces by displaying posters and leaflets and engaging young people in discussions. Vale Youth Service, Bridgend Youth Support, and Cardiff Youth Council all used the campaign to spark conversations about smoking, health, and wellbeing through group work and youth-led activities across their respective areas.

In parallel, community pharmacies, GP surgeries, dentists and workplaces became important champions. Llanyrafon Pharmacy and other pharmacies proudly decorated their spaces with campaign bunting and posters, signposting the public to Help Me Quit.

Media support amplified this even further. Cwm Taf Morgannwg University Health Board partnered with GTFM to promote No Smoking Day and Help Me Quit on local radio, while ASH Wales took to the airwaves on Rookwood Sound, raising awareness among hospital listeners. S4C also featured a No Smoking Day case study on Prynawn Da, further increasing the campaign's reach and visibility across Wales.

The true scale of this campaign is difficult to fully quantify. With resources shared widely and many organisations launching their own activities, the ripple effect of No Smoking Day 2025 went beyond anything that could be fully measured. This organic uptake and enthusiasm highlights both the campaign's relevance and the collective will across Wales to create healthier, smoke-free communities.



DIGITAL ACTIVATION

SOUTH WALES FIRE AND RESCUE

South Wales Fire and Rescue Service partnered with us to co-create impactful social media graphics linking fire risks to smoking behaviours and encouraging people to quit smoking which they promoted across their networks.



SANDY BEAR

Sandy Bear Bereavement Charity worked with ASH Wales to design social media graphics for No Smoking Day focusing on smoking, grief, and young people, raising awareness on both social media and in newsletters.

OPTOMETRY WALES AND VISION SUPPORT

Optometry Wales and Vision Support collaborated with us to create bilingual materials highlighting the link between smoking and vision loss, disseminating these through digital channels and member communications.



CANCER RESEARCH WALES

Cancer Research Wales supported our messaging by sharing No Smoking Day content across their platforms, amplifying health harm messages.

SOCIAL MEDIA SUCCESS

Our No Smoking Day 2025 campaign was embraced widely across Wales and beyond, with resources shared by over 100 organisations, including British Heart Foundation Cymru and St John Ambulance Cymru. The campaign gained further momentum thanks to high-profile supporters, such as Jeremy Miles MS, Cabinet Secretary for Health and Social Care, and influencer Darren Daniel - also known as TikTok Warrior - who shared his personal quit smoking story to over 60,000 followers, amplifying the message to broader audiences.

A standout example was Swansea Bay UHB's post featuring our infographic, which generated over 100 shares alone, showcasing the strong engagement and widespread use of our materials. Beyond Wales, health professionals and advocates in countries such as India and Nigeria also shared our social graphics, underlining the universal resonance of the message: smoking robs people of 20 minutes of life per cigarette.

Our No Smoking Day 2025 digital toolkit also saw strong demand, downloaded 438 times and distributed directly to 1,542 schools, in addition to hundreds of workplaces, youth organisations, and healthcare providers across Wales.

Cumulatively, the campaign generated a tracked reach of over 1.35 million impressions across Wales, driving more than 2,570 engagements, 297 comments, and over 450 shares on social media platforms.

ASH Wales' own channels contributed over 318,000 impressions and more than 2,000 direct interactions. One of our most impactful posts, highlighting new youth smoking data, reached 14,732 people and was shared 25 times.

We also recorded over 120 third-party posts promoting the campaign, delivering an additional 1,035,624 impressions, 258 shares, 562 reactions, and 57 comments.

While these figures reflect a substantial digital footprint, the real reach is undoubtedly much greater, as shared content continued to circulate through professional networks, newsletters, and international platforms.



DELIVERING ON CAMPAIGN OBJECTIVES

No Smoking Day 2025 successfully activated community-led engagement across Wales, aligning with the wider UK campaign on addiction, but focusing efforts on grassroots delivery. The activity delivered against key objectives, demonstrating strong reach, uptake, and collaboration.

For the KPI of distributing 3,000+ resource packs, we achieved:

- 1,740 physical packs sent directly to schools, health boards, community organisations, youth clubs, and other settings.
- 438 digital toolkit downloads recorded through ASH Wales' website.
- Widespread additional distribution through third-party networks such as CWVYS, Wales YFC, and Boys and Girls Clubs of Wales, helping the materials reach well beyond the directly tracked numbers.

We supported and engaged 15+ events and over 2,000 participants, including:

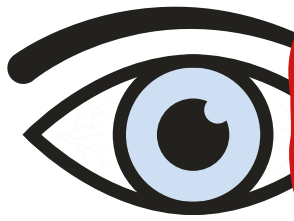
- School-wide activities across Wales, such as Islwyn High School's assemblies reaching 900 pupils and Llanyrafon Primary School delivering sessions to over 400 pupils.
- Youth sessions, community events, and public engagement stands with Help Me Quit advisors across multiple health boards.

For message amplification, the campaign delivered:

- Over 1.35 million tracked impressions via social media, with more than 450 shares and 2,570 engagements.
- Over 120 organisations, including all Welsh Health Boards, British Heart Foundation Cymru, St John Ambulance Cymru, and other trusted bodies, shared the campaign across their platforms.

Stakeholder collaboration was a highlight, with over organisations actively engaging with the campaign. Partnerships included collaborative resource development with South Wales Fire, Optometry Wales, Sandy Bear, and Vision Support, ensuring key messages were both relevant and targeted.

Help Me Quit's call to action was embedded in every campaign asset. While specific click-through data sits with Help Me Quit Wales, we can be confident that the extensive physical and digital delivery contributed to increased exposure to quit support information.



**ESTIMATED REACH OF
1.3 MILLION**



**OVER 1,740 PHYSICAL
RESOURCE PACKS
DISTRIBUTED**



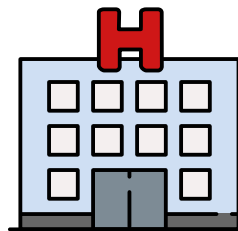
**438 DIGITAL
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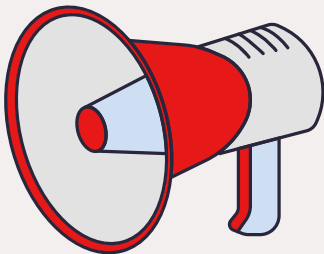
**DIGITAL TOOLKITS
SENT TO OVER
1,400 SCHOOLS**



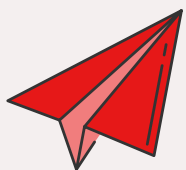
**25+ SCHOOLS AND YOUTH
GROUPS DELIVERED NO
SMOKING DAY SESSIONS**



**INVOLVEMENT
FROM ALL 7
HEALTH BOARDS**



**120+ ORGANISATIONS ACTIVELY
SHARING CAMPAIGN CONTENT**



**450+ SOCIAL
MEDIA SHARES**



**OVER 2,570 DIGITAL
ENGAGEMENTS**



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Help to Quit Smoking

Freephone: 0800 085 2219

Visit: helpmequit.wales