

COMPETITION DETAILS

Children and young people across Wales are invited to create their very own Nicofiend character.

A Nicofiend is a character that shows one pressure, trick, feeling or message that could pull young people into smoking, vaping or nicotine use.

12 winning designs will become official **Nicofiends campaign characters** and feature in a national campaign in 2027. Winners will receive a small prize bundle, certificate and voucher.

HOW TO SEND ENTRIES

Upload online: ash.wales/nicofiends

Send a file or batch: Email your entry, WeTransfer link or shared folder link to communications@ashwales.org.uk

Post paper entries: Postal entries are welcome. Please email communications@ashwales.org.uk to request the postal address.

WHAT CAN BE ENTERED?

- hand drawn character designs
- paintings or mixed media artwork
- digital designs
- Canva, PowerPoint or tablet designs
- photos or scans of paper entries
- PDF, JPG or PNG files

FOR EACH ENTRY, PLEASE INCLUDE:

- young person's first name
- age or year group
- school, group or setting name
- Nicofiend character name
- contact email for updates

For paper entries, write details on the back of the character sheet.

For digital entries, include details in the file name or upload form.

Example file name: SchoolName FirstName CharacterName



DEADLINE

- Please submit entries by Friday 4th December 2026
- Questions? Email communications@ashwales.org.uk

CREATE YOUR NICOFIEND

A Nicofiend is a monster or character that tries to pull someone into smoking, vaping or nicotine. It might use pressure, boredom, worry, bright colours, sweet flavours or the idea that "everyone else is doing it".



NICOFIEND NAME

MY NICOFIEND CASE FILE

**NICOFIEND
NAME:**

**FIRST
NAME**

**SCHOOL/
GROUP NAME:**

AGE OR YEAR:



MY NICOFIEND TRIES TO PULL PEOPLE IN WITH:

- | | |
|--|---|
| <input type="checkbox"/> "go on" | <input type="checkbox"/> bright colours |
| <input type="checkbox"/> "everyone else is doing it" | <input type="checkbox"/> sweet flavours |
| <input type="checkbox"/> looking fun | <input type="checkbox"/> boredom |
| <input type="checkbox"/> feeling left out | <input type="checkbox"/> worry |

Something else:

MY NICOFIEND SAYS:

“

”

HOW COULD SOMEONE DEAL WITH IT?

- | | |
|--|--|
| <input type="checkbox"/> pause and think | <input type="checkbox"/> talk to someone trusted |
| <input type="checkbox"/> say "no thanks" | <input type="checkbox"/> make your own choice |
| <input type="checkbox"/> walk away | <input type="checkbox"/> change the subject |

Something else: