



THE VOICES OF WALES NØ SMOKING DAY

2026 REPORT

EXECUTIVE SUMMARY

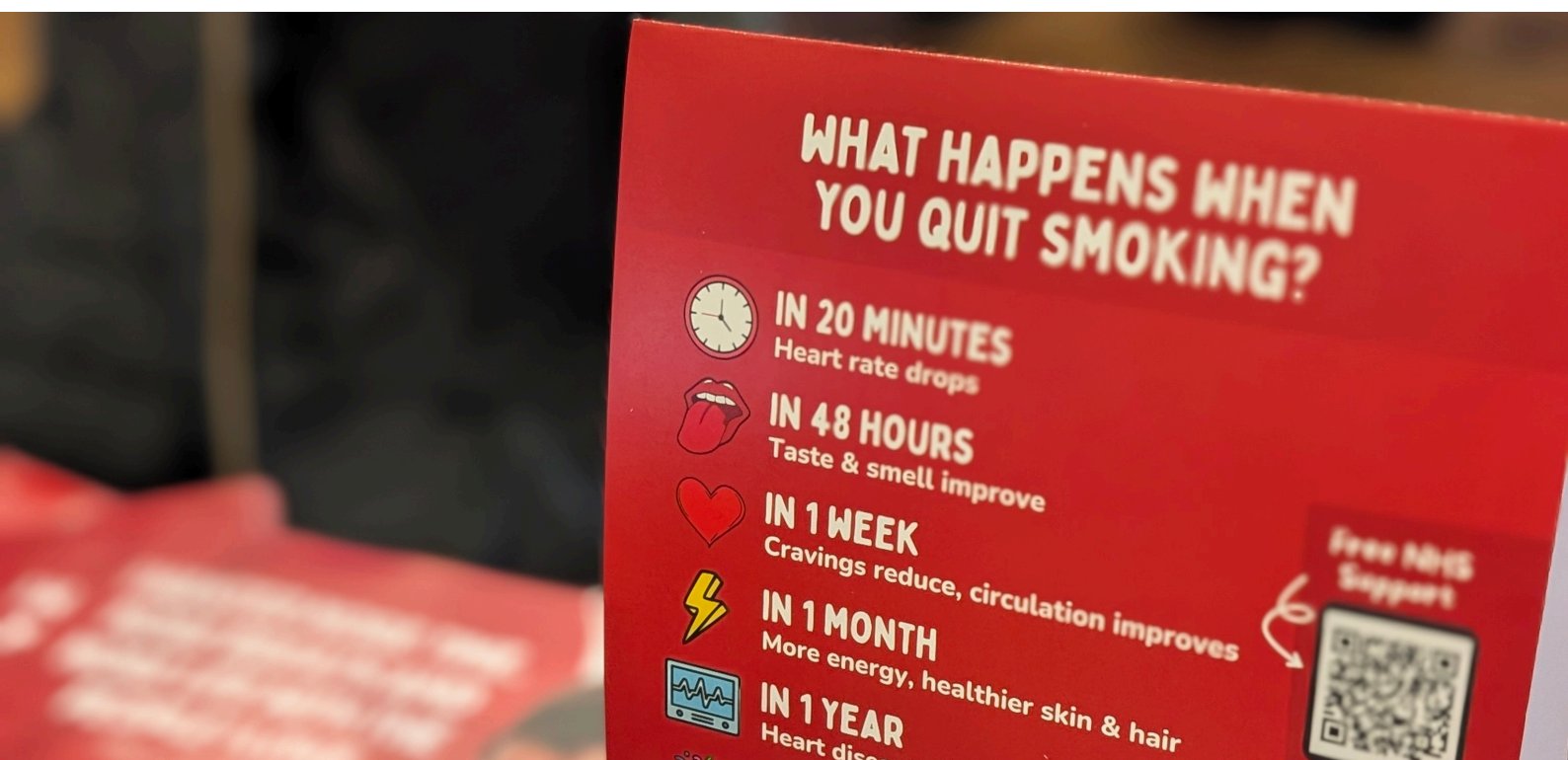
In partnership with **Public Health Wales**, ASH Wales delivered No Smoking Day 2026 across Wales. This year's campaign placed **people at the heart of the message**, encouraging individuals to reflect on what quitting smoking could mean for their health, their future and the moments that matter most. All campaign activity clearly signposted to Help Me Quit services, including the launch of the new app.

The campaign focused on Welsh voices and lived experience, creating space for people across the country to share their reasons for quitting and support others to take that first step. This was brought to life through the **Voices of Wales** competition, which received over **100 entries** and helped shape a campaign that felt real and relatable.

Delivery remained grounded in co-production and grassroots action. ASH Wales worked with organisations, healthcare services and educators across Wales to support local activity and participation. **Bilingual campaign materials were distributed to 1,477 organisations**, alongside dedicated **bulk resource packs for all 7 Health Boards** to support delivery across hospitals and wider healthcare settings.

The campaign achieved a **total reach of 2,065,780**. More than **130 organisations supported the campaign**, alongside engagement from over **15 elected representatives across Wales**. Coverage on **BBC Radio Wales on No Smoking Day** further strengthened national visibility.

Together, this activity delivered a highly visible and community-led campaign across Wales, grounded in real experiences and shared encouragement, and supporting people to consider taking a step towards quitting.



CAMPAIGN MATERIALS

A comprehensive **suite of bilingual campaign materials** was developed to support No Smoking Day 2026, designed for immediate use and long-term sustainability.

This included a refreshed set of **posters, bunting and table talkers** featuring quit tips, with **campaign visuals** centred on **real people, real stories and real voices** to reflect **lived experience across Wales**.

A range of educational resources was also developed, including **primary and secondary school assemblies, a schools and youth engagement toolkit, and early years resources**. This included the creation of a children's storybook and accompanying activity pack, which were used in schools and libraries to introduce key messages in an accessible and age-appropriate way.

A practical **bilingual community toolkit** was also created to support local delivery, including ready-to-use social media captions, campaign ideas and suggested ways for organisations to take part in No Smoking Day activity within their own settings and communities.

In addition, a bank of digital assets was developed, including **social media graphics and video content**, to support partner communications and ensure consistent messaging across Wales. These assets were designed for ongoing use, supporting future campaign delivery and partner activity.



RESOURCE DISTRIBUTION

ASH Wales distributed a substantial volume of campaign materials to support local delivery across Wales, equipping partners with bilingual resources to take part in No Smoking Day activity within their communities.

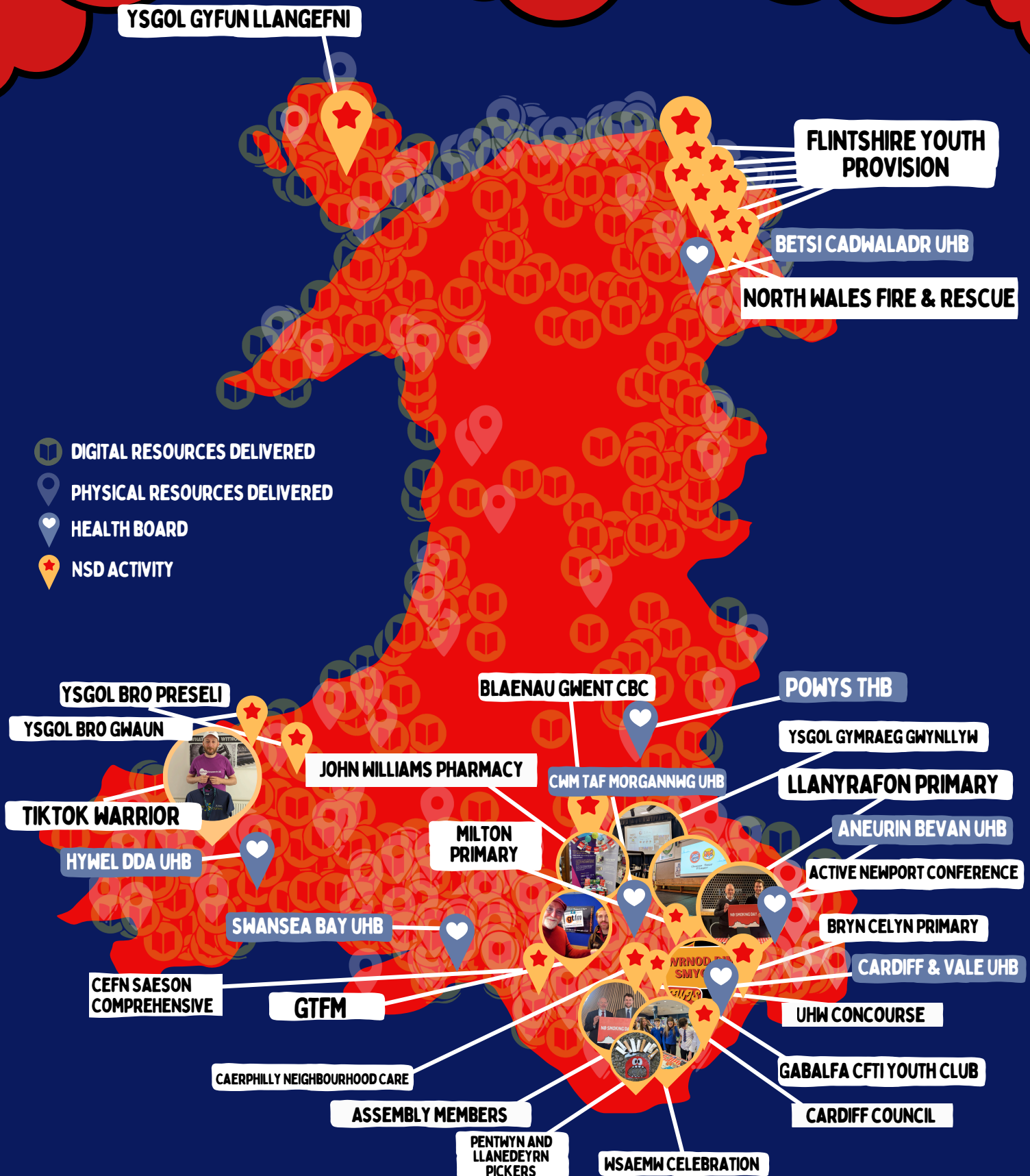
- A total of **1,477 physical resource packs** were sent directly to organisations across Wales, including GP practices, dental settings, pharmacies and sexual health services. Bulk resource packs were also provided to all seven Health Boards, supporting delivery across hospitals and wider healthcare settings.
- An additional **50 physical resource packs** were also distributed to schools and youth settings across Wales.
- Alongside physical resources, campaign materials were made available digitally, with **441 toolkit downloads recorded**. Digital toolkits were also shared directly with over **1,400 primary and secondary schools** through ASH Wales' internal distribution networks.

Together, this represents the distribution of over **1,900 physical and digital resource packs** across Wales, demonstrating strong uptake and engagement across a wide range of settings.



NO SMOKING DAY

MAP OF ACTIVITY 2026



HEALTH BOARD ACTIVITY

Health Boards across Wales played a key role in supporting No Smoking Day delivery, extending the campaign into clinical and community healthcare settings.

Swansea Bay University Health Board delivered a coordinated programme of activity across multiple sites, including banners, posters and staffed promotional stands across a range of venues over a two-week period, raising awareness among patients, staff and the wider public.

Hywel Dda University Health Board delivered both digital and on-site promotion across three counties, achieving over 21,000 views, 14,000 users reached and 950 engagements, demonstrating strong regional visibility.

Aneurin Bevan University Health Board supported a wide range of activity across settings. This included stakeholder engagement at the Caerphilly Neighbourhood Care Network, where No Smoking Day messaging and Help Me Quit services were promoted, alongside staff engagement through presentations to clinical teams, including the maxillofacial department. Community-facing activity was also evident, with pharmacies such as John Williams Pharmacy in Brynmawr creating prominent in-store displays to promote quitting support.

Cardiff and Vale University Health Board also supported No Smoking Day through early years and health visiting activity in the Vale of Glamorgan. Flying Start teams used campaign resources across family centre settings, including stay and play sessions, baby massage, breastfeeding groups and childcare settings. Staff reported strong engagement from parents, with conversation prompts such as the tar jars helping to start discussions and leading to a number of families being signposted to stop smoking support.



PUBLIC ENGAGEMENT

A key strength of the 2026 campaign was the emphasis on real stories and shared experiences, supporting a relatable and supportive tone across Wales.

The Voices of Wales initiative received over 100 entries, with individuals sharing personal reflections on quitting smoking. This was reinforced through strong public engagement on social media, where campaign posts generated a high volume of comments from people sharing their own quit journeys, challenges and successes.

These responses reflected a wide range of experiences, from long-term quit success to individuals actively attempting to stop, highlighting both the challenges of quitting and the importance of support.

Health Boards and partner organisations also contributed by sharing their own stories of supporting people to quit, reinforcing positive messaging and awareness of Help Me Quit services.

Individual case studies, including Tiffany's story, added further depth to the campaign. By sharing her experience of quitting with support from a healthcare professional, and taking part in BBC Wales radio coverage, Tiffany provided a relatable example of how quitting can be achieved with the right support. Together, this combination of public voices, partner storytelling and lived experience created a campaign grounded in real experiences across Wales.



SOCIAL MEDIA SUCCESS

No Smoking Day 2026 achieved strong digital reach across Wales, supported by a wide range of partner organisations, community groups and collaborative content.

ASH Wales worked with partners to co-create and share campaign messaging across multiple sectors. This included tailored social media collaborations with Cancer Research Wales, alongside joint content with Optometry Wales, Vision Support and RNIB, highlighting the impact of smoking on eye health. These posts were widely shared across partner networks, including Health Board channels, extending campaign visibility.

Community groups also supported digital amplification, with organisations such as Pentwyn and Llanedeyrn Pickers and Surfers Against Sewage Cymru engaging with content relating to smoke-free environments and smoking-related litter.

Across digital platforms, the campaign generated a total reach of 2,065,780, alongside 3,045 reactions, 280 comments and 236 shares. This reflects strong engagement with campaign messaging and effective partner amplification across Wales.

ASH Wales' own channels contributed significantly to this reach, supported by consistent posting and collaboration with partners. A high volume of third-party sharing further extended visibility, demonstrating the effectiveness of a collaborative, partner-led approach.

While these figures reflect tracked activity, overall reach is likely to be higher, with content continuing to circulate through partner networks, newsletters and offline sharing.



cymrusurfersagainstsewage and ashwalescymru



cymrusurfersagainstsewage Today is No Smoking Day and we wanted to highlight one of the most common forms of plastic pollution found on beaches, cigarette butts 🚬

Cigarette filters are made of plastic and can take years to break down! In the meantime, they release toxins and microplastics into our sea 🌊

This photo shows the number of cigarette butts collected from one of our beach cleans in Aberystwyth... 568!

[#NoSmokingDay](#) [@ashwalescymru](#)

Edited · 2 w



pentwyn.and.llanedeyrn.pickers Shocking! 😱

2 w 1 like Reply

COMMUNITY ACTIVATION

YSGOL GYMRAEG GWYNLLYW

Ysgol Gymraeg Gwynllyw incorporated No Smoking Day into their 'Wellbeing Mondays' programme, with all registration classes taking part in discussions to raise awareness of smoking and its impacts.

GABALFA CFTI YOUTH CLUB

Young people at Gabalfa CFTi Youth Club took part in an interactive Welsh-language No Smoking Day quiz, with 15 participants engaging in group discussions around smoking, vaping and decision-making. The session encouraged open conversation and peer reflection in an informal youth setting.



LLANYRAFON PRIMARY

Llanyrafon Primary School marked No Smoking Day through a whole-school approach, delivering lessons, assemblies and ongoing discussions through their Health and Well-being curriculum.

Pupils also took part in a unique opportunity to represent young people's views at the Senedd, where student 'smoking ambassadors' shared their perspectives on smoking and vaping with policymakers, contributing to discussions around the Tobacco and Vapes Bill.



BRYN CELYN PRIMARY SCHOOL

Pupils at Bryn Celyn Primary created fact-based learning materials on smoking, supporting awareness and understanding through creative classroom activities.

YSGOL BRO PRESELI

Year 8 pupils at Ysgol Bro Preseli took part in a range of classroom activities exploring the effects of smoking, encouraging discussion and reflection on health and lifestyle choices.

CEFN SAESON SCHOOL

Cefn Saeson delivered a whole-school awareness assembly, ensuring all year groups were engaged in learning about smoking and its impact.



MILTON PRIMARY SCHOOL

Milton Primary School delivered No Smoking Day activity through early awareness sessions, engaging pupils in discussions about smoking and health.

WIDER YOUTH ENGAGEMENT

Activity was further supported through wider engagement opportunities, including participation in the **Cardiff and Vale Secondary Schools Health and Wellbeing event**, where No Smoking Day themes were shared alongside broader wellbeing initiatives.

ENGAGEMENT AT THE SENEDD

ASH Wales delivered a targeted programme of **political engagement** to support No Smoking Day 2026, strengthening links between campaign activity and national policy priorities.

Targeted outreach to Welsh Members of Parliament and Members of the Senedd resulted in **9 MPs and 6 MSs sharing campaign messaging** across their social media channels. Personalised engagement proved effective in encouraging participation and amplifying reach.

ASH Wales also attended the Senedd on No Smoking Day, engaging directly with elected representatives including Sioned Williams MS, Lindsay Whittle MS, Rhys ab Owen MS and John Griffiths MS.

Further parliamentary engagement was secured through **John Griffiths MS**, who tabled a **Statement of Opinion** in support of the campaign and wider tobacco control measures. This received support from Darren Millar MS, David Rees MS, Delyth Jewell MS, Heledd Fychan MS, Jenny Rathbone MS, Joel James MS, Julie Morgan MS, Lindsay Whittle MS, Llyr Gruffydd MS, Mark Isherwood MS, Peredur Owen Griffiths MS, Rhys ab Owen MS and Sioned Williams MS.

This activity positioned No Smoking Day within wider national discussions on the Tobacco and Vapes Bill and reinforced the role of ASH Wales in linking public health campaigns with policy development in Wales.



WIDESPREAD COMMUNITY INVOLVEMENT

Alongside activity in schools and healthcare settings, No Smoking Day 2026 saw widespread involvement from community groups, national organisations and partner networks across Wales.

ASH Wales worked collaboratively with a range of organisations to amplify campaign messaging and reach new audiences. This included tailored social media collaborations with Cancer Research Wales, alongside joint content with Optometry Wales, Vision Support and RNIB, highlighting the impact of smoking on eye health. This content achieved strong reach and was widely shared across partner and Health Board channels.

Community groups also supported the campaign through local activity. Pentwyn and Llanedeyrn Pickers, alongside Surfers Against Sewage Cymru, engaged with campaign messaging focused on smoke-free environments and reducing smoking-related litter, linking No Smoking Day to wider environmental priorities.

In addition, a number of youth and community organisations requested campaign resources, including YMCA Swansea, Newport Youth Council and Neath Boys and Girls Club, demonstrating strong interest in supporting local delivery.

Together, this reflects the breadth of engagement achieved beyond formal delivery settings, with organisations across Wales contributing to a visible and shared No Smoking Day presence.



DELIVERING ON CAMPAIGN OBJECTIVES

No Smoking Day 2026 campaign was delivered in line with the objectives set out in the original proposal, with strong evidence of national reach, partner mobilisation and community engagement across Wales.

Key areas of delivery include: The campaign placed people at the centre of the message, using real stories and shared experiences to prompt reflection. **Over 100 entries to the Voices of Wales** initiative demonstrated strong public engagement and helped shape a relatable campaign tone.

Promoting Help Me Quit support: Help Me Quit was consistently positioned as the primary call to action across all campaign materials, digital content and partner activity. ASH Wales supported the launch and visibility of the new Help Me Quit app on No Smoking Day through the creation of dedicated digital assets, which were shared directly with partners for immediate use. These assets were widely adopted across partner networks and contributed to overall campaign reach. Promotion was further strengthened through media coverage, including a BBC Wales radio interview featuring ASH Wales and a lived experience case study.

All-Wales delivery across Health Boards: Coordinated activity took place across all seven Health Boards, including large-scale distribution of materials, on-site promotion and engagement within healthcare settings. This included extended on-site campaigns and regional digital activity, with individual Health Boards achieving strong reach and engagement.



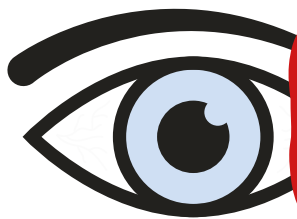
Supporting partners and community activity: More than 130 organisations supported the campaign, with 1,477 physical resource packs distributed alongside 441 digital toolkit downloads. This enabled widespread local delivery across community, education and healthcare settings.

Communications and PR reach: The campaign generated a total reach of 2,065,780, alongside 3,045 reactions, 280 comments and 236 shares, supported by strong partner amplification and media coverage. Campaign messaging was also featured across Welsh media outlets, including BBC Radio Wales, Nation.Cymru and Wales247, further strengthening national visibility.

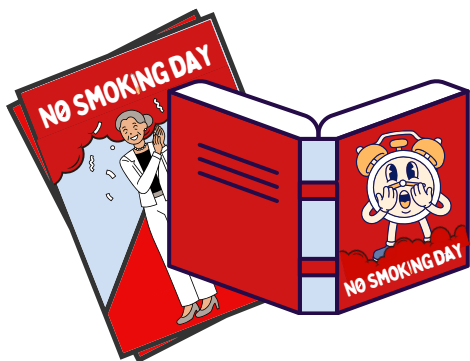
Flexible delivery approach: While the planned flagship event did not take place due to weather conditions, the campaign maintained strong visibility through its distributed, community-led approach.

The campaign delivered a comprehensive package of materials, engagement activity, communications and evaluation in line with Public Health Wales funding requirements. Through a combination of national coordination and community-led delivery, No Smoking Day 2026 achieved strong reach, partner mobilisation and meaningful public engagement across Wales. The campaign demonstrated the value of a collaborative, coordinated, partner-driven model in delivering national public health messaging at scale.





**ESTIMATED REACH OF
2 MILLION**



**OVER 1,527 PHYSICAL
RESOURCE PACKS
DISTRIBUTED**



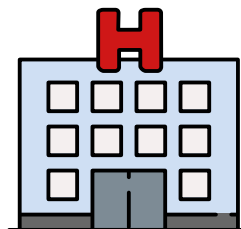
**441 DIGITAL
TOOLKIT
DOWNLOADS**



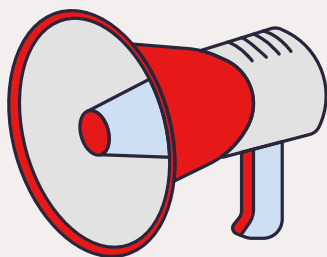
**DIGITAL TOOLKITS
SENT TO OVER
1,400 SCHOOLS**



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



**INVOLVEMENT
FROM ALL 7
HEALTH BOARDS**



**130+ ORGANISATIONS ACTIVELY
SHARING CAMPAIGN CONTENT**



**236+ SOCIAL
MEDIA SHARES**



**OVER 3,445 DIGITAL
ENGAGEMENTS**



NO SMOKING DAY

@ashwalescymru #NoSmokingDayWales

ash wales
cymru
action on smoking and health

