

# Help us to promote our new campaign!



A new campaign will be launching on 16 Feb 2026. The campaign is to raise awareness and increase referrals into [The Living Well Stop Smoking Service](#).

The campaign will promote the service and will also incorporate:

- National No Smoking Day on 11 March 2026
- Ramadan as a useful time to consider quitting smoking while fasting
- Local events:
  - Airedale Shopping Centre, Keighley on 25 Feb (11.30am-4pm)
  - Broadway Shopping Centre, Bradford on 27 Feb (11.30am-4pm)

Advertising will be displayed on various digital and printed poster sites and buses across the district. If you see any of them, please take a pic and share it with us, telling us where you saw it to: [Communications@MyLivingWell.co.uk](mailto:Communications@MyLivingWell.co.uk)

We have created a [toolkit of free resources](#) that you can download from the Living Well website.

Inside the toolkit you will find:

- **Social media**  
Animated and static social media graphics with messages that you can copy and paste to share on your social media channels.
- **Animated TV screens**  
Animated graphics that can be used on screens in waiting rooms and receptions.
- **A4 Posters**  
To print out and display to the public.
- **Web/newsletter articles with graphics**  
Long and short content to share in newsletters or on websites.
- **WhatsApp**  
Messages and images.



If you have any problems downloading the toolkit, please email:

[Communications@MyLivingWell.co.uk](mailto:Communications@MyLivingWell.co.uk)

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### Key Messages:

- It's never too late to quit and it's the single best thing a smoker can do to improve their health (and finances!)
- Even if they have previously tried to quit, with the right support, this time they really CAN succeed
- People using our FREE service are 3 times more likely to quit for good!
- The Living Well Stop Smoking Service has helped thousands of local people to stop smoking – we want to help more smokers make 2026 the year they quit for good!
- Quit smoking to: Move better, breathe more easily, save money and improve health and wellbeing.

### When people use the free [Living Well Stop Smoking Service](#) they will get:

- Flexible appointments with telephone or face-to-face support
  - A personalised quit plan
  - NRT, prescribed medications
  - Free 12-week vaping kits
  - Expert advice to keep them on track
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Please [download the toolkit](#) share the resources and help us raise awareness of the campaign and this great free service.

Thank you!

The Living Well Team

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