

What is No Smoking Day? (Information for Key Stage 3 / 11-14 year old pupils)

No Smoking Day (NSD) is organised by a charity based in London. The charity is funded by a mixture of governmental and voluntary sector organisations with an interest in health.

NSD aims to help people who want to stop smoking by creating a supportive environment for them, and by highlighting the many sources of help available to people who want to quit.

The No Smoking Day website offers help and advice to those that want to stop and the Day itself, always the second Wednesday in March, provides an excellent focus and motivation for many smokers to stop.

What is the charity's aim?

The No Smoking Day charity aims to reduce tobacco related illness and death

It will do this by supporting smokers who want to stop through providing an opportunity to do so, and highlighting the effective help that is available.

The website

The website www.nosmokingday.org.uk has lots of ideas to help and support people who want to stop smoking. People can:

- Use an interactive calculator to work out how much money they spend on smoking; per day, per week, per month and per year.
- Print off a certificate to prove they are serious about giving up smoking. The certificate will act as motivation to stop and friends and family will see it and help.
- Receive regular emails about giving up smoking.
- Look at articles and information about the dangers of smoking and the benefits to health by giving up.
- Play quizzes and games to motivate and encourage smokers to stop.
- Use internet links to other smoking/health related websites.
- Find telephone numbers for free national helplines to speak to an advisor.

On the Day, the Day's main messages:

- No Smoking Day is a good opportunity to stop
- Smokers can get help when they want to stop
- There are health and other benefits to stopping smoking

What the Day does:

- Spurs smokers into action - millions took part in NSD 2009
- Appeals to smokers of all types - whatever their age, sex or social class
- Publicises and explains the help that smokers can get when they want to stop
- Captures the attention of the media with lots of supportive TV, newspaper and radio coverage

What it doesn't do:

- Try to force smokers to stop - it's for people who are already interested in doing something about their smoking
- Harass smokers - it's not about banning smoking, or picking on smokers
- Work in isolation - smokers need support before and after the Day too

What does No Smoking Day achieve?

No Smoking Day is one of the biggest annual health awareness campaigns in the UK. With twenty-six years of campaigning the Day has helped around 1.5 million smokers stop for good.