

What is No Smoking Day?

(Information for Key Stage 4 / 14-16 year-old pupils)

No Smoking Day (NSD) is organised by a charity of the same name run by four full time staff. Based in London, the charity is funded by a coalition 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.

Now in its 27th year, it is a firm fixture in the UK calendar because of its popularity amongst smokers and continued success. Three quarters of smokers would like to stop and on NSD over a million try. NSD isn't just about the Day. Stopping smoking requires much planning, encouragement, support and motivation. Helping others to prepare to quit can be done year round, but the Day provides an excellent focus and motivation for many smokers to stop.

The No Smoking Day charity has a very clear vision and mission. That is:

Vision

To reduce tobacco related illness and death

Mission

To support smokers who want to stop through providing an opportunity to do so, and highlighting the effective help that is available

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 background
- 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.