

NO SMOKING DAY

13 MARCH 2024

Social media toolkit

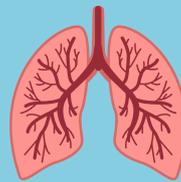
#NSD24

ashscotland.org.uk/no-smoking-day

About No Smoking Day

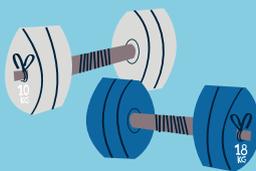
No Smoking Day takes place on Wednesday 13 March 2024.
Our focus this year is encouraging people to quit smoking
and win in four major aspects of life.

Quit and win with your health



Quit and win with your family

Quit and win with your finances



Quit and win with your fitness

**QUIT
YOUR
WAY**

We also want to raise awareness about the free NHS service available to everyone in Scotland to help with quit.

Quit Your Way can provide emotional support, recommend aids to help overcome cravings and formulate an individual plan to help someone to stop smoking.

[QuitYourWay.Scot](https://www.QuitYourWay.Scot)

Smoking in Scotland

15% of the population in Scotland still smoke.
That's **685,000** people we want to encourage to quit.

Inequalities

Smoking rates in Scotland are exacerbated by social inequalities. 25% of adults in the most deprived quintile (SIMD1) smoke, compared to 7% in the least deprived quintile (SIMD5).

31% of people with a long-term mental health problem smoke, compared to 16% without.

Health

Smoking is responsible for 8,260 deaths each year, accounting for 20% of annual deaths in Scotland.

52% of all cancers diagnosed in Scotland are linked to smoking.

66% of people in Scotland who smoke report they would like to stop smoking.

These statistics are based on the most up to date figures from the Scottish Health Survey 2022, and data from the Scottish Public Health Observatory 2021.

Cost of smoking

Below is a table of savings that could be made when giving up smoking*

Number of cigarettes smoked daily	Amount saved after 1 week	Amount saved after 4 weeks	Amount saved after 3 months	Amount saved after 6 months
5	£19.60	£78.40	£254.80	£509.60
10	£39.20	£156.80	£509.60	£1,019.20
15	£58.80	£235.20	£764.40	£1,528.80

£11.20

Cost of the cheapest packet of 20 cigarettes

£15.27

Average cost of a packet of 20 cigarettes**

*Based on the cheapest packet of 20 cigarettes available

**According to figures from the ONS in January 2024

What you can do for No Smoking Day

Follow us on social media



[ASH Scotland](#)



[@ASHScotland](#)



[@ash.scotland](#)



[ASH Scotland](#)



[@ashscotlandmedia](#)

Post on your accounts

We have a range of social media assets available on our website for you to download and use for No Smoking Day. Scroll down to find suggested text to post with our images, or be inspired to use your own content! Use the hashtag #NSD24 on your posts.

Signpost to Quit Your Way

If someone wants to stop smoking, signpost them to the free NHS service Quit Your Way for advice and support.

[QuitYourWay.Scot](#)

Suggested key messages for social media posts

No Smoking Day

Today is No Smoking Day!

685,000 people in Scotland smoke. We're encouraging everyone who wants to stop smoking to visit [QuitYourWay.Scot](https://quityourway.scot) for free support to stop smoking. #NSD24

Health

On No Smoking Day we're encouraging you to quit and win with your health. Stopping smoking is one of the best things you can do to reduce your risk of cancer. Visit [QuitYourWay.Scot](https://quityourway.scot) for free support to stop smoking. #NSD24

Fitness

On No Smoking Day we're encouraging you to quit and win with your fitness. Within 20 minutes of stopping smoking your heart rate and blood pressure returns to normal. Visit [QuitYourWay.Scot](https://quityourway.scot) for free support to stop smoking. #NSD24

Family

On No Smoking Day we're encouraging you to quit and win for your family. Stop smoking to reduce the risk of lung cancer from second-hand smoke for those around you. Visit [QuitYourWay.Scot](https://quityourway.scot) for free support to stop smoking. #NSD24

Don't forget to use the hashtag #NSD24

Finance

On No Smoking Day we're encouraging you to quit and win with your finances. The average person who smokes could save around £284 a month if they quit smoking. Visit [QuitYourWay.Scot](https://quityourway.scot) for free support to stop smoking. #NSD24

Quit Your Way

On No Smoking Day, we're encouraging everyone who wants to quit smoking to reach out to Quit Your Way, an NHS Scotland service that provides free support and advice on how to give up cigarettes. Visit [QuitYourWay.Scot](https://quityourway.scot) to start a tobacco-free life. #NSD24

No Smoking Day

We're coming together with organisations and communities to encourage people who smoke to think about what they can win when they stop smoking. Visit [QuitYourWay.Scot](https://quityourway.scot) to get free advice on how to quit in a way that suits you. #NSD24



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