

FOI 3847

8th July 2026

FREEDOM OF INFORMATION ACT 2000 – INFORMATION REQUEST

2023, 2024 and 2025

Total number of campaigns on Nicotine, smoking, or vaping. Alcohol reduction or awareness. Screen time or digital well-being.

Then name/title of any campaign, financial expenditure (specifying external marketing, advertising, or media spend where possible). Please provide breakdown by year. External PR firms, advertising agencies, or suppliers contracted to deliver or design the campaign.

Digital copies, internet links, or electronic versions of the promotional literature, artwork, videos, or materials used in these campaigns.

Response:

No Smoking Month

- Annually the Southern Health and Social Care Trust promotes the regional No Smoking Month campaign in March and supported this campaign in 2023, 2024 and 2025.
- There is no expenditure incurred by the Trust in relation to marketing, advertising, or media resources for this work. The Trust utilises the regional No Smoking Month communication toolkit and assets which are designed by Cancer Focus and funded by the Public Health Agency (PHA).
- The Trust utilises social media platforms to promote the campaign messaging, sharing this information with other partners and stakeholders for wide dissemination. The Trust engages with staff, service users and the public on our HSC sites and in other settings to promote awareness of the campaign.

Please see attached No Smoking Communications toolkits for 2023, 2024 & 2025.

Alcohol Awareness/ Reduction Campaign

- The SHSCT Community Addictions service attends campaign events organised by community partners and PHA Southern Connections service to promote alcohol awareness, safe drinking limits and support services available. There is no expenditure incurred by the Trust in relation to marketing, advertising, or media resources for this work.
- The SHSCT Community Addictions Service developed a Podcast in January 2025 to support the PHA Dry January Campaign and there was no cost incurred.

See link to Community Addiction podcast

- <https://www.buzzsprout.com/940471/episodes/16442197>

Digital wellbeing

- The SHSCT receives funding from the Public Health Agency for sexual health improvement. In agreement with PHA, part of these funds have been used to provide access to the INEQE Safeguarding group Healthy Online Relationships e-learning programme for 16 – 25 year-olds to enable them to explore online relationships in relation to appropriate behaviours, consent, the law, sexting, grooming and online safety measures.
- This resource is a licensed resource and the SHSCT pays INEQE to enable 2000 Southern Regional College students per year to access the resource as part of their student induction and learning.
- Participants are provided with a code to access the resource. As this is a licensed resource a digital copy cannot be provided.
- In 2023, 2024 and 2025, the Trust paid £2448 each year to INEQE for the license cost to enable access for 2000 young people aged 16-25 as above.

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