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Your Local Free Stop Smoking Support

If you live, work, or are registered with a GP in Hertfordshire, you can access free, expert stop-smoking support through Hertfordshire County Council's Stop Smoking Service. Going smokefree is one of the best things you can do for your physical and mental health, and you're three times more likely to quit successfully with support than by going it alone.

Choose the Quit Route That Works for You

Hertfordshire offers a range of flexible, effective ways to quit:

1. One-to-One Specialist Support

- In-person or telephone sessions with trained advisors.
- Includes access to a free vape or other stop-smoking treatments.
- Ideal if you've tried to quit before, are pregnant, or have complex needs.

2. Allen Carr's Easyway Programme

- A free, online or in-person 1-day group seminar.
- Designed for people who prefer not to use nicotine replacements or medications.

3. Smoke Free App

- Digital, on-the-go stop-smoking support.
- Works even better when combined with nicotine replacement or a free vape.

4. Swap to Stop (Free Vape Offer)

- Part of the national #SwapToStop scheme.
- Over-18s can receive a free vape device and refills to support their quit journey.

Treatment Options to Support Your Quit

Hertfordshire advisors provide guidance on the best treatment for your needs, including:

- Nicotine Replacement Therapy (NRT) patches, sprays, gum, lozenges & more.
- Prescription medications such as bupropion or varenicline (subject to GP approval).
- Vaping products, shown to be significantly safer than smoking while helping manage cravings.

All treatments work best when combined with behavioural support from a trained advisor.

Where You Can Get Support

Support is available across Hertfordshire, including:

- Hertfordshire Health Improvement Service
- Pharmacies
- GP surgeries
- Healthy Hubs

The service provides up to 12 weeks of free support, helping you develop a personalised quit plan.

How to Get Started

You can contact the Hertfordshire Stop Smoking Service for free, friendly advice:

Text: SMOKEFREE to 80818

Call: 0800 389 3998

Email: healthimprovementservice@hertfordshire.gov.uk

Once referred, an advisor will get in touch with you as soon as an appointment becomes available.

Success Stories

The service helps thousands of Hertfordshire residents each year, with many reporting dramatic improvements to their health, wellbeing, and finances after quitting smoking.

Make Today Your Quit Day

Whether you'd like structured support, a group approach, or a digital option, Hertfordshire has a quit route for everyone. Choosing to go smokefree can improve your health, save you money, and transform your future.

Start your journey today, your smokefree life is waiting.

Visit the full service page: <https://www.hertfordshire.gov.uk/services/health-in-herts/smoking/stop-smoking-service.aspx>

Smokefree Hertfordshire resources

The Hertfordshire Health Improvement Service (HHIS) are pleased to share our new Smokefree Hertfordshire resources which includes a full range of posters, leaflets and assets for digital screens.

All resources can be accessed at hertfordshire.gov.uk/stopsmokingassets, where you can download items individually or as a complete zip file (as shown in image on the right-hand side).

[5-NRT-&-Medication-Digital-Flyer \(PDF 1.1Mb\)](#)

[6 - Swap to stop Digital Flyer \(PDF 556kb\)](#)

[All Stop smoking Hertfordshire digital assets \(ZIP Archive 22.5Mb\)](#)

Allen Carr's Easyway (ACE) 

Printed assets are also available on request by contacting HealthImprovementService@hertfordshire.gov.uk



Further tools and guidance to support our workforce can be found on the [Smokefree Hertfordshire Professionals webpage](#)

Our main public-facing website, <https://www.hertfordshire.gov.uk/smokefree>, provides comprehensive information about the Stop Smoking Services available to Hertfordshire residents.

National Smoke-free Pregnancy Incentives Scheme (NSPIS) extended for a further three financial years

The National Smoke-free Pregnancy Incentives Scheme (NSPIS) will continue for another three financial years, with funding now confirmed through to March 2029. As part of its next phase, the scheme is widening its reach to include partners and other significant supporters, acknowledging the positive influence that the wider family network can have on creating a smoke-free start for babies.

After more than a year in operation, NSPIS is demonstrating strong results. The programme is helping increasing numbers of pregnant people to stop smoking and is contributing to efforts to narrow health inequalities linked to tobacco use during pregnancy.

In Hertfordshire, implementation of the scheme is progressing at different stages across the county's two main maternity units. East and North Hertfordshire NHS Trust joined the national programme just before Christmas and is currently in the early stages of rollout, beginning to embed the new approach within maternity pathways. West Hertfordshire NHS Trust has expressed a firm interest in taking part. In the meantime, Hertfordshire Health Improvement Service (HHIS) continues to deliver its in-house financial incentive offer, ensuring ongoing support for clients already enrolled and maintaining continuity until all service users have completed their milestones.

The Vape Brain Sculpture School Tour

Hertfordshire County Council's Public Health team has co-produced a new youth vaping awareness campaign in partnership with young people across the county. The campaign highlights the mental health impacts of nicotine dependency and aims to empower young people to make informed choices about not vaping.

The 'Vape Brain' Sculpture, created by 3D Design students at Herts Regional College, has now visited six schools in Hertfordshire. This striking parametric brain sculpture illustrates how nicotine addiction affects mental health and features real quotes from local young people.



The Hertfordshire [Youth Vaping webpage](#) provides clear, accessible information to support young people in understanding the risks of vaping and how to get help to quit. It includes:

- How nicotine affects the brain
- Guidance on stopping vaping
- Details of support services and where to get help
- Information on what vapes contain
- Advice on illegal vape sales
- Resources for parents and carers

Alongside this, a social media campaign has been planned to share authentic messages from young people. We are continuing to seek volunteers with lived experience of vape dependency to help co-create content, anonymity is available for those who take part.

Please share this information with schools and colleagues working with young people. To book the Vape Brain Sculpture for a school visit, contact

Smokefree.Hertfordshire@hertfordshire.gov.uk

The fight against Illicit Tobacco on the High Street continues

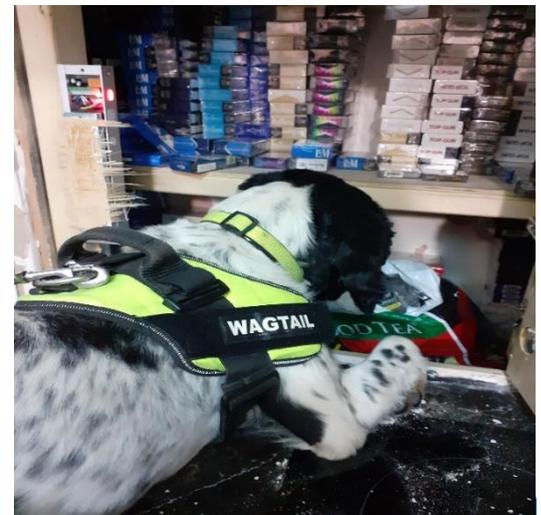
Illicit tobacco still presents a major concern for Trading Standards even though vaping has stolen some of the attention away from the subject. In the East of England last year seizure figures for Trading Standards were at record levels and exceeded 2024-25 figures by over 100%.

With an average packet of 20 illegal cigarettes selling for £5.54. This is compared to £14 - £19 for a legitimate, genuine, duty paid product. Similarly hand rolling tobacco has been incredibly cheap with an average 50g pouch selling for £12.85. This is compared to £38 - £48 for a legitimate, genuine, duty paid product.

The availability to such cheap tobacco is still commonplace and undermines the efforts of all those that try to prevent the uptake in tobacco use or encourage cessation. The tobacco products might be pocket money prices, but the profits for those selling it are not.

So far this year, Hertfordshire Trading Standards have seized 205,681 illegal cigarettes, along with 51kg of hand rolling tobacco. This is in comparison to 220,000 illegal cigarettes and 45 kg of hand rolling tobacco for the whole of 2024-25

To help in reducing the prevalence of illegal cigarettes and tobacco in Hertfordshire, Trading Standards have introduced an anonymous reporting facility for members of the public. All reports relating to illegal tobacco, illegal vapes and underage sales in Hertfordshire will be received by Trading Standards via scanning the QR code below.



Illegal Vape/Tobacco Sales -
Anonymous Reporting



Campaign: No Smoking Day, Wednesday 11th March

This year, No Smoking Day falls on Wednesday 11th March and is another great opportunity to signpost to quitting support and encourage smokers to make a quit attempt. Resources to help you raise awareness of the day are based around the theme of 'a smoke-free life starts with a smoke-free day'.

The resources are also split into three phases:

1. A momentum-building phase before the day
2. No Smoking Day itself
3. The days following it

[Resources](#) are now available to download and include:

- Static and animated social assets
- Posters
- Static and animated digital screens



Campaign: 'The power to quit smoking', 16th February to 5th April

The Power to Quit Smoking is a national campaign running from 16th February to 5th April 2026, offering another great opportunity to signpost people to free quitting support and encourage smokers to make a quit attempt.

Built around the powerful message that people are three times more likely to quit successfully when they use proven tools and support, the campaign aims to motivate smokers to take the next step towards a healthier, smoke-free future.

The campaign focuses on empowerment and practical support, highlighting that individuals can take control of their quit journey, and that help is always within reach through the NHS Quit Smoking App and the NHS Personal Quit Plan.

Resources are now available to download and include:

- Static social assets
- Digital screens
- Posters
- Email signatures



Let's Be Clear for a smokefree future

Let's Be Clear is a joint initiative led by 12 local authorities across the East of England, created to raise awareness of the real harms caused by smoking and highlight the impact tobacco has on individuals, families and communities.

The campaign aims to:

- Increase understanding of smoking harms and how they contribute to poor health outcomes.
- Show the true impact of tobacco across communities, particularly those most affected by health inequalities.
- Promote regional stop smoking services, ensuring people know where to get free or low-cost support to quit.

The campaign encourages quitting with confidence by signposting to local stop smoking services offering:

- 1:1 specialist support
- Tailored quit plans that meet individual needs
- Friendly, non-judgemental guidance
- Access to free or low-cost quitting aids
- Proven results for helping people stop for good



Let's Be Clear reinforces that quitting smoking is one of the best decisions someone can make for their health, and that no one has to do it alone.

Update on the Tobacco and Vapes Bill – Progress in the House of Lords

Peers in the House of Lords have voted decisively to support the landmark generational smoking ban, rejecting an amendment aimed at replacing it with an increase in the age of sale to 21. The amendment was defeated 246 to 78, demonstrating strong parliamentary backing for a smokefree generation.

The Bill continues through its parliamentary stages, with Report stage debates scheduled until 5 March, followed by Third Reading before returning to the Commons and ultimately progressing to Royal Assent.

ASH highlights several key amendments it supports, including proposals to:

- Ban cigarette filters to address environmental harms and prevent the industry from deceiving consumers into thinking filters reduce the risk from smoking.
- Consultation on a 'polluter pays' levy on tobacco manufacturers
- Require a roadmap to a smokefree country
- Add dissuasive warnings on cigarettes and papers
- Ensure publication of a public communications plan following Royal Assent to maximise the public health opportunity from the bill and ensure smooth implementation
- Require tobacco companies to publish sales data

The Government has also tabled amendments that would:

- Strengthen regulation of vape and heated tobacco devices
- Allow limited exemptions (e.g., for adult mental health hospitals)
- Protect public health advertising relating to smoking cessation
- Permit local authorities to retain Fixed Penalty Notice revenue
- Enable future regulation of cigarette filters

Finally, the Bill has successfully passed EU Technical Regulation Information System scrutiny under the Windsor Framework, with both Government and independent legal analysis confirming its compatibility with EU law. The Bill is expected to move through the remaining stages and apply across the UK.

Smokefree Places Consultation Launched

The Department of Health and Social Care has launched a 12-week consultation on proposals to extend smoke-free places and introduce new heated-tobacco-free and vape-free areas across England.

These measures support the upcoming Tobacco and Vapes Bill, which will be the most significant public health intervention since the 2007 smokefree legislation. It intends to protect the public, particularly children, pregnant women and medically vulnerable people, from second-hand harms of smoking, vaping and heated tobacco use.

The consultation seeks views on proposals to make certain outdoor public spaces smokefree (such as playgrounds and areas outside education and health settings),

introducing heated-tobacco-free and vape-free rules in existing smokefree indoor environments, and setting out exemptions, boundaries and signage requirements.

Alliance members can choose to submit their responses directly to the consultation, and/or contribute through our collective approach. In the coming weeks, we will share a comprehensive survey that mirrors all consultation questions, enabling us to gather views from across the Alliance and prepare a joint, coordinated submission. This is an important opportunity to share practical insights, showcase examples of effective voluntary smokefree practices, and contribute evidence that will help strengthen the case for protecting communities from second-hand harms.

The consultation is open until 23:59 on Friday 8th May and can be accessed [here](#).

ASH Report: Major Expansion of Local Stop Smoking Services

Action on Smoking and Health (ASH) has published its latest annual report [Breaking new ground. Local authority stop smoking services and wider tobacco control in England, 2025](#).

The findings show significant national progress driven by increased Government investment in tobacco control.

Survey responses from 127 local authorities (84% of those with public health responsibility) reveal that tobacco control is now a high or above-average priority in 90% of councils, with 58% ranking it as a high priority, up from 54% in 2024 and 37% in 2023.

Three-quarters of local authorities (76%) now have an active Tobacco Control Alliance, reflecting growing commitment and collaboration across the system.

Stop smoking services have expanded significantly: 86% of areas increased advisor numbers, demand rose in 84% of councils, and services are reaching more community settings, particularly those facing disadvantage.

Treatment options have also improved, with 71% offering varenicline (up from 38% in 2024), 47% offering cytisine (up from 30% in 2024), and 98% providing vapes as a quitting aid. The *Swap to Stop* programme is now active in 97% of areas and is boosting quit attempts and successful quits.

Smoking remains the leading preventable cause of cancer in the UK

New research from the World Health Organization (WHO) shows that cancer remains heavily driven by preventable factors. In 2022 alone, 7.1 million of the 18.7 million new cancer cases worldwide were linked to modifiable risks, including tobacco smoking, alcohol consumption, high body mass index, insufficient physical activity, smokeless tobacco, air pollution.

UK-specific findings reveal that 32.6% of all new cancer cases, more than 148,000 diagnoses, were preventable.

Across preventable causes, smoking remains the single largest contributor, responsible for 16.2% of UK cancer cases, making it the top modifiable risk factor. For men, 18.5% of preventable cancers were caused by smoking and for women, 13.8%.

WHO cancer control lead, Dr. André Ilbawi, emphasised the importance of framing prevention in a supportive, non-judgemental way, stressing that “prevention must be communicated carefully, focusing on risk reduction, not blame.”

These findings highlight the continued need for strong tobacco control measures and investment in evidence-based prevention programmes.

Reference: Fink, H., Langselius, O., Vignat, J. et al. Global and regional cancer burden attributable to modifiable risk factors to inform prevention. Nat Med (2026). <https://doi.org/10.1038/s41591-026-04219-7>

Webinars

Reminder that all previous ASH-hosted webinars are available to watch again [here](#)

Tobacco Control Alliance Terms of Reference

The Terms of Reference for the Hertfordshire Tobacco Control Alliance have now been updated for 2026 and are attached for your reference.