



"Theres a lot of time wasted in smoking, and I've regained that time"
- Rosemary

"It's brilliant it's like another life"
- Chris

"I'm running around the park now, taking the dog out and biking, enjoying food again"
- Andy

Why Hull, Why Stop Smoking Support

- Hull has a high smoking prevalence which is 18.4%
- Reducing the prevalence releases GP appointments, hospital beds and reliance on social care services
- 70% of smokers want to quit
- Opportunity to highlight SmokeFree Hull's offer

"It's such a shame I didn't do it earlier"
- Rosemary

Lessons Learnt

- It takes longer than you may think
- Be prepared to move the deadline
- Good relationships are key
- Be patient
- Logos
- Strong collaborative working

Launch Event

To launch the Docuseries a Premiere was held at Hull Truck Theatre in Hull to celebrate the courage, confidence and successes of those who took their time to be a part of the campaign. The Premiere consisted of opening speech's, a screening of the Docuseries and a Q&A session.



Reach of the Campaign (as of 28/05/26)

The ads reached **186,527** people and were seen **845,396** times. **98,512** people watched the video for 15 seconds or until completion and **19,003** people clicked through to SmokeFree Hull's website.



Positive Press Coverage!

The launch attracted positive press coverage from BBC News (published article and Look North TV feature) and Action on Smoking and Health (ASH) newsletter article.

"The campaign's strength lies in it's focus on real experiences, showing that quitting is possible even after many years and can lead to a better quality of life"

Source: BBC News, 18th January 2026
ASH Newsletter 19th January 2026

SmokeFree Hull Contact details

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Cast
Andy; Rosemary; Chris; Maria; Alison; Mhairi; Chelsea; Annabelle; Max; Jemima



Created in collaboration with...



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