

10 July 2026

Nicotine, digital well-being and alcohol campaign spending 2023-2025

1. The total number of awareness or health promotion campaigns run by the trust primarily targeting:

- a) Nicotine, smoking, or vaping cessation/awareness.**
- b) Alcohol consumption reduction or awareness.**
- c) screen time or general digital well-being**

2. Financial and Supplier Breakdown:

- a) The official name/title of any campaign.**
- b) The total financial expenditure (specifying external marketing, advertising, or media spend where possible). If a campaign spanned multiple calendar years, please provide the breakdown by year.**
- c) The names of any external PR firms, advertising agencies, or suppliers contracted to deliver or design the campaign.**

3. Campaign Materials:

- a) Where available, please provide digital copies, internet links (URLs), or electronic versions of the promotional literature, artwork, videos, or materials used in these campaigns.**

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Campaign	Nicotine, smoking, or vaping cessation/awareness	Alcohol consumption reduction or awareness	Screen time or general digital well-being
Q1 Number of Campaigns	Four - Three No Smoking Month campaigns - One Smoke Free Quality Improvement Project	Zero Belfast Trust did not run any alcohol awareness campaigns during the period requested. The Trust supported promotion of the following campaigns delivered by DACT Connections Services and funded by the Public Health Agency - Alcohol Awareness Week - Dry January, Feel good February / Spring into Wellness	Two - Digital Safety for Parents - Provide for BHSCT Staff
Q2 Financial and Supplier Breakdown	2022/23: £1,433.40 (Quarter 4 only) 2023/24: £1,582.64 2024/25: £2,076.84 2025/26: £1,867.87 SFQI 2023 – £1,297.75 Resources to support internal marketing of Smoke Free HSC Sites Total Resources procured 2023-25 = £8,258.50 <i>Financial information is recorded by financial year rather than calendar year. Information has therefore been provided for the relevant financial years covering the requested period.</i>	Belfast Trust does not hold recorded information showing expenditure on these campaigns as they were delivered and funded externally by DACT Connections Services/Public Health Agency.	2025 - Belfast Trust does not hold a separate recorded cost for this webinar as it formed part of a wider HR contract.
Q2 (c) external suppliers	Belfast Trust does not hold recorded information identifying any external PR firms or advertising agencies used in relation to these campaigns.	Belfast Trust does not hold recorded information identifying any PR firms, advertising agencies or suppliers contracted in relation to these externally delivered campaigns.	CINI (Children in Northern Ireland)
Q3 Campaign Materials	Stopping smoking made easier (English and translations) HSC Public Health Agency (hscni.net) www.cancerfocusni.org www.stopsmokingni.info Belfast Trust Staff only Campaign Poster attached: "37453 Nicotine, digital well-being and alcohol campaign spending 2023-2025_Attachment 1"	https://drugsandalcoholni.info/project/niaaw/ https://drugsandalcoholni.info/campaigns/djfqf/	Belfast Trust does not hold copies of campaign materials for these campaigns.