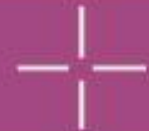




Please note that these events are not an exhaustive list, just a sample

Hyperlinks correct as at August 2011

MONTH	DATE	EVENT/ORGANISATION	INFO/SUPPORT MATERIALS	SUGGESTIONS
JANUARY	1st January annually	New Year's Day New Year's resolutions		Highlight the benefits of giving up (e.g. health, financial), and the help they can get from local stop-smoking services. HUMAN INTEREST STORY Find someone who gave up last New Year with the help of local services and is still smoke-free. Perhaps they have splashed out on something really special with the money saved, their children are really happy now that Mum/Dad doesn't smoke any more, they have found improvement in their health/alleviation for a health problem etc?
FEBRUARY	first day of the first lunar month annually	Chinese New Year 2012: Monday 23 rd January 2013: Sunday 10 th February	Chinese New Year or Spring Festival is the most important of the traditional Chinese Holidays. It begins on the first day of the first lunar month and finishes on the 15 th day with the festival of the lanterns. It is an important time for the family with gatherings and meals and the giving of red envelopes.	A time for new resolutions, which might include stopping using tobacco – a chance for stop-smoking services to contact local Chinese community organisations
	1st February annually	Breathing Space Day Scotland is the free phone and web-based service for people in Scotland experiencing low mood, depression or anxiety www.breathingspacescotland.co.uk	Calls to Breathing Space increase at this time of year, possibly due to the weather or post-festivity lull. Breathing Space advocate that this day should be taken as an opportunity to STOP and reevaluate where you are going in the following year.	An opportunity for partnership working with Breathing Space, local support services for depression and related conditions offering cessation services as a way of helping to improve wellbeing. As debt can be a problem at this time of year, this could be an opportunity to link with Local Authority and Citizens' Advice Scotland money advice services.



MONTH	DATE	EVENT/ORGANISATION	INFO/SUPPORT MATERIALS	SUGGESTIONS
FEBRUARY	1st – 28th/29th February annually	<p>National Heart Month The British Heart Foundation 0131 555 5891 www.bhf.org.uk</p> <p>various 'Red for Heart' events, including National Wear Red Day. Order a campaign/fundraising pack from http://www.bhf.org.uk/get-involved/fundraising/red-for-heart.aspx</p>	<p>BHF publications such as coronary heart disease statistics http://www.bhf.org.uk/publications/view-publication.aspx?ps=1001140</p> <p>and regional and social differences in coronary heart disease http://www.bhf.org.uk/publications/publications-search-results.aspx?m=simple&q=regional+differences</p>	<p>Opportunity to highlight the fact that smoking is the biggest risk factor for having a heart attack. Opportunity to highlight success stories from Smoking Cessation.</p> <p>HUMAN INTEREST STORY Particularly those who have suffered a heart attack and managed to stop smoking with the help of local stop-smoking services. Maybe someone using the cessation service is taking part in a BHF fundraising event now that they have given up?</p>
	1st – 28th/29th February annually	<p>LGBT History Month is an annual awareness-raising campaign to highlight the contribution that lesbian, gay, bisexual and transgender people have made to society.</p> <p>http://www.lgbthistory.org.uk/index.php</p>	<p>ASH Scotland has published a report on smoking in Scotland's LGBT communities and its Information Service has produced a briefing about tobacco use and LGBT communities.</p> <p>The national LGBT tobacco control network in the United States also has links to further information.</p>	<p>Opportunity to link in with local LGBT community and/or voluntary organisations, to highlight the fact that lesbian, gay and bisexual people are more likely to smoke than their heterosexual counterparts.</p> <p>Ask a youth group to investigate the marketing to and targeting of LGBT people by tobacco companies.</p>
	4th February annually	<p>World Cancer Day Union for International Cancer Control www.worldcancercampaign.org</p> <p>The World Cancer Campaign highlights the fact that 40% of cancers are preventable.</p> <p>They highlight simple measures that can help, including stopping tobacco use and avoiding exposure to second-hand smoke</p>	<p>Their website has information about campaign and posters and leaflets that are available (without the World Cancer Day text) which can be used outside of this date. http://www.worldcancercampaign.org/index.php?option=com_content&task=view&id=449&Itemid=816</p> <p>See also ASH Scotland's information briefing on child exposure to second-hand smoke in the home.</p>	<p>This could be linked to a smoke-free homes initiative, or could be used to engage with potential stakeholders if you are keen to start one locally.</p> <p>For existing smoke-free homes projects, you could find a family that have signed up to the initiative who are willing to be featured in a press release highlighting benefits they have found – less smell of smoke, happier children etc. Even better if you can send photo with press release, but remember you'll need permission from the family to forward the photo to a third party.</p>



MONTH	DATE	EVENT/ORGANISATION	INFO/SUPPORT MATERIALS	SUGGESTIONS
FEBRUARY	14th February annually	St Valentine's Day	Smoking and reproductive life: The impact of smoking on sexual, reproductive and child health. A BMA report http://www.bma.org.uk/images/smoking_tc_m41-21289.pdf	Use the romantic theme of St. Valentine's Day to highlight the benefits of giving up - looks/attractiveness/smell/cost/better kissing! Romantic meal ruined by smoker constantly leaving the table, spend more time with your loved one Impotence/fertility (male and female). If you have any groups starting on this date, invite couples along to give up together.
	14th February annually	National Impotence Day Sexual Advice Association 020 7486 7262 www.sda.uk.net	Smoking and reproductive life: The impact of smoking on sexual, reproductive and child health. A BMA report http://www.bma.org.uk/images/smoking_tc_m41-21289.pdf	Opportunity for a press release, using one of the images which portrays a drooping cigarette with the words "Smoking may reduce blood flow and causes impotence. Images can be downloaded from http://webarchive.nationalarchives.gov.uk/+www.dh.gov.uk/en/PublicHealth/Healthimprovement/Tobacco/Picturewarningsontobaccoproducts/pressimages/index.htm
	46 days before Easter annually	Ash Wednesday Linked to the Christian calendar, Ash Wednesday occurs 46 days before Easter Day (a moveable date). 2012: Wednesday 22 nd February	Follows Pancake Day (Shrove Tuesday) and signals the start of Lent, when Christians traditionally give up an indulgence for the weeks leading up to Easter.	Quite a large proportion of the Polish community in Scotland follow the Roman Catholic faith and this may be a good time to offer smoking cessation services to them.
MARCH	8th March annually	International Women's Day http://www.un.org/womenwatch/fature/iwd/	The International Network of Women Against Tobacco (INWAT) is an international network of tobacco control experts: www.inwat.org	Highlight issues about women used as unpaid labour in producing tobacco in developing countries, health risks they run from chemicals used to spray the crops and in the drying process.
	second Wednesday of March annually	No Smoking Day www.nosmokingday.org.uk 2012: Wednesday 14 th March	The theme for the following year is usually posted on the website by the end of November/beginning of December the previous year. As well as materials for purchase, there are free information/ideas packs.	Get your thinking caps on! Over the years there have been many innovative events to attract attention to No Smoking Day, and it's the chance to generate some free publicity for your organisation.



MONTH	DATE	EVENT/ORGANISATION	INFO/SUPPORT MATERIALS	SUGGESTIONS
MARCH	date decided by full moon annually	<p>Holi The Hindu Spring Festival</p> <p>2012: Thursday 8th March</p> <p>Holi is a colourful festival that celebrates the arrival of Spring and the death of the demoness Holika; it is a celebration of joy and hope. Bonfires are lit to banish the long cold nights and on Dhuleti (the day after Holi) everything is covered in a riot of colour. http://www.holifestival.org/</p>	<p>ASH Scotland has recently published information briefings on tobacco use and minority ethnic groups and types of tobacco used in some ethnic minority groups.</p> <p>The Minority Ethnic Health Inclusion Project (MEHIP) received funding from ASH Scotland to produce a DVD about oral tobacco and oral health – further information is available at http://www.ashscotland.org.uk/ash/8210</p>	<p>Stop-smoking services can link in with local groups which support people from the Indian sub-continent, to do some awareness-raising about products which contain tobacco such as paan and gutkha.</p>
	three weeks before Easter annually	<p>Mothering Sunday Linked to the Christian Calendar, falls on the fourth Sunday of Lent, three Sundays before Easter.</p> <p>2012: Sunday 18th March</p>	<p>A day for celebrating motherhood.</p> <p>ASH Scotland have a range of information briefings on child exposure to second-hand smoke in the home, breast-feeding and pregnancy</p> <p>BMA report 'Breaking the cycle of children's exposure to tobacco smoke': http://www.bma.org.uk/images/Breakingcycle_tcm41-147270.pdf</p>	<p>Several different themes could be used here: linking with a local school running a smoking cessation group for mothers bringing or collecting their children from school starting in the week before or after Mothers Day.</p> <p>Press release about smoking in the home, and/or information about local smoke-free homes initiatives.</p>
	26th March annually	<p>anniversary of Scotland's smoke-free legislation (26th March 2006)</p>	<p>Evaluation of Scotland's Smoke free legislation http://www.ashscotland.org.uk/ash/5510.html</p>	<p>Press release - celebrate success of the legislation. Find smokers who gave up at the start of the ban and are still smoke-free, or interview bar workers who are healthier and happier as a result of the legislation.</p>



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APRIL	1st – 30th April annually	National Spring Clean Scotland Keep Scotland Tidy http://springclean.keepsotlandtidy.org/	Many groups already take part in voluntary clean-ups during the rest of the year, but National Spring Clean provides an opportunity for schools, youth clubs, environmental organisations, voluntary groups, community gatherings and businesses to play an important part in this bigger, co-ordinated campaign. Register on the website to receive a clean-up kit.	Spring Clean Scotland – Give up Smoking and Spring Clean your lungs. Encourage recent quitters and/or stop-smoking service users to take part. Highlight the environmental impact of cigarette litter - link with the number of butts collected in the challenge or with Keep Scotland Beautiful press releases concerning the event. Possible link with young children picking up butts and talking about smoking initiation.
MAY	1st – 31st May annually	Save A Baby month Foundation for the Study of Infant Deaths (FSID) http://fsid.org.uk/page.aspx?pid=560 The Scottish Cot Death Trust 0141 357 3946 check out their website for related events www.scottishcotdeathtrust.org	Smoking and reproductive life. The impact of smoking on sexual, reproductive and child health. A BMA Report http://www.bma.org.uk/images/smoking_tc_m41-21289.pdf ASH Scotland briefing paper on child exposure to second-hand smoke in the home Downloadable booklet Babyzone: how to keep your baby safe and healthy http://fsid.org.uk/Document.Doc?id=24	Opportunity to raise awareness about the dangers of increased risk of cot death for babies whose mother smokes during and/or after pregnancy, and who are exposed to second-hand smoke in the home and vehicles. Opportunity to publicise the benefit of a smoke-free home and vehicle for children, not just to parents but grandparents and other family members as well
	first full week of May annually	National Thrombosis Week Lifeblood (the thrombosis charity) http://www.thrombosis-charity.org.uk/cms/index.php 2012: Monday 7 th - Friday 11 th May	General information about heart health available on British Heart foundation website www.bhf.org.uk Scottish mortality rates information on the Scottish Government website http://www.scotland.gov.uk/Topics/Statistics/Browse/Health/TrendMortalityRates	Opportunity to raise awareness about the link between smoking and increased risk of thrombosis.



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MAY	first full week of May annually	Deaf Awareness Week UK Council on Deafness 2012: Monday 7 th -Sunday 13 th May http://www.deafcouncil.org.uk/daw/index.htm	Deaf Cancer Wise (Scotland) Evaluation of Smoking Cessation Pilot for BSL workers. http://www.tobaccoinscotland.com/documents/Deafwisefinalreport.doc	Opportunity to link with local support groups for the deaf/hard of hearing to discuss how services can be made more accessible. If you are already providing services, it's an opportunity to publicise this with a human interest story, e.g. a client who has successfully quit smoking or using tobacco.
	first Tuesday of May annually	World Asthma Day 2012: Tuesday 1 st May Asthma UK Scotland 0131 226 2544 http://www.asthma.org.uk/scotland/index.html	Information about smoking being an asthma trigger is available at http://www.asthma.org.uk/all_about_asthma/asthma_triggers_az/smoking.html ASH Scotland's Information Service have produced briefing papers on child exposure to second-hand smoke in the home and second-hand smoke in cars . BMA Report 'Breaking the cycle of children's exposure to tobacco smoke' http://www.bma.org.uk/images/Breakingcycle_tcm41-147270.pdf	Opportunity to raise the issue of smoking in the home and its effects on childhood asthma. Publicise the benefit of a smoke-free home and vehicle for children - not just to parents, but grandparents and other family members as well
	12th May annually	International Nurses' Day International Council of Nurses further information is available online at http://www.icn.ch/publications/international-nurses-day/	Celebrated around the world on 12 th May - the anniversary of Florence Nightingale's birth. A different theme each year.	Opportunity to encourage health visitors and nurses in local hospitals, hospices, care homes etc. to quit.



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MAY	second or third week of May annually	Cancer Prevention Week World Cancer Research Fund UK 2012: Monday 14 th – Friday 18 th May http://www.wcrf-uk.org/fundraising/fundraising_campaigns/fruity_friday/cancer_prevention_week.php	Cancer Research UK information about tobacco and cancer risk http://info.cancerresearchuk.org/cancerstats/causes/lifestyle/tobacco/ ASH Scotland's website has information on tobacco-related conditions, including cancer, at http://www.ashscotland.org.uk/ash/8085	Opportunity to highlight the increased risk to a smoker of developing any of several types of cancer (including lung, kidney, larynx, breast, head and neck, bladder, pancreas, stomach and oesophagus).
	15th May annually	International Day of Families United Nations http://www.un.org/en/events/familyday/	British Medical Association report, "Smoking and reproductive life. The impact of smoking on sexual, reproductive and child health": http://www.bma.org.uk/images/smoking_tcm41-21289.pdf BMA Report 'Breaking the Cycle of children's Exposure to Tobacco Smoke' http://www.bma.org.uk/images/Breakingcycle_tcm41-147270.pdf ASH Scotland briefing paper on child exposure to second-hand smoke in the home	Opportunity to encourage family members to give up together, pregnant women, first child, new family unit, new grandparents. Opportunity to highlight smoke-free homes, keeping families smoke-free
	third Friday of May annually	Fruity Friday World Cancer Research Fund 2012: Friday 18 th May	Support materials available on the Fruity Friday website http://www.wcrf-uk.org/fundraising/fundraising_campaigns/fruity_friday/index.php	Opportunity to encourage smokers to swop their 20-a-day fag habit for a 5-a-day fruit and veg habit. Link up with a dietician, local café/juice bar/fruit and veg shop to devise quick and easy snacks and smoothies that smokers can use to help beat the cravings, send out a press release including information about stop-smoking sessions.



MONTH	DATE	EVENT/ORGANISATION	INFO/SUPPORT MATERIALS	SUGGESTIONS
MAY	third week of May annually	Walk to School Week Walk to School organisation www.walktoschool.org.uk 2012: Monday 21 st – Friday 25 th May	Strider, the Walk to School mascot, can be borrowed from Walk to School Week. Information is available on the website at http://www.walktoschool.org.uk/free-stuff/strider1/	Opportunity to link with education, leisure services, environmental health, road safety, weight management groups and highlight the benefits to parents of walking to school and giving up smoking. Run a stop-smoking group for parents walking to school to help them with increased physical activity, or provide information about local groups, tips for stopping and staying stopped. Offer free pedometers, cost calculators to demonstrate savings etc. Press release on the benefits of walking children to school, chance to chat, saving money on fuel and on cigarettes if you give up as well, weight maintenance, children not exposed to smoke in the car etc.
	mid-May to mid-June annually	National Smile Month British Dental Health Foundation http://www.dentalhealth.org/ 2012: 14 th May-14 th June	For more information and ideas about ways to involve local services, check out the website at http://www.nationalsmilemonth.org/	Opportunity to highlight how smoking discolours teeth, causes gum disease, oral cancer and makes the breath smell
	one week at the end of May annually	Mental Health Awareness Week Mental Health Foundation Further information online at http://www.mhf.org.uk/campaigns/mhaw/ 2012: dates to be confirmed	A different theme is chosen each year. ASH Scotland has an information briefing on tobacco use and people with mental health problems ASH Scotland has also funded some work around tobacco and mental health http://www.ashscotland.org.uk/ash/4145.html	Link up with a local mental health users' group or service. An opportunity to inform people about the benefits to mental health and wellbeing of giving up smoking, to dispel myths about the perceived benefits of smoking (e.g. relieves stress) and explain about the support that is available to help smokers give up.



MONTH	DATE	EVENT/ORGANISATION	INFO/SUPPORT MATERIALS	SUGGESTIONS
MAY	31st May annually	World No Tobacco Day World Health Organisation The UN website has information about themes for previous years: http://www.who.int/tobacco/communications/events/wntd/en/	This yearly celebration informs the public about the dangers of using tobacco, the business practices of tobacco companies, what the WHO is doing to fight the tobacco epidemic and what people around the world can do to claim their right to health and healthy living and to protect future generations.	Opportunity to highlight the global problem of tobacco, including the environmental effects of growing tobacco and the dispersal of cigarette butts into waterways, the pursuit of new markets in developing countries by tobacco companies etc.
JUNE	1st - 30th June annually	National Osteoporosis Month National Osteoporosis Society http://www.nos.org.uk/page.aspx?pid=846&srcid=811	ASH Scotland annually compiles tobacco-related research on various conditions, including musculoskeletal disorders .	Opportunity to highlight the fact that smoking has a toxic effect on the bones by inhibiting construction cells from doing their work and is one of the risk factors for osteoporosis.
	1st - 30th June annually	SANDS Awareness Month Stillbirth and Neonatal Death Society 020 7436 7940 www.uk-sands.org Scottish Cot Death Trust 0141 357 3946 http://www.scottishcotdeathtrust.org/	British Medical Association report "Smoking and reproductive life. The impact of smoking on sexual, reproductive and child health" available online at http://www.bma.org.uk/images/smoking_tcm41-21289.pdf ASH Scotland briefing paper on child exposure to second-hand smoke in the home	Opportunity to raise awareness about dangers of smoking in pregnancy and second-hand smoke in the home Publicise local smoke-free homes initiatives
	one week mid-June annually	Diabetes Week Diabetes UK www.diabetes.org.uk 2012: Sunday 10 th -Saturday 16 th June	Information about the increased risk to those with diabetes from smoking at http://www.diabetes.org.uk/Guide-to-diabetes/Healthy_lifestyle/Smoking/ For Scottish information, visit http://www.diabetes.org.uk/In_Your_Area/Scotland/	Opportunity to highlight how smoking can increase the risks of developing complications caused by diabetes



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JUNE	one week early-mid June annually (timed to coincide with Father's Day)	Men's Health Week Men's Health Forum Scotland http://www.mhfs.org.uk/index.php tel: 0141 550 7515 2012: Monday 11 th -Sunday 17 th June	Further details about the week can be found online at http://www.mhfs.org.uk/mens_health_week.php	An opportunity to encourage men to give up smoking to help improve their ability to be more physically active. HUMAN INTEREST STORY Find a man/men who have given up with help from their local cessation service and how it has benefited their health.
	one week mid-June annually	Action on Depression week Scotland Action on Depression For more information, go to http://www.actionondepression.org/ or phone 0131 226 2544 Depression Awareness Week (England) 020 7833 2500 http://www.depressionalliance.org/how-we-can-help/depression-awareness-week.php 2012: dates to be confirmed	The ASH Scotland website has information concerning smoking and mental health at http://www.ashscotland.org.uk/ash/4145.html , and its Information Service has issued a briefing on tobacco use and people with mental health problems .	Link up with a local mental health users' group or service An opportunity to inform about the benefits to mental health and well being of giving up smoking, dispel the myths about the perceived benefits of smoking (e.g. relieves stress) and explain about the support that is available to help smokers give up
	one week mid-June annually	Carers' Week http://carersweek.org/ 2012: Monday 18 th -Sunday 24 th June	Organised by a consortium of seven national charities, over 100,000 carers take part in the thousands of activities held in every part of the UK.	Opportunity to link with CHPs, Community Staff, Social Care and provide support for those carers who are not able to attend mainstream stop-smoking provision because of caring responsibilities.



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JUNE	third week of June annually	<p>Breathe Easy Week British Lung Foundation</p> <p>http://www.lunguk.org/media-and-campaigning/campaigns/breatheasyweek</p> <p>This is the annual flagship campaign for the BLF.</p> <p>2012: Monday 11th-Sunday 17th June</p> <p>For information about activities in Scotland, visit http://www.lunguk.org/abouttheblf/blf-across-the-uk/blf-scotland-n-ireland/index</p>	<p>Facts and figures on tobacco-related deaths and disease in Scotland, including lung cancer: http://www.ashscotland.org.uk/ash/3549.html</p> <p>Information about tobacco-related mortality rates in Scotland: http://www.tobaccoinScotland.com/page.cfm?pageid=6&section=home</p> <p>Information about Chronic Obstructive Pulmonary Disease (COPD) on the BBC website http://news.bbc.co.uk/1/hi/health/medical_notes/4806680.stm</p>	<p>Opportunity to raise the issue of increasing lung cancer cases for women, reducing risk by giving up smoking and highlight services available. Use lung function monitors to give immediate feedback to attendees/participants at related events.</p> <p>Opportunity to raise awareness about debilitating effect of COPD, number of people it affects and how smoking is the main cause. How quitting smoking stops further damage to the lungs.</p> <p>Use this week to highlight services available.</p> <p>HUMAN INTEREST STORY Smokers who have successfully quit with help from local services and who are now able to do simple tasks such as walking up stairs, inclines etc. without having to stop to catch their breath.</p>
	one week at the end of June – start of July annually	<p>DeafBlind Awareness Week Sense – the deafblind charity http://www.sense.org.uk/</p> <p>see also www.deafblind.org.uk/home.html</p> <p>The week is usually timed to coincide with Helen Keller's birthday on 27th June</p> <p>2012: dates to be confirmed</p>	<p>Information about increased risk to smokers of losing their sight.</p> <p>BBC Health website http://www.bbc.co.uk/health/physical_health/conditions/amd.shtml</p> <p>Informative leaflet about Age-related Macular Degeneration: http://www.patient.co.uk/showdoc/27000750/</p>	<p>Opportunity to link with local support groups to discuss how services can be made more accessible to those with visual or hearing impairments. If you are already providing services, it gives an opportunity to publicise this with a human interest story, e.g. a client who has successfully quit.</p> <p>Opportunity to raise awareness of a smoker's increased risk of developing Age-related Macular Degeneration (AMD).</p>



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JUNE	last full week of June annually	<p>Child Safety Week Child Accident Prevention Trust</p> <p>tel: 020 7608 7369</p> <p>http://www.capt.org.uk/ http://www.childsafetyweek.org.uk/child-safety-week/</p> <p>2012: Monday 18th-Sunday 24th June</p>	<p>The CAPT website has downloadable resource packs and ideas booklets.</p> <p>Each year has a different theme, so check the website for more information.</p> <p>The Fire Kills website has information about fire in the home caused by smoking materials: http://firekills.direct.gov.uk/index.html</p>	<p>Opportunity to raise awareness of the fire risk in the home from smoking materials; dangers of second-hand smoke in homes and vehicles; publicise/launch local smoke-free homes initiatives.</p>
JULY	dates determined by lunar calendar annually	<p>Ramadan</p> <p>2012: 20th July-18th August</p> <p>2013: 9th July-7th August</p> <p>2014: 28th June-27th July</p>	<p>Ramadan is the ninth month of the Islamic lunar calendar and the holiest of the four holy months. All physically mature and healthy Muslims are obliged to abstain from food, drink, gum chewing, any kind of tobacco use and any kind of sexual contact between dawn and sunset.</p> <p>More information about Ramadan can be found at http://www.bbc.co.uk/religion/religions/islam/</p>	<p>Opportunity to link in with local Muslim groups and/or black and minority ethnic organisations about tobacco use, highlighting the availability of stop-smoking services.</p> <p>ASH Scotland have produced information briefings about types of tobacco used in some minority ethnic groups and tobacco use and minority ethnic groups.</p> <p>A DVD about this topic is available from the Minority Ethnic Health Improvement Project (MEHIP) – for more information, visit http://www.ashscotland.org.uk/ash/8210</p>
	28th July annually	<p>World Hepatitis Day World Hepatitis Alliance</p> <p>www.worldhepatitisalliance.org www.hepatitisscotland.org.uk</p>	<p>One in 12 people worldwide is living with hepatitis B or C – a higher prevalence than HIV or any single cancer.</p> <p>ASH Scotland's Information Service has produced a briefing on tobacco use, HIV and Hepatitis C.</p>	<p>Opportunity for services to link in with local hepatitis support groups, to do some awareness-raising about the impact of tobacco on liver health (including the increased risk of liver cancer for those living with hepatitis).</p>



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AUGUST	12th August annually	International Youth Day United Nations http://www.un.org/en/events/youthday/ http://social.un.org/index/Youth.aspx	Inaugurated in 2000, International Youth Day has a different theme every year. In 2010 it was 'dialogue and mutual understanding'; in 2011 it was 'change our world'. The Scottish Tobacco Control Alliance (STCA) has a Youth and Tobacco Forum for services working with young people across Scotland: http://www.ashscotland.org.uk/ash/4045	How can youth participation and representation be made more effective in your local alliance? What are the ways to make sure that young people's voices are heard? An opportunity to highlight or initiate work that young people can be involved with locally around tobacco control activities.
	dates determined by lunar calendar annually	Eid-ul-Fitr (end of Ramadan) 2012: Sunday 19th August (but officially starting at sunset on Saturday 18 th) 2013: Thursday 8 th August 2014: Tuesday 29 th July 2015: Saturday 18 th July	An explanation of Eid-ul-Fitr can be found here http://www.timeanddate.com/holidays/uk/eid-ul-fitr The end of Ramadan is marked by a three-day period known as Eid ul-Fitr, the "festival of fast-breaking." It is a joyous time beginning with a special prayer, and accompanied by celebration, socializing, festive meals and sometimes very modest gift-giving, especially to children. Muslims give a locally-prescribed amount to charity, calculated to feed one poor person in that region for one day.	Opportunity to link in with local Muslim groups and/or black and minority ethnic organisations about tobacco use, highlighting the availability of stop-smoking services and encouraging people to remain tobacco-free after Ramadan. ASH Scotland have produced information briefings about types of tobacco used in some minority ethnic groups and tobacco use and minority ethnic groups . A DVD about this topic is available from the Minority Ethnic Health Improvement Project (MEHIP) – for more information, visit http://www.ashscotland.org.uk/ash/8210



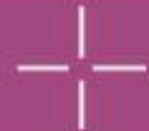
MONTH	DATE	EVENT/ORGANISATION	INFO/SUPPORT MATERIALS	SUGGESTIONS
AUGUST	nominations open mid-August, award presented mid-November annually	<p>The Crofton Award ASH Scotland and the Royal Environmental Health Institute of Scotland (REHIS)</p> <p>http://www.ashscotland.org.uk/projects/youth-development/the-crofton-award</p>	<p>Launched in 2009, the Crofton Award annually recognises the achievements of young people in reducing smoking and tobacco-related harm in Scotland.</p> <p>The main winning group/organisation is awarded £1,000 and the best newcomer is awarded £500.</p>	<p>Gives local tobacco control alliances a chance to involve young people in their work.</p> <p>Young people's groups could look at how tobacco is produced, create adverts or videos about smoking and tobacco use, investigate the environmental impact of discarding cigarette butts etc. – the more innovative the project, the better!</p>
	nominations by early August, awards presented in October annually	<p>The Scottish Retail Excellence Awards</p> <p>http://www.scottishretailawards.com</p> <p><i>note:</i> these awards will not be given in 2011 due to the economic climate, but the organisers hope to resume the event from 2012 onwards</p>	<p>The Scottish Retail Excellence Awards have been created by the Scottish Retail Consortium, Scottish Daily Record and Business Insider to pay tribute to the industry's top achievers and to showcase the outstanding achievements of retailers from across Scotland.</p> <p>There is a category of Responsible Retailer of the Year, open to all retailers trading in Scotland for 18 months or more.</p>	<p>You may be aware of a particularly good retailer with concern to refusing under-age sales, e.g. they provide good staff training in relation to age-restricted sales, staff always ask for ID and are able to do this without causing offence, they are able to handle aggressive customers and are not intimidated etc. Nominate them and inspire others to do the same.</p>
SEPTEMBER	second full week of September annually	<p>Know Your Numbers! week (National Blood Pressure Testing Week) Blood Pressure Association</p> <p>http://www.bpassoc.org.uk/kyn/</p> <p>2012: Monday 10th - Sunday 16th September</p>	<p>Information on how to run a 'Know Your Numbers' event is at http://www.bpassoc.org.uk/microsites/kyn/Home/Getinvolved/Runanevent</p> <p>Find out if your area is a High Blood Pressure 'Hot Spot' here http://www.bpassoc.org.uk/microsites/kyn/Home/AboutKYN/KYN2009/2009regionalreadings</p>	<p>Opportunity to work with community nursing staff, have a stall in local supermarket, working men's club etc. testing BP and recruiting people into stop-smoking services.</p> <p>Opportunity to highlight the fact that smoking increases the risks associated with high blood pressure.</p>



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SEPTEMBER	second full week of September annually	<p>Sexual Health Week Family Planning Association</p> <p>http://www.fpa.org.uk/campaignsandadvocacy/sexualhealthweek</p> <p>2012: 10th-16th September</p>	<p>British Medical Association report "Smoking and reproductive life. The impact of smoking on sexual, reproductive and child health" available online at http://www.bma.org.uk/images/smoking_tcm41-21289.pdf</p> <p>British Heart Foundation information about the increased risk to smokers using contraceptive pill available online at http://www.bhf.org.uk/publications/view_publication.aspx?ps=1000711</p>	<p>Opportunity for a press release, possibly using one of the photo images printed on cigarette packets (which portrays a drooping cigarette with the words "smoking may reduce blood flow and causes impotence"). Images can be downloaded from http://webarchive.nationalarchives.gov.uk/+www.dh.gov.uk/en/Publichealth/Healthimprovement/Tobacco/Picturewarningsontobaccoproducts/pressimages/index.htm</p> <p>Opportunity to raise awareness about the link between smoking, taking the contraceptive pill and increased risk of thrombosis</p>
	one week at the end of September annually	<p>Rural Health Week Institute of Rural Health</p> <p>http://www.irh.ac.uk/rural-health-week/</p> <p>2012: Sunday 23rd-Saturday 29th September</p>	<p>The aim of the week's events is to raise awareness about rural health issues (locally, regionally and nationally), and it ties in with the annual Rural Doctors' Conference held in mid-Wales.</p> <p>Rural-proofing for health toolkit available online at http://www.ruralhealthgoodpractice.org.uk/index.php?page_name=toolkit_menu</p>	<p>Opportunity to run awareness-raising sessions in the more rural parts of your region, highlighting services available to help people stop smoking and/or give up tobacco.</p>
	last Friday of September annually	<p>World's Biggest Coffee Morning Macmillan Cancer Relief</p> <p>0845 602 1246 www.macmillan.org.uk/coffee</p> <p>2012: Friday 28th September</p>	<p>Statistics from Cancer Research UK about tobacco and cancer risk: http://info.cancerresearchuk.org/cancerstats/causes/lifestyle/tobacco/</p>	<p>Opportunity to highlight the increased risk to a smoker of developing not only lung cancer but 14 additional cancers</p> <p>Invite smokers along to a cessation group's coffee morning, encourage successful quitters to come along as well.</p>



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SEPTEMBER	29th September annually	World Heart Day World Heart Federation http://www.world-heart-federation.org/what-we-do/awareness/world-heart-day/	ASH Scotland information briefing on tobacco and heart health . BHF publications such as coronary heart disease statistics and regional and social differences in coronary heart disease http://www.bhf.org.uk/heart-health/statistics.aspx	Opportunity to highlight the fact that smoking is the biggest risk factor for having a heart attack. HUMAN INTEREST STORY Opportunity to highlight success stories from stop-smoking services, particularly those who have suffered a heart attack and/or heart problems but who have managed to stop smoking with the help of the service.
OCTOBER	1st – 31st October annually	International Walk to School Month Walk to School organisation	Information and support materials can be found on the Walk to School website at http://www.walktoschool.org.uk/our-projects/early-years-and-primary/walk-to-school-month/ Press release on the benefits of walking children to school - a chance to chat, saving money on fuel and on cigarettes if you give up as well, weight maintenance, children not exposed to smoke in the car etc.	Opportunity to link with education, leisure services, environmental health, road safety, weight management groups and highlight the benefits to parents of walking to school and giving up smoking. Run a stop-smoking group for parents walking to school to help them with increased physical activity, or provide information about local groups, tips for stopping and staying stopped. Offer free pedometers, cost calculators to demonstrate savings etc.
	1st October annually	International Day of Older Persons United Nations http://www.un.org/depts/dhl/olderpersons/ Age Scotland 0845 833 0200 http://www.ageconcernandhelptheagedscotland.org.uk/	Glasgow Caledonian University report “Developing evidence-based smoking cessation training/education initiatives in partnership with older people and health professionals” available online at: http://www.ashscotland.org.uk/ash/files/PA_TH_Older%20Adults%20Project%20Final%20Report.pdf	Opportunity to work with older people to develop services Opportunity to publicise the health advantages of giving up no matter how old you are – you’re never too old to quit. HUMAN INTEREST STORY Perhaps you can find an older person who has quit with help from the cessation service who is willing to give a press interview/provide a human interest story/case study.



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OCTOBER	10th October annually	<p>World Mental Health Day World Federation for Mental Health</p> <p>http://www.wfmh.org/00WorldMentalHealthDay.htm</p> <p>See also the World Health Organisation (WHO) pages on mental health at: http://www.who.int/mental_health/en/index.html</p>	<p>ASH Scotland's information briefing on tobacco use and people with mental health problems</p> <p>If you would like to be on the mailing list to receive the WMH Day CD – please send your full POSTAL address to wmhday@wfmh.com</p>	<p>Link up with a local mental health users' group or service.</p> <p>An opportunity to inform people about the benefits to mental health and well being of giving up smoking, dispel the myths about the perceived benefits of smoking (e.g. relieves stress) and explain about the support that is available to help smokers give up.</p>
	two weeks at the end of October annually	<p>Family Learning Festival Campaign for Learning tel: 020 7930 1111</p> <p>http://www.campaign-for-learning.org.uk/cfl/flw/overview/index.asp</p> <p>2011: Saturday 15th-Sunday 30th October</p> <p>2012: dates to be confirmed</p>	<p>The Family Learning Festival is an annual awareness campaign which gets families together in fun, informal learning. Organisations can open their doors to families in October as part of the Family Learning Festival.</p> <p>The website contains information about events happening up and down the country, and provides planning advice, online resources and activities to help make the events a success. http://www.campaign-for-learning.org.uk/cfl/flf/index.asp</p>	<p>Opportunity to link with local leisure services to highlight the benefits of families being active together, and to encourage parents to give up smoking and become more active.</p> <p>Opportunity to highlight smoke free homes, keeping families smoke free. More information available in the ASH Scotland briefing on child exposure to second-hand smoke in the home.</p>
	20th October annually	<p>World Osteoporosis Day International Osteoporosis Foundation</p> <p>http://www.iofbonehealth.org/</p>	<p>This worldwide event has campaigns from participating countries, with a different theme every year.</p> <p>ASH Scotland annually compiles tobacco-related research on various conditions, including musculoskeletal disorders.</p>	<p>Opportunity to highlight the fact that smoking has a toxic effect on the bones by inhibiting construction cells from doing their work and is one of the risk factors for osteoporosis.</p>



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OCTOBER	last week in October annually	<p>European Health and Safety Week European Agency for Safety and Health www.europe.osha.eu.int</p> <p>2011: Monday 24th-Sunday 30th October</p> <p>2012: Monday 22nd-Sunday 28th October</p>	<p>Health and Safety Executive www.hse.gov.uk</p> <p>0845 345 0055 or 0151 951 4000</p>	<p>An opportunity to link with Healthy Working Lives and publicise the support available to workplaces, including developing smoke-free policies</p> <p>http://www.healthyworkinglives.com/</p>
	one day between mid-October and mid-November annually	<p>Diwali - Festival of Light Hindu and Sikh New Year</p> <p>It falls on the night of the one new moon in this period.</p> <p>2011: Wednesday 26th October</p> <p>2012: Tuesday 13th November</p>	<p>Diwali is celebrated by Hindus and Sikhs across the globe as the “Festival of Light”, where the lights or lamps signify victory of good over the evil within every human being. The deity of wealth in Hinduism, Goddess Lakshmi is thanked on this day and everyone prays for a good year ahead.</p> <p>More information at: http://www.bbc.co.uk/religion/religions/hinduism/holydays/diwali.shtml</p>	<p>Traditionally Diwali is a time for spring-cleaning homes and wearing new clothes – what better time to give up tobacco? It’s an opportunity to connect with local Hindu and Sikh communities and let them know about stop-smoking support available.</p> <p>It’s important to note that other forms of tobacco are also used (not just cigarettes): see ASH Scotland’s information briefings on types of tobacco used in some minority ethnic groups and tobacco use and minority ethnic groups.</p> <p>See also the MEHIP oral health DVD which explores some of the cultural issues around using smokeless tobacco</p>



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OCTOBER	last Saturday of October annually	<p>National Make A Difference Day Community Service Volunteers</p> <p>www.csv.org.uk/difference</p> <p>2011: Saturday 29th October</p> <p>2012: Saturday 27th October</p>	<p>CSV Make a Difference Day is the UK's largest single day of volunteering. Every year tens of thousands of people get together across the UK to make a difference in their communities.</p> <p>tel: 020 7278 6601</p>	<p>An opportunity for services wishing to recruit volunteers to get the message out via press releases etc.</p>
NOVEMBER	1st – 30th November annually	<p>Lung Cancer Awareness Month United Kingdom Lung Cancer Coalition</p> <p>http://www.uklcc.org.uk/</p> <p>British Lung Foundation: http://www.lunguk.org/media-and-campaigning/campaigns/lungcancerawarenessmonth</p> <p>Macmillan Cancer Support: http://www.macmillan.org.uk/Cancerinformation/Cancertypes/Lung/Lungcancer.aspx</p>	<p>Leaflets and posters can be downloaded from the Roy Castle Lung Cancer Foundation website at: http://www.roycastle.org/content/LeftNavigation/NewsandCampaigning/Campaigns/LungCancerAwarenessMonth3/LungCancerAwarenessMonth2.aspx</p> <p>Facts and figures on tobacco-related deaths and disease in Scotland: http://www.ashscotland.org.uk/ash/3549.html</p>	<p>Opportunity to raise the issue of increasing lung cancer cases for women but emphasising the reduced risk by giving up smoking; highlight services available.</p>
	second full week of November annually	<p>Mouth Cancer Awareness Week The Mouth Cancer Foundation</p> <p>2011: Sunday 13th - Saturday 19th November</p> <p>2012: Sunday 11th - Saturday 17th November</p>	<p>Free Mouth Cancer Awareness materials can be obtained through the Mouth Cancer Foundation website www.mouthcancerfoundation.org</p> <p>ASH Scotland information briefing on tobacco and oral health</p>	<p>Opportunity to link with dentists</p> <p>Opportunity to highlight how smoking discolours teeth, causes gum disease and oral cancers and makes the breath smell: http://www.dentalhealth.org/tell-me-about/topic/mouth-cancer/smoking-and-oral-health</p>



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NOVEMBER	third Wednesday of November annually	<p>World COPD Awareness Day Global Initiative for Chronic Obstructive Pulmonary Disease http://www.goldcopd.org/</p> <p>Supported by the British Lung Foundation: http://www.lunguk.org/media-and-campaigning/world-copd-day</p> <p>2011: Wednesday 16th November</p> <p>2012: Wednesday 21st November</p>	<p>Information about death rates in Scotland from COPD: http://www.tobaccoinScotland.com/page.cfm?pageid=57#respiratory</p> <p>Information about COPD on BBC website: http://news.bbc.co.uk/1/hi/health/medical_notes/4806680.stm</p> <p>ASH Scotland's website also has information about tobacco-related conditions, including COPD</p>	Opportunity to raise awareness about debilitating effect of COPD, the number of people it affects and how smoking is the main cause. How quitting smoking stops further damage to the lungs.
DECEMBER	1st December annually	<p>World AIDS Day www.worldaidsday.org</p>	<p>ASH Scotland information briefing about tobacco use, HIV and hepatitis</p> <p>Information about the effects of symptom burden and quality of life among people living with HIV/AIDS: http://www.ncbi.nlm.nih.gov/sites/entrez?cmd=Retrieve&db=PubMed&dopt=Citation&list_uids=17919093</p>	Opportunity to work with local HIV support groups to raise awareness about the benefits of quitting and highlight stop-smoking services available
	dates determined by lunar calendar annually	<p>Al-Hijra (Islamic New Year)</p> <p>2011: Saturday 26th November to Saturday 24th December</p> <p>2012: Thursday 15th November to Thursday 13th December</p>	There are few rituals connected with Al-Hijra; Muslims regard this day as a time for reflection on the year to come, but it can be used for the equivalent of New Year's resolutions.	<p>Opportunity to link in with local Muslim community groups and let them know about services to help stop using tobacco – which is not always used in cigarette form.</p> <p>For more information, see the ASH Scotland information briefing on Types of tobacco used in some minority ethnic groups</p>

NHS Health Scotland also has an annual calendar of health-related events – see <http://www.healthscotland.com/documents/4871.aspx> for further details