



BREATHE
2025

INSPIRING A
SMOKEFREE GENERATION

breathe2025.org.uk

Kaye Mann
Public Health Practitioner

1381 PLEDGES SO FAR

8	10	18	08
YEARS	MONTHS	DAYS	HOURS

TO GO UNTIL WE REALISE OUR VISION

BREATHE 2025

INSPIRING A
SMOKEFREE GENERATION

FOLLOW US



MAKE A PLEDGE

VIEW PLEDGES

THE FACTS

RESOURCES

The Breathe 2025 vision is this: to see the next generation of children born and raised in a place free from tobacco, where smoking is unusual.

[more >](#)

PLEDGE NOW

SHARE THIS SITE



Keep your eyes peeled for standardized packs and

BREATHE 2025

breathe2025.org.uk

CHLOE PARKINSON, BARNSELY



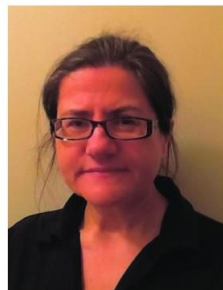
I PLEDGE TO CONTINUE TO BE SMOKE FREE TO PROTECT MYSELF AND MY FAMILY AGAINST THE HARMS OF TOBACCO. AS A BREATHE 2025 CHAMPION FOR BARNSELY, I ALSO PROMISE TO SPREAD THE BREATHE 2025 MESSAGES TO OTHERS.

PARKWAY CINEMA, BARNSELY, BARNSELY



WE PLEDGE TO HELP SPREAD THE MESSAGE ABOUT THE HARMFUL EFFECTS OF TOBACCO. WE'LL DO THIS BY SHOWING THE BREATHE 2025 FILM AT PARKWAY CINEMA IN BARNSELY TO PROMOTE A FUTURE GENERATION OF SMOKE-FREE CHILDREN.

JULIA BURROWS, DIRECTOR OF PUBLIC HEALTH, BARNSELY COUNCIL, BARNSELY



I PLEDGE TO MAKE IT A PUBLIC HEALTH PRIORITY IN BARNSELY TO MAKE OUR NEXT GENERATION OF CHILDREN SMOKE FREE.

Pledged on: 19/10/2015

DR NICK BALAC, CHAIR OF BARNSELY CLINICAL COMMISSIONING GROUP, BARNSELY



I WILL CONTINUE TO HELP MY PATIENTS TO QUIT SMOKING AND WILL ENSURE THAT BARNSELY CLINICAL COMMISSIONING GROUP PLACES A HIGH EMPHASIS ON HELPING TO CREATE A SMOKE FREE GENERATION.

Pledged on: 01/02/2016

BARNSELY HOSPITAL,

HEATHER MCNAIR – BARNSELY HOSPITAL DIRECTOR OF NURSING AND QUALITY – “I PLEDGE TO MAKE SURE EVERY PATIENT HAS ACCESS TO BRIEF INTERVENTIONS WHILE THEY'RE HERE IN BARNSELY IN SUPPORT OF THE BREATHE 2025 CAMPAIGN.”

Pledged on: 02/02/2017

DIANA TERRIS, CHIEF EXECUTIVE, BARNSELY COUNCIL, BARNSELY



I PLEDGE TO PROTECT OUR COMMUNITIES AND FUTURE GENERATIONS FROM THE HARMS OF TOBACCO BY WORKING WITH OUR PARTNERS TO CREATE A HEALTHIER, HAPPIER AND BRIGHTER FUTURE FOR THE PEOPLE OF BARNSELY.

Pledged on: 19/10/2015

CLLR JIM ANDREWS, CABINET SPOKESPERSON FOR PUBLIC HEALTH, BARNSELY COUNCIL, BARNSELY



I PLEDGE TO DRIVE THE BARNSELY TOBACCO CONTROL ALLIANCE TOWARDS ACHIEVING ITS VISION OF SEEING THE NEXT GENERATION OF CHILDREN IN BARNSELY BORN AND RAISED IN A PLACE FREE FROM TOBACCO.



Smokefree Barnsley Tobacco Alliance Action Plan 2016-2018

VISION: To see the next generation of children in Barnsley born and raised in a place free from tobacco, where smoking is unusual

Smoke-free campaign sparks up

Barnsley Council is giving people and organisations across the borough the go-ahead to support Breathe 2025, a free campaign to inspire children to quit smoking. The council is offering a free pack of Breathe 2025 cards to schools, clubs and community groups. The cards are designed to be used as a talking point with children and young people to encourage them to quit smoking. The cards also contain information on where to get help to quit smoking.

BREATHE 2025 LAUNCHES TO INSPIRE A SMOKEFREE GENERATION

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VIDEO: Barnsley Has the Worst Child Smoking Rates in the Region

The local health service has teamed up with the Parkway Cinema to help the next generation from lighting up. The aim is to make sure that the next generation of children in Barnsley is born and raised in a place free from tobacco. The health service has teamed up with the Parkway Cinema to help the next generation from lighting up. The aim is to make sure that the next generation of children in Barnsley is born and raised in a place free from tobacco.



Smoking advert to be played before every film at Barnsley cinema in February

A campaign to prevent the next generation of smokers has its big day in Barnsley. The Breathe 2025 promotional advert will be played at Barnsley's Parkway Cinema before every film in February.

Breathing new life into smoking blitz

A BREATHE 2025 advert will be played before every film at the Parkway Cinema in Barnsley. The advert is designed to highlight the effects of smoking on children and young people. The advert is designed to highlight the effects of smoking on children and young people. The advert is designed to highlight the effects of smoking on children and young people.



Standardised packaging

- ✓ Reducing the appeal of tobacco
- ✓ Increase effectiveness of health harm messages
- ✓ Reducing the ability of packaging to mislead about smoking harms
- ✓ Change youth perception of the brand appeal



Resources

There's never been
a better time to quit

#seizethemoment

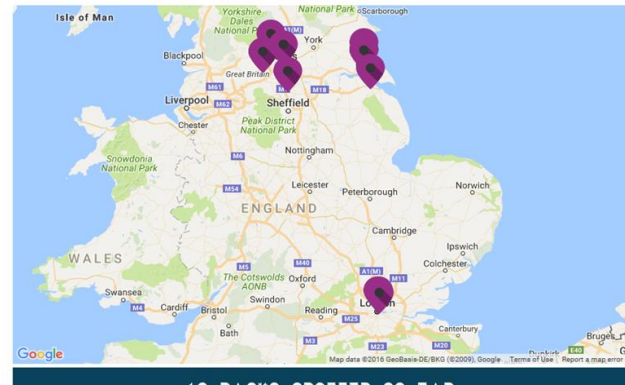
quitnow.smokefree.nhs.uk



HAVE YOU SPOTTED ANY STANDARDISED PACKS?

The U.K. is set to become the second country in the world to introduce standardised cigarette packaging. We don't know when these will hit the shelves but want to be the first to find out.

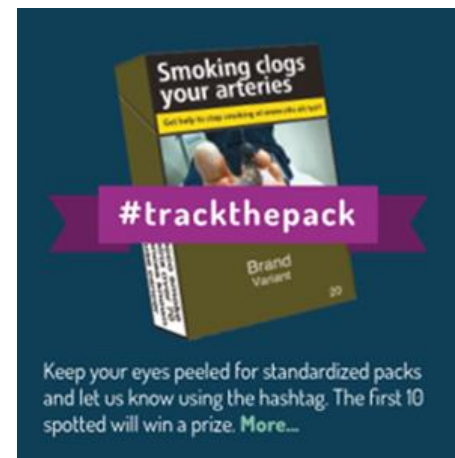
Keep your eyes peeled for standardised packs and tweet us an image using the hash tag **#trackthepack** along with the location when you see them. The first 10 packs spotted will win a prize.



Just Like
Mummy's
Lipstick

Why standardised packs are in.

#seizethemoment | quitnow.smokefree.nhs.uk



Keep your eyes peeled for standardized packs and let us know using the hashtag. The first 10 spotted will win a prize. [More...](#)

Digital resource suite
plasma screens
flyers
social media images
posters

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breathe2025.org.uk

Mass media campaign



Smoking causes 16 cancers.

If one doesn't kill you...

...then you'll have to live with it.

Quitting is the one clear way to reduce your risk.

supported by **CANCER RESEARCH UK**

Ask here for support
Get support and advice at quit16.co.uk

#Quit16

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