

Our Ref: NG/RM/26164
Date: 16th July 2026

Nicola Griffiths
Deputy Director of Governance
North Staffordshire Combined Healthcare NHS Trust
Lawton House
Bellringer Road
Trentham
ST4 8HH

Reception: 0300 123 1535

Dear

Freedom of Information Act Request

I am writing in response to your e-mail of the 17th June 2026. Your request has been processed using the Trust's procedures for the disclosure of information under the Freedom of Information Act (2000).

Requested information:

This is a freedom of information request relating to campaigns run by your trust involving nicotine, alcohol and digital well-being, and the spending on such in 2023, 2024 and 2025. Please provide me with the following information:

1. The total number of awareness or health promotion campaigns run by the Trust primarily targeting:
 - a. Nicotine, smoking, or vaping cessation/awareness. **1**
 - b. Alcohol consumption reduction or awareness. **1**
 - c. Screen time or general digital well-being. **1**
2. Financial and Supplier Breakdown:
 - a. The official name/ title of any campaign.
 - **Tobacco Programme.**
 - **Alcohol Identification and Brief Advice.**
 - **Digital Screen Equipment guidance and supported assessment.**
 - 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.
 - **23/24 £59,873**
 - **24/25 £32,605**
 - c. The names of any external PR firms, advertising agencies, or suppliers contracted to deliver or design the campaign. **N/A**
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.

Training delivered:

- **Alcohol Identification and Brief Advice – 100% compliance.**
- **Smoking – Nicotine Replacement Therapy – 99% compliance.**
- **Very Brief Advice on Smoking – 98% compliance.**
- **DSE Risk Assessment is completed every 2 years.**

If you are dissatisfied with the handling of your request, you have the right to ask for an internal review of the management of your request. Internal review requests should be submitted within two months of the date of receipt of the response to your original letter and should be addressed to: Dr Buki Adeyemo, Chief Executive, North Staffordshire Combined Healthcare Trust, Trust Headquarters, Lawton House, Bellringer Road, Trentham, ST4 8HH. If you are not content with the outcome of the internal review, you have the right to apply directly to the Information Commissioner for a decision. The Information Commissioner can be contacted at: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF.

Yours sincerely



Nicola Griffiths
Deputy Director of Governance