

Reference:	FOI.20753.26
Subject:	Nicotine, digital well-being and alcohol campaigns
Date of Request:	17 June 2026

Requested:

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.
 - 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.

Response:

Hywel Dda University Health Board (UHB) does not hold the requested information, as it has not commissioned any campaigns for tobacco products, alcohol or screen time. The UHB does not commission campaigns independently, the UHB works in collaboration with national programmes and promotes campaigns with other organisations and charities.

However, whilst operating in accordance with the Section 45 Freedom of Information Code of Practice, UHB provides information below that may be relevant your request and of use to you.

The UHB works in partnership with the Dyfed Drug and Alcohol Service (DDAS) who developed the Turn Back Poly Drug Use Overdose Awareness campaign, which commenced in October 2023. A link to the website has been provided below.

[Home | Turn Back](#)