

Date: 14/07/2026
Our Ref: 11595
Enquiries to loth.freedomofinformation@nhs.scot

Dear

FREEDOM OF INFORMATION – HEALTH PROMOTION CAMPAIGNS

I write in response to your request for information in relation to health promotion campaigns in NHS Lothian.

Question:

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.

Answer:

In the three years 2023 to 2025 NHS Lothian did not initiate any awareness or health promotion campaigns on these topics below. Health promotion campaigns are usually undertaken nationally in Scotland, and NHS Lothian periodically cascades information from national campaigns via NHS Lothian social media accounts, however this does not involve any financial expenditure on marketing, advertising or media.

I hope the information provided helps with your request.

If you are unhappy with our response to your request, you do have the right to request us to review it. Your request should be made within 40 working days of receipt of this letter, and we will reply within 20 working days of receipt. If our decision is unchanged following a review and you remain dissatisfied with this, you then have the right to make a formal complaint to the Scottish Information Commissioner within 6 months of receipt of our review response. You can do this by using the Scottish Information Commissioner's Office online appeals service at <https://www.foi.scot/appeal>. If you remain dissatisfied with the Commissioner's response you then have the option to appeal to the Court of Session on a point of law.

If you require a review of our decision to be carried out, please write to the reviewer at the address at the top of this letter. The review will be undertaken by a Reviewer who was not involved in the original decision-making process.

FOI responses (subject to redaction of personal information) may appear on NHS Lothian's Freedom of Information website at: <https://org.nhsllothian.scot/FOI>

Yours sincerely

ALISON MACDONALD
Executive Director of Nursing Midwifery and AHPs
Cc: Chief Executive