

9th September 2026

Eastbourne District General Hospital

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Further to your recent request for information made under the Freedom of Information Act (FOIA) 2000, I now set out our answers to your specific questions, and any clarifications sought and provided, as follows:

This is a 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.**

East Sussex Healthcare NHS Trust (ESHT) has not generated or run its own campaigns relating to nicotine, alcohol and digital well-being. ESHT has adopted national/worldwide campaigns for nicotine ('Stoptober', 'Commit to Quit' and 'Swap to Stop'), for alcohol ('Dry January') and digital well-being ('Digital Wellbeing' – as part of Mental Health awareness).

2) Financial and Supplier Breakdown:

- a) **The official name/title of any campaign.**

[Please see the response to Question 1.](#)

- 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.**

[Please see the response to Question 1.](#)

- c) **The names of any external PR firms, advertising agencies, or suppliers contracted to deliver or design the campaign.**

[Please see the response to Question 1.](#)

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.**

[Please see the response to Question 1.](#)

I trust this information is helpful in its detail or explanation however, if you are dissatisfied with the response, then you have the right to request an internal review. If you wish to seek an internal review, please write to the Freedom of Information Team at esh-tr.foi@nhs.net quoting the above FOI reference number, within 40 working days. Please note the Trust is not obliged to accept a request for an internal review after this time period.

Yours faithfully

Freedom of Information (FOI) Team
East Sussex Healthcare NHS Trust
0300 131 4716
Core Hours of Business: Monday to Friday 9.00am to 4.00pm