

NICOFIENDS COMMUNICATIONS PACK



Help young people spot the pressure hiding in plain sight.
Free activities, campaign resources and a Wales wide
competition for children and young people.

ash wales
cymru
action on smoking and health



ash.wales/nicofiends



@ashwalescymru

MEET THE NICOFIENDS

Nicofiends are the mischievous characters behind the pressures that can make smoking, vaping or nicotine seem normal, tempting or harmless. They might show up as a dare, wanting to fit in, boredom, stress, bright packaging or something seen online.

Our job? Help young people spot them. Through games, creative challenges and free activities, young people learn how these pressures work, build confidence in their own choices and create a Nicofiend of their own.

We're inviting schools, youth groups, clubs, organisations and families across Wales to get involved, get creative and help us build a whole new gang of Nicofiends! Together, we can fill Wales with Nicofiends that expose the pressures, tricks and messages young people are up against.

HOW CAN YOU GET INVOLVED?

There are loads of ways to bring Nicofiends to your young people. Pick what works for your setting and make it your own.

RUN AN ACTIVITY

Use one of the free Nicofiends activities with your class, group, club or team. They are built around pressure, influence, confidence and choice, with different activities for different ages.

GET CREATIVE

Turn the conversation into something young people can see. Create Nicofiends, posters, displays or group artwork showing the pressures they have spotted.

ENTER THE COMPETITION

Children and young people aged 4–17 across Wales can enter the national Nicofiends competition by creating an original Nicofiend character.

SHARE IT WITH YOUR NETWORK

Pass Nicofiends on to schools, clubs, groups, members, colleagues or families you work with. The more young people who learn to spot these pressures, the bigger the gang becomes.



JOIN THE FUN: [ASH.WALES/NICOFIENDS](https://ash.wales/nicofiends)

HELP US GET NICOFIENDS EVERYWHERE

NEWSLETTER COPY

Can your young people spot a Nicofiend? Nicofiends is a creative ASH Wales campaign bringing the pressures around smoking, vaping and nicotine to life.

Through free activities, games and creative challenges, young people explore things like fitting in, dares, stress, boredom, marketing and online influence, then turn what they have learned into something creative.

Schools, youth groups, clubs, community organisations and families across Wales can take part, with resources for different ages and a national competition for children and young people aged 4–17.

Find the free resources and competition at ash.wales/nicofiends



SHORT COPY

Nicofiends brings the pressures around smoking, vaping and nicotine to life through mischievous characters young people can spot and understand. Free activities and creative resources are available for schools, youth groups, clubs and families across Wales. **Join in at ash.wales/nicofiends**

SOCIAL MEDIA COPY

Meet the Nicofiends 👁️

They're the mischievous characters behind the pressures that can make smoking, vaping or nicotine seem normal, tempting or harmless.

A dare. Wanting to fit in. Stress. Boredom. Bright packaging. Something seen online.

Nicofiends helps young people spot those pressures through free activities, games and creative challenges. Schools, youth groups, clubs and families across Wales can get involved now, with a national competition open to children and young people aged 4–17 too.

Meet the Nicofiends at ash.wales/nicofiends



COMPETITION DETAILS

Invent your own Nicofiend! Bring a pressure, feeling, message or trick linked to smoking, vaping or nicotine to life as a brand-new character. Give it a name and show us what makes it a Nicofiend!

Aged 4–7? You can create a Feelings Monster showing a feeling that can affect choices.

Older entrants can take the idea further with extra detail or a short message, but the Nicofiend character should stay at the heart of the entry.

SEE YOUR NICOFIEND COME TO LIFE

Twelve winners will be chosen from entries across Wales. Each winning idea will be professionally developed into an official Nicofiend character and playing card for the 2027 campaign. Every winner will receive a gift voucher, a pack of Nicofiends playing cards and a certificate.

WHO CAN ENTER?

Children and young people aged 4–17 living in Wales can enter. Entries are welcome from schools, youth groups, clubs and individuals. Permission is needed from a parent, carer, teacher, youth worker or responsible adult.

WHAT TO INCLUDE WITH EACH ENTRY

- Nicofiend design
- Young person's first name and age or year group
- School or group, if relevant
- Nicofiend name
- Responsible adult's contact email

HOW TO CREATE:

- Draw it by hand
- Paint it or make a collage
- Craft it
- Create it digitally using Canva, PowerPoint or a drawing app
- Send a clear photo or scan
- Upload it as a PDF, JPG or PNG
- Generative AI entries cannot be accepted.



DEADLINE

- Please submit entries by Friday 4 December 2026
- Enter at: ash.wales/nicofiends-competition
- Questions? Email communications@ashwales.org.uk

CREATE A NICOFIEND



MEET MY NICOFIEND

NICOFIEND NAME:

WHAT PRESSURE, FEELING OR TRICK DOES YOUR NICOFIEND SHOW?

An adult can write down a younger child's own answer.

ABOUT ME

FIRST
NAME:

AGE /
YEAR

SCHOOL/GROUP, IF RELEVANT: _____

READY TO JOIN THE GANG?

Whether you run one activity, fill a whole wall with Nicofiends, enter the competition or share the campaign across your network, every young person who learns to recognise these pressures is part of what Nicofiends is trying to do. Let's see how many Nicofiends Wales can uncover.

START HERE: ASH.WALES/NICOFIENDS

QUESTIONS OR PARTNERSHIP IDEAS?

communications@ashwales.org.uk



 **CRONFA
GYMUNEDOL
COMMUNITY
FUND**