Appendix 1 - Full list of target groups

- People in socio-economically deprived communities
- People living in social housing
- People working in routine and manual jobs
- High smoking prevalence global majority groups, including:
    - Turkish/Kurdish/Cypriot
    - black Caribbean/African/other
    - Bangladeshi
    - Eastern European
- People with poor mental health
- Pregnant women and their families (especially those living in deprived communities)
- People experiencing homelessness
- People with substance misuse
- People with multiple needs
- LGBTQIA+ community
- People living with long-term conditions (caused by/made worse by smoking)