

PRESS RELEASE

11th January 2011

Political X Factor Winning Poster Announced

The winning poster design for the Political X Factor, which took place in October, has been announced by NHS North Somerset.

The poster was designed by eleven year old Bethany Phillips to support the idea of banning smoking in public places as part of 'Democracy Week'. Miriam Thornton, Health Improvement Specialist at NHS North Somerset, presented Bethany, a Year 6 pupil at Castle Batch Primary School in Worle, with her prize of a gift voucher and commented, "The Stop Smoking Team were delighted that one of this year's topics for school children to debate at the North Somerset Council's local democracy week was 'Should smoking be banned?'. Children were asked to put forward their arguments with the addition of individually designed posters with artwork and messages to support their view."

"The standard of posters was very high and it was a tough decision to choose just one but Bethany Phillips' poster stood out because the image was clear and simple and was supported by important messages. Children are knowledgeable about the health dangers of smoking and the financial burden it can place on people and families. They worry about the health of family members who smoke and wish that they would stop." Miriam continued.

One hundred and Seventy-Seven pupils from primary and secondary schools across North Somerset took part in 'Democracy Week' in October with the

overwhelming majority of children from North Somerset Primary Schools supporting the ban on smoking in public places. Pupils had a lively study session and debate on the topic, which identified many issues arising, such as the health problems associated with smoking, why people smoke and the tax and employment benefits of tobacco sales. The event was held with the help of Councillors and Officers at the Council Chamber of Town Hall in Weston-super-Mare.

The Support to Stop Team at NHS North Somerset has recently been rewarded by Smokefree South-West for helping 1516 people to quit smoking against a target of 1316. Research has shown that smokers using the NHS Stop Smoking Service are giving themselves the best chance to quit and with many locations such as pharmacies, GP surgeries and workplaces, there is free help and support near you.

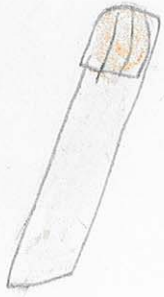
So if you want to talk to your local NHS Stop Smoking Service about how they can help you to quit call them now on 01275 546744.

-ENDS-

Notes to Editors

- NHS North Somerset is the local Primary Care Trust for North Somerset. The trust was established in April 2002 to ensure the provision of the highest quality healthcare services to the residents of North Somerset. It was recently assessed as one of the most improved PCTs in England by the Care Quality Commission.

Quit now before
it's too late.



It
effects
your life
and other
people's.

you
could
save
money
on
things
you
need.

Ban Smoking

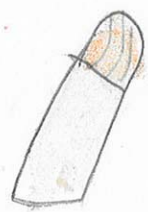


Photo Caption:

Miriam Thornton, Health Improvement Specialist at NHS North Somerset, is joined by Castle Batch Head-Teacher Robin Strawbridge to present Bethany Philips with her prize for designing the best stop smoking poster.



Press Release issued by Danielle Hill at NHS North Somerset. For more information please contact Danielle on 01275 546896 or at danielle.hill@nsomerset-pct.nhs.uk