

PRESS RELEASE

1st March 2011

KICK THE SMOKING HABIT FOR GOOD WITH WESTON FC

NHS North Somerset is joining forces with Weston FC to help fans kick the habit into touch, as part of the PCT's National No Smoking Day programme.(March 9).

Fans at Weston Football Club can pick up a voucher which will qualify them for a free ticket to a game, if they to make a quit attempt using the free NHS Stop Smoking Service and attend for a minimum of 4 weeks. And all smokers who do so can also submit their vouchers for inclusion in a draw for a free season ticket as an added incentive. Explained Smoking Cessation Adviser Miriam Thornton: "We are delighted that the Club recognises the importance of stopping smoking and the subsequent health benefits for their fans, families and players. Camaraderie and friendly competition are an important part of football culture and we are hoping that this will give fans of Weston FC the motivation they need to quit."

Other 'No Smoking Day' activities across North Somerset will include a team of smoking cessation advisers on hand at Health Central on Weston's Boulevard and across the patch, ready to give advice and support to anyone wanting to stub out the habit for good.

The theme of this year's No Smoking Day is *Time to Quit?*, an invitation to smokers to use March 9 to make a lifelong change. More than a million smokers will use the day to try to quit.

It is estimated that 18% of the North Somerset population are smokers. However A total of 1516 people across North Somerset quit smoking with the help of NHS North Somerset in 2009-2010, exceeding the target of 1316 by 200.

Added NHS North Somerset Health Improvement Development Manager Fiona Miles: "Research has shown that smokers who quit using the NHS Stop Smoking Service are giving themselves the best chance of success.

The good news is: getting help to stop smoking really does help! If you use an NHS Stop Smoking Service, you are four times more likely to succeed. We would encourage smokers to make No Smoking Day 2011 their quit day, and with over 50 locations across North Somerset, there's an NHS Stop Smoking Service near you."

Last year NHS North Somerset celebrated its 10000th smoker to quit. The actual figure now stands at 10,400 and Fiona Miles is understandably proud of what the stop smoking advisors in the community and her team have achieved since the Quit Smoking service was launched in 2001.

If you would like to use March 9 – or any day of the year as your time to quit, you can visit a trained Support to Stop Advisor at your GP surgery or pharmacy or visit one of the following drop-ins:

Health Central

12/14 The Boulevard, Weston-super-Mare, BS23 1JF, 01934 627250

Open Monday to Friday 12:00 - 4:00pm and Tuesdays until 7:00pm

Health Pod @ The Locality Health Centre

Healthy Living Centre, 68 Lonsdale Avenue, Weston-super-Mare,
BS23 3SJ

Monday 9:30am - 12:30pm and Friday 12:30 - 3:30pm

Tesco In Store Café

Station Road, Weston-super-Mare, BS23 1XG

Wednesdays 6:30 - 7:45pm

The YOU Centre

3 Aller Parade, Oldmixon, Weston-super-Mare, BS24 9DD

Wednesdays 1:00 - 3:00pm

You don't need an appointment for any of these drop-in sessions, although there may be a short wait.

Groups are run throughout the year, please call us on 01275 546744 for further information.

(Nicotine Replacement products are free if you don't pay for prescriptions, otherwise you just pay prescription price). Don't worry if you have tried to quit before as most smokers eventually give up smoking for good.

For further information or advice you can contact the stop smoking team on 01275 546744. Alternatively, email: sts@nsomerset-pct.nhs.uk

If you would like more information or to talk to someone about stopping smoking, please ring North Somerset Stop Smoking Service on 01275 546744 or you can email us at sts@nsomerset-pct.nhs.uk

Notes to Editors

- **Case study:**

A dream to walk the Inca Trail set Carl Enwright from Weston-super-Mare on the path to his local NHS Stop Smoking Service and a smoke free life. Carl, 44, had tried to quit many times and succeeded for a period of five years, but went back to his 10 to 20 a day cigar habit after divorcing in 2005. After another unsuccessful New Year's resolution to quit in 2009, Carl decided to get serious after going for a meal with friends to find he was the only smoker in the group and was spending more time outside than inside. One of those friends was Lorna Puckett, a Specialist NHS Stop Smoking adviser with North Somerset NHS Stop Smoking Service. He said: "When I was ready, I went to a support session in my local supermarket and went through a plan with the adviser, who happened to be Lorna on that day. She took a carbon monoxide reading from my lungs and said it was the highest reading she had ever seen. A week later, on the 30th of May, I smoked my last ever cigar. I was worried about relapsing, but the support I received meant I actually found it very easy. I have been saving £130 per month since I quit smoking and I am really looking forward to booking the trip of a lifetime to South America. I know I can do it now. "

- 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.

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