3rd March 2014

St Helens smokers to get ready for battle on No Smoking Day

Smokers in St Helens are being urged to prepare for battle and attempt to give up cigarettes for good on No Smoking Day which takes place on Wednesday 12 March 2014.

One in five UK adults smoke \(^{(1)}\), including 25% in St Helens \(^{(2)}\). But studies show around two thirds of smokers want to quit \(^{(3)}\).

This year’s No Smoking Day has a ‘V for Victory’ theme which is set to inspire hundreds of thousands of smokers to win the fight against cigarettes.

The campaign will help smokers on the road to victory, providing information, support and encouragement to put together a personal battle plan so that they are in the best possible position to make a successful quit attempt on the day.

The Bridgewater Community Healthcare NHS Trust’s Support Smokefree Service will be in St Helens Town Centre on the 12th to inspire quitters and send them on the road to victory.

St Helens Council’s Cabinet Member for Public Health and Wellbeing Councillor Gareth Cross said: “No Smoking Day is a great opportunity for us to encourage and support smokers in St Helens to quit alongside hundreds of thousands of other people across the UK.

“We know that quitting isn’t easy but we want to reassure smokers that support is available to them and that they can win the battle against cigarettes.”

Director of Public Health Liz Gaulton added: “There’s a much higher chance of succeeding with support and this is why we are spreading the word to smokers about the range of services and resources which are locally available to them. Our activity is crucial to helping smokers on the road to victory and towards a healthier and wealthier smoke-free life.”
Come and meet the team in St Helens Town Centre on the 12th

Practitioners will be in St Helens town centre in the SUPPORT Gazebo between 10am and 4pm on No Smoking Day. Our team will offer advice and support to people who want to cut down or quit smoking as well as offering information for people who are using e- cigarettes.

There will also be staff on hand in the Hardshaw shopping centre to offer advice various times throughout the day.

Can't make it on the 12th? Then why not pop into one of our drop in sessions? We hold regular sessions across St Helens throughout the week where you can come in and talk to one of our trained advisors about the best way to change your habit.

To find out where your nearest drop in session is just call 01744 814837.

About No Smoking Day

The annual campaign is run by the British Heart Foundation (BHF) and encouraged one million smokers to make a quit attempt last year.

Dr Mike Knapton, Associate Medical Director at the BHF, said: “Our ‘V for Victory’ message is set to inspire smokers to win the battle against cigarettes even if they’ve already attempted to quit in the past.

“Quitting smoking is the single best thing people can do for their health and we want to arm smokers with information and support that will send them on the road to victory. We’re encouraging smokers to mark Wednesday 12 March in their diary to join hundreds of thousands of other quitters in attempting to stub out cigarettes for good.”

For more information and support to help you quit as well as an online forum where you can talk and get motivation and support from thousands of quitters, visit nosmokingday.org.uk

For further information about the content of this news release, please contact the Health Improvement Team St Helens Communications Team on 0300 300 0103 (option 2).

- Ends -

Notes to editors:

1. BHF estimate based on latest health surveys. Nov 2013.
2. Estimated local smoking prevalence based on ACORN data, accessed Dec 2013.

No Smoking Day merged with the British Heart Foundation in 2011. The annual No Smoking Day campaign, which is now in its 31st year, inspires and helps smokers who want to quit, and is supported by an alliance of UK health bodies and charities. For more information about the No Smoking Day campaign visit www.nosmokingday.org.uk or for more on the BHF visit www.bhf.org.uk

Smokers can visit www.nosmokingday.org.uk, an online hub full of information and tips on how to quit. It also includes a forum where people can chat and share advice with more than 15,000 other quitters from their own personal experiences.