



Smokefreelife Berkshire Stoptober Roadshow Reaches Maidenhead

Smokefreelife Berkshire hosted its second event in Maidenhead's town centre on Saturday 28 September, to highlight the Stoptober 2013 campaign and encourage local residents to sign the pledge to quit smoking.

Smoking is the single, most preventable cause of premature death and ill health in the UK and is responsible for at least 100,000 deaths every year.

Dr. Lise Llewellyn, Strategic Director of Public Health for Berkshire said that "Currently more than 3000 people per year die as a result of smoking related illness in Berkshire and the cost of smoking related admissions to hospitals in Berkshire amounts to £12 million per year."

Spreading the word...

Research shows that 80% of smokers take up the habit as teenagers with 400+ children who start smoking every day. This is why it is extremely important to try and encourage as many young people and adults to get on board and participate in the Stoptober campaign this year.



Jeremy Speed, Dr. Lise Llewellyn, Cllr Coppinger RBWM, Rutuja Kulkarni, Paul Byrd, Nighat and Big Cig pose for the press

Following the success of last weeks Stoptober 2013 debut event in Reading, Smokefreelife Berkshire spread its wings to reach out to even more members of the local community, including young people. The event was informative and fun-filled featuring local musical entertainment from the Simpson Bros and Bhangracise with Rajeev Gupta, who actively engaged with members of the public and encouraged them to sign the pledge.

Last year 160,000 people successfully completed the 28 day Stoptober challenge, and this year Smokefreelife Berkshire hope to contribute to increasing this number.



The Simpson Bros serenade the young people of Maidenhead



Releasing balloons to mark Stoptober 2013



Former smoker and local resident who has been smoke-free for 3 years came along to show his support for the campaign



Smokefreelife Berkshire Advisor encouraging a member of the public to sign the pledge.



Bhangracise— members of the public join in the fun

Current research shows that people who stop smoking for 28 days are 5 times more likely to quit and up to 7 days life is gained for every 28 days they remain smoke-free.

So far Smokefreelife Berkshire has succeeded in helping 2500 people in their journey towards quitting smoking and saved 200 lives.

Smokefreelife Berkshire is an entirely free service that will aim to help over 5,000 people quit smoking across Berkshire. Smokefreelife Berkshire offers free, weekly one to one or group sessions over 12 weeks, as well as a free weekly supply of Nicotine Replacement Therapy. Clinics are within local community settings, in pharmacies, GP surgeries, local markets, fitness centres, supermarkets, libraries, community centres, schools, prisons, mobile clinics and online.

Upcoming Stoptober events in Berkshire:

Wokingham: 2nd October

Woodley: 4th October

Newbury: 5th October

Bracknell: 6th October

Slough: 12th October

Website: www.smokefreelifeberkshire.com

Email: info@smokefreelifeberkshire.com

Text Quit to 66777

Free phone: 0800 6226360



Rajeev entices a smoker with an orange and encourages her sign the pledge to quit