



## Stoptober's Reading Roadshow

The National Stoptober Road show selected Reading to highlight the Stoptober 2013 campaign. The event which took place in Reading town centre on Sunday 22 September was kick-started by Smokefreelife Berkshire as the first of a series of events across the county in the follow up to Stoptober.

The Stoptober campaign is a government initiative to reduce smoking in the UK and was launched in 2012 to encourage the UK's 8 million smokers to stop smoking for 28 days. Current research shows that people who stop smoking for 28 days are 5 times more likely to remain smoke free. Last year 160,000 people successfully completed the challenge, and this year Smokefreelife Berkshire hope to contribute to increasing this number.



Rory Coleman– Big Cig being chased out of Reading!



Bhangracise with members of the public

### The countdown to Stoptober continues...

The elite athlete and former 40 a day smoker Rory Coleman is running 28 miles a day for 28 days across England and Wales to encourage people to sign up to the campaign. As part of his challenge Rory arrived at the Reading event pushing the giant red Stoptober wheel with the help of local armed forces representatives and members of the public. Speaking from his own experience he said "When I quit I was very much on my own, we've now got an opportunity where we can all join together as a family and support each other." The support for last years campaign certainly proved this and will without a doubt be even stronger in its second year running.

**Reading rocked in true cultural style on Sunday** as Smokefreelife Berkshire celebrated its one year anniversary jointly with the Stoptober event. The Smokefreelife Berkshire team engaged with diverse members of the public, encouraging them to participate in a Bhangracise session and playing steel pan drums. Kishore Sankla, chief executive at Solutions4Health launched the celebration with a 3 minute speech stating that Smokefreelife Berkshire has succeeded in helping 2500 people in their journey towards quitting smoking and saved 200 lives. This was followed by a speech by local MP Rob Wilson who said "The support that's being provided by Smokefreelife Berkshire is a really important part of helping people to give up smoking. Its all very well raising awareness of the health risks, but without the support that groups like Smokefreelife Berkshire provide, kicking the habit can prove too difficult."



Happy one year anniversary Smokefreelife says Lisa McNally





Stamping out cigarettes in Reading



Alok Sharma MP is introduced as the first speaker. Waiting in the background are other speakers including Rob Wilson MP, Cllr Graeme Hoskin and Lisa McNally

21% of adults in England continue to smoke, which is why the Department of Health has set a target to reduce smoking prevalence among all adults to 18.5% by 2015. 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:

**Maidenhead:** 28 September

**Wokingham:** 2nd October

**Woodley:** 4th October

**Newbury:** 5th October

**Bracknell:** 6th October

**Slough:** 12th October

**Website:** [www.smokefreelifeberkshire.com](http://www.smokefreelifeberkshire.com)

**Email:** [info@smokefreelifeberkshire.com](mailto:info@smokefreelifeberkshire.com)

**Text Quit to** 66777

**Free phone:** 0800 6226360

