



Wokingham Welcomes Stoptober 2013

Smokefreelife Berkshire continues to make its way through the county to promote the Stoptober 2013 campaign and persuade smokers to give up the habit. The event which took place in Wokingham town centre on Wednesday 2 October aimed to raise awareness of the dangers of smoking and highlight the contribution Smokefreelife Berkshire is making to help people give up 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. It is not only detrimental to your health but is also financially draining—costing up to £2900 a year on cigarettes.

Darrell Gale, Public Health Consultant for Wokingham commented “Wokingham’s Stoptober launch was a lively event and it was really good to be able to talk to so many people about the benefits of stopping smoking and what the Smokefreelife Berkshire team can do to support them. Evidence shows that if you can stop smoking for 28 days, you are five times more likely to stop for good, with

new research showing ex-smokers can gain 7 days of life for every 28 days smoke free”.

Cllr UllaKarin Clark, the Mayor of Wokingham said “Smoking is harmful and can lead to serious illness including respiratory problems, cancer and heart problems. All this may be avoidable by stopping smoking. As Wokingham Borough Mayor I am pleased to support Stoptober and I urge all smokers to take up their offer of the 28 day step by step support programme. For those Wokingham residents not able to take up the challenge on this occasion, I am encouraged to see that they can access stop smoking support all throughout the year”

Kishore Sankla emphasised that Smokefreelife Berkshire will set out to help 5000 people across Berkshire to give up smoking in a year which means that 180 premature deaths will be prevented. This will impact not only the lives of the smokers, but their family and friends as well who will no doubt support them in their journey towards a smoke free life.



The Smokefreelife Berkshire team with Kishore Sankla- Chief Executive at Solutions4health, Cllr UllaKarin Clark— Mayor of Wokingham, Lisa McNally and Darrell Gale— Public Health Consultants and John Bateman from Solutions4Health



Musical talent Simpson Bros in Wokingham town centre encouraging self belief through their motivational songs



Releasing balloons to mark the beginning of Stoptober 2013 in Wokingham

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.

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

Upcoming Stoptober events in Berkshire:

- Woodley: 4th October
- Newbury: 5th October
- Bracknell: 6th October
- Slough: 12th October

Website:

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Text Quit to 66777

Free phone: 0800 6226360



Engaging with members of the public- signing the pledge to quit

