



HERE TO HELP: The mobile minibus clinic

Helping smokers to kick the habit

TODAY is No Smoking Day and stop-smoking experts in Berkshire are planning activities to help recruit more would-be quitters.

A mobile minibus clinic and Smart car will be in Reading's Oxford Road and Cemetery Road offering free advice and support.

More than 1,000 Berkshire smokers have quit since the county-wide introduction last October of SmokeFreeLifeBerkshire.

SmokeFreeLifeBerkshire is run by run by healthcare innovator Solutions4Health@.

Lynne Heasman, Solutions4Health's regional services manager, said: "We've beaten our targets so far, confirming the

demand for stop-smoking services in Berkshire.

"Every month that passes, we are setting up new venues."

More than 3,000 people per year die as a result of a smoking-related illness in Berkshire and the cost of smoking-related admissions to hospitals across the county amounts to £12 million per year.

Dr Lise Llewellyn, strategic director of public health for the Berkshire unitary authorities, said: "Supporting people to give up smoking and preventing young people from starting are important priorities for the NHS and local councils."

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