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Advisory Board

Ms Jennifer Percival

RGN

**Nurse, Midwife, Health Visitor, Counsellor and
Health Education Trainer**

Jennifer Percival is a Nurse, Midwife, Health Visitor, Counsellor and Health Education Trainer.

She teaches communication and motivational interviewing skills to healthcare professionals across the UK, Europe and New Zealand and has worked closely with the WHO and International Council of Nurses.

From 2001 - 2013 Jennifer represented the Royal College of Nursing (RCN) as their tobacco policy advisor. Jennifer has written many professional articles and booklets for health care professionals. Her book 'You Can Stop smoking' published by Virgin has been translated into several languages.

Jennifer is best known for providing motivational master classes to support staff working with people struggling to change their lifestyle. She has been a lead trainer with the NHS Centre for Smoking Cessation and Training (NCSCT) and currently runs courses for the RCN.