

Press Release

Saturday, February 14th,

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Stop smoking service hits the streets of Salford

A new campaign persuading residents of Salford to stop smoking was launched today at the City of Salford stadium by Salford Primary Care Trust's (PCT) Stop Smoking Service. The month-long quit smoking roadshow, which spent its first day amongst Reds fans at the 20,000 capacity stadium, will now tour the city in an effort to persuade the 35% of adult smokers in Salford to stop (the roadshow schedule is below).

The roadshow will provide advice and information on how to stop smoking and book appointments with a Salford Stop Smoking Adviser. A range of incentives will also be provided to help support smokers to quit:

- The first 300 people who visit the roadshow, then quit for four weeks through the Stop Smoking Service will receive a £20 Tesco voucher
- Individuals that visit the roadshow then quit through the Service will also be entered into a prize draw to win a TV
- The roadshow will offer those motivated to quit a free 'bag for life' and carbon monoxide test, used to measure the air quality in smokers' lungs

More than one in five deaths in Salford are caused by smoking and cases of lung cancer are 62% higher than the national average.

Speaking at the launch, Erica Kinniburgh, Stop Smoking Coordinator at Salford PCT, said:

"The effect of smoking on our community is devastating. Providing a flexible Stop Smoking Service is key to reducing the damage caused by smoking because people are four times more likely to quit with NHS support than through will power alone. We hope that by taking the anti-smoking message onto the street and engaging with people as they go about their daily lives, we will successfully increase the quit rate. Using incentives has worked well for other PCTs and the cost of what we are offering smokers in Salford is small in comparison to the vast amount the NHS saves longer term when people successfully give up smoking."

As part of the campaign launch, the entire Salford City Reds squad wore T-shirts supporting the campaign prior to their opening match of the season against the Celtic Crusaders.

Richie Myler, Scrum-half for the Salford City Reds, said:

"To play rugby league you need to have a healthy lifestyle and a lot of motivation and commitment. The same is required to quit smoking and we hope that by getting behind the campaign we can tackle the high smoking rate in Salford and help inspire local people into quitting smoking for good."

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Mark Smith, Store Manager at Tesco Irlam, said:

“Tesco is delighted to be working with Salford PCT on this fantastic campaign. We actively support healthy living and hope this project will encourage the people of Salford to quit smoking.

“So come along to the roadshow at the Tesco Irlam store on Monday, February 23rd and take part. The first 300 people to give up will receive a £20 voucher to spend in Tesco. We look forward to welcoming the Salford Stop Smoking Service and helping to support our local community to give up smoking this month.”

The quit smoking roadshow will be touring Salford until March 7th, visiting venues including Salford Shopping City, Eccles Mall and Salford Market. For more information on the roadshow and where to find your local NHS Stop Smoking advisor visit www.salford.nhs.uk or call the Salford Stop Smoking Service on 0161 212 4050.

-Ends-

For further information, to arrange interviews or receive launch photographs, please contact Chris Duncan on 07810 386314 or email chris.duncan@kindredagency.com

Notes to editors:

- Salford Primary Care Trust is the organisation responsible for:
 - Improving the health of people who live in Salford
 - Developing and providing primary and community health services
 - Securing the provision of high quality services from local hospitals and other care providers
- The rate of smoking in Salford is 10% higher than the national average
- To be eligible for a £20 Tesco voucher, four-week quitters must be residents of Salford. They must have attended both an initial appointment and a four week quit appointment with the same NHS stop smoking advisor and had their quit status verified by a carbon monoxide test. Only the first 300 four week quitters will receive the £20 Tesco voucher and vouchers cannot be used on cigarettes, alcohol or petrol

Salford quit smoking roadshow schedule

| | | | Venue 1 | Venue 2 |
|---------------|-----------|------------|------------------------|------------------|
| Week 1 | | | | |
| | Monday | 09/02/2009 | Unity House | Salford Market |
| | Tuesday | 10/02/2009 | Unity House | |
| | Wednesday | 11/02/2009 | Unity House | Salford Market |
| | Thursday | 12/02/2009 | Salford Precinct | Salford Market |
| | Friday | 13/02/2009 | Unity House | Salford Market |
| | Saturday | 14/02/2009 | Salford City Reds | |
| Week 2 | | | | |
| | Monday | 16/02/2009 | Salford Royal Hospital | Salford Market |
| | Tuesday | 17/02/2009 | Salford Royal Hospital | |
| | Wednesday | 18/02/2009 | Salford Royal Hospital | Salford Market |
| | Thursday | 19/02/2009 | Salford Royal Hospital | Salford Precinct |
| | Friday | 20/02/2009 | Salford Royal Hospital | Salford Market |
| | Saturday | 21/02/2009 | Regent Retail Park | Salford Market |
| Week 3 | | | | |
| | Monday | 23/02/2009 | Irlam Tesco | Salford Market |
| | Tuesday | 24/02/2009 | Tesco Walkden | |
| | Wednesday | 25/02/2009 | Tesco Walkden | Salford Market |
| | Thursday | 26/02/2009 | Salford Precinct | Salford Market |
| | Friday | 27/02/2009 | Tesco Walkden | Salford Market |
| | Saturday | 28/02/2009 | Regent Retail Park | Salford Market |
| Week 4 | | | | |
| | Monday | 02/03/2009 | Eccles - The Mall | Salford Market |
| | Tuesday | 03/03/2009 | Eccles - The Mall | |
| | Wednesday | 04/03/2009 | Eccles - The Mall | Salford Market |
| | Thursday | 05/03/2009 | Eccles - The Mall | Salford Precinct |
| | Friday | 06/03/2009 | Eccles - The Mall | Salford Market |
| | Saturday | 07/03/2009 | Regent Retail Park | Salford Market |

Please note that the roadshow schedule may change. For further information about the location of the roadshow, please contact Ashleigh Thomas on 0207 612 8849