



Press Release

27 June 2008

MPHDS 12

**Press photo-call:
North City Shopping Centre, Rochdale Road, Harpurhey, Manchester M9 4DH**

Celebrity support for tobacco free communities

Actress Liz Dawn, who played Vera Duckworth in Coronation Street has given her support for tobacco free communities to be launched at an event on Tuesday 1 July 2008. Manchester Stop Smoking Service will hold their event at North City Shopping Centre, Rochdale Road in Harpurhey from 8.30am – 2.00pm.

The event is part of the celebrations for one year of the Smokefree England legislation and the NHS 60th anniversary. It aims to promote tobacco free communities across Manchester, to help protect children and young people from breathing in other peoples cigarette smoke (secondhand smoke). Children who breathe smokefree air are likely to be healthier, with less risk of illnesses such as asthma, middle ear infection, coughing, wheezing and chest infections.

There will be stop smoking advisors on hand to offer help to anyone ready to quit. There will also be an opportunity to register on the Smokefree Homes Scheme and give your support for tobacco free communities.

Nadine Smith, from Newton Heath, had been a heavy smoker for over 15 years and recently stopped smoking with the help of an NHS advisor. Nadine will be attending the event to share her story, she said, "I thought about giving up when the new legislation came in last year. But finally decided to quit when I became pregnant. I received support from an NHS advisor who was brilliant and really helpful. Even though I only saw her once a fortnight, she rang me throughout the week. I've saved over £1,000 which will go towards my baby fund."

Actress Liz Dawn, is not able to attend the event, but gave her support, she said, "As an ex smoker, I am over the moon at the success of the smokefree legislation. It has really helped people like me to be protected from breathing in secondhand smoke. I hope that people take full advantage of the opportunity for the support offered to local people in Manchester to help make their communities tobacco free."

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Whilst the primary objective of the smokefree law was to protect workers and the public from the harmful effects of second hand smoke, evidence suggests that smokers have also found that the smokefree law has created a more supportive environment for them to quit smoking. Figures for the North West show that between April and December last year, there was a 22 percent increase in the number of people quitting with local NHS stop smoking services compared to the same period in 2006/07.

Jane Sunter, Manchester Stop Smoking Service Manager said: "We are going in to the heart of the community in Harpurhey to offer local people the practical support and advice they need to help them stop smoking and make their homes smokefree. We will also encourage people to register their support for tobacco free communities to help protect everyone from secondhand smoke."

For more information and help with quitting smoking please call the Manchester Stop Smoking Service on 0161 205 5998 or visit www.stopsmokingmanchester.co.uk.

Ends

For more information please contact,
Jenny Cowell, Manchester Stop Smoking Service on
0161 861 2196 or 07977 909 748

Notes to editors

- **Photocall –
12 noon, North City Shopping Centre, Rochdale Road, Harpurhey, Manchester M9 4DH
Nadine Smith will be available to share her success story in quitting smoking.**
- Manchester Stop Smoking Service provides specialist support from trained professionals, to help the people of Manchester to quit smoking or prevent them from starting. The service is provided as part of Manchester Community Health which is the provider arm of Manchester Primary Care NHS Trust.
- Official statistics collected by the Information Centre for health and social care show an unprecedented increase in demand for local NHS Stop Smoking Services in the months preceding and immediately following the introduction of smokefree legislation in England. Key results include:
 - Nearly 234,060 people quit smoking with the help of local NHS Stop Smoking Services between April and December 2007.
 - Over half the 462,690 who used the service reported that they were still smokefree at their four-week follow up.
 - This is a 22% increase (April to December 2007 compared to the same period in 2006) in the number of successful quitters and a 23% increase in the number of people setting a quit date through local NHS Stop Smoking Services compared to the same period in 2006/07.
- Manchester's Smokefree Homes Scheme is a joint initiative between Manchester Stop Smoking Service, Manchester City Council, Greater Manchester Fire and Rescue Service and SureStart Manchester.
- Photograph attached of:
Liz Dawn, former Coronation Street star, Vera Duckworth

