



NEWS RELEASES

Friday March 4

WAKE UP TO A SMOKE FREE BREAKFAST

Wednesday March 9 is National No Smoking Day. This year the theme is Wake up to No Smoking Day – waking up to the effects of smoking in terms of health, cost and confidence. On No Smoking Day, The Manchester Stop Smoking Service in conjunction with the Manchester City Council and Manchester City Football Club, would like to invite the residents and workers of Manchester, to join them for breakfast in Piccadilly Gardens between 7.30 –14.00.

An outdoor café will be set up under a marquee situated in central Manchester. Passers by will be encouraged to visit the café where they will be given a free breakfast to either eat in or take away. There will be a number of Stop Smoking Specialist Advisors present conducting free Carbon Monoxide testing and offering help and advice to anyone who wishes to quit smoking. Also present on the day will be former Manchester City Goal keeper, Alex Williams and City Mascot, Moon Chester, giving away Man City Merchandise.

No Smoking Day gets bigger every year, this year an expected 4 million people up and down the country will be ready to take a positive step towards stopping smoking. One in three smokers (31%) takes part in No Smoking Day making it the biggest health events in the calendar.

Manchester has the lowest life expectancy in England, largely due to smoking related diseases. Although the life expectancy gap between Manchester and England has narrowed for two consecutive years, it is clear that Manchester still has some way to go. Tackling tobacco is the next logical step required in order to continue moving in the right direction. With this in mind, North, South and Central Primary Care Trust (PCT) will be

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launching their new Tobacco Control Polices on NO Smoking Day, putting the NHS at the heart of the wider Smoke Free Manchester agenda.

Jane Sunter, Manager of the Manchester Stop Smoking Service, had this to say, “No Smoking Day is about making a fresh start and this is very clear from the 2005 theme with its bright and colourful message. Giving up smoking is not just about getting rid of an old habit; it’s about making a fresh start and beating an addiction. This year we are inviting the smokers of Manchester, including those who work for the Manchester City and the Primary Care Trusts, to wake up to a Smoke-free life and join us for a No Smoking Day breakfast”.

The Manchester Stop Smoking Service is a free NHS Service which has been in operation for over five years. It offers advice and support for a range of specific groups across Manchester, including pregnant women and young people. The Service offers one-to-one advice, group work and drop ins, as well as working in partnership with health professionals, GP’s, health visitors midwives and pharmacists to deliver stop smoking support.

-Ends-



Notes to editor

- Others present at the event will be, The Act On Info Theatre Group performing smoking related sketches to entertain the crowd and the 5-a-day project giving out smoothies in an attempt to promote the importance of eating five portions of fruit and veg.
- Over 250 people across Manchester will show their support of No Smoking Day by wearing the Manchester Stop Smoking Service T-shirts, which advertise the Service's number and web address. Many of which will also participate by distributing breakfast foods branded once again with the service contact details.
- On 13 October 2004, Manchester City Council voted to work towards achieving smoke free public places in the city – including all cafes, restaurants, pubs, clubs and bars. Speaking about that decision, the Leader of the Council, Richard Leese, said "People have a right to work in a smoke-free environment and we aim to give them that. Manchester currently has high rates of smoking, coupled with comparatively low life expectancy. We need to get a message over: reduce smoking and live longer."
- Anyone who requires support and advice on stopping smoking, can contact the Manchester Stop Smoking Service on **0161 205 5998**