

Wednesday 11 March 2009  
**No Smoking Day**  
nosmokingday.org.uk



## Press release

### **Recession leads 1 in 3 smokers in the East of England to cut down or quit**

New research released to mark No Smoking Day (11 March) shows more than one in three (37%) of smokers in the East of England are thinking about or planning to cut down or quit as a direct result of the economic downturn.

Almost three-quarters<sup>1</sup> of smokers would like to quit and No Smoking Day is encouraging them to *take the first step* today by seeking advice from their NHS Stop Smoking Service, GP or pharmacist.

The poll shows that more than one in three (36%) of the nine million smokers in Great Britain are thinking about or planning to cut down or quit. No Smoking Day President and Dragons' Den star, Duncan Bannatyne, commented on the findings: "Everybody is feeling the pinch during the current recession.

For smokers, who can spend over £2000 a year on cigarettes, it's particularly tough, so for those who are ready to quit there has never been a better time."

One in 12 smokers polled from the East of England will be making a quit attempt today, No Smoking Day. The report also found:

- Smokers in the East Midlands (48%) are most likely to quit because of the recession
- Women are more likely to cut down or think about giving up (40% compared to 32% of male smokers)

Beelin Baxter, regional tobacco policy manager said: "Many smokers don't realise how much they really spend on their smoking habit. Long term savings may seem long way away but the immediate savings from a £5.20 packet for seven days is £36.40, which is a real treat."

Dan Tickle, Chief Executive of the No Smoking Day charity said: "Giving up cigarettes will boost your bank balance – but the health benefits are even greater, including easier breathing, improved fitness and healthier hair, nails and skin. It's a fact that quitters also notice they have more energy after only a matter of days.

"By choosing No Smoking Day to quit, smokers will be joining a million others *taking the first step* to a healthier – and wealthier life. And you don't have to quit alone. You're four times more likely to succeed if you use a free NHS Stop Smoking Service."

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<sup>1</sup> NHS Smokefree factsheet: facts on quitting

There are a number of events taking place across the East of England to mark No Smoking Day on 11 March, including:

- A live phone in on Dream 100 with presenter Gary Mulligan,
- Local NHS stop smoking service specialist advisors will be in Asda Supermarket in Sittingbourne from 10am to 3.30pm,
- An information trailer and age progression software at Huntingdon market square
- A fun fitness event in Alderman Blaxill School with Bannatyne's fitness staff to highlight benefits of not smoking

To *take the first step* and find your NHS Stop Smoking Service log onto <http://smokefree.nhs.uk>

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### Notes to editors

- For photographs of Duncan Bannatyne, Dan Tickle, or for *take the first step* graphics, contact the No Smoking Day team (details below).
- Case studies of celebrity and real-life quitters are available from the No Smoking Day team (details below).
- No Smoking Day is organised by a charity of the same name run by four full time staff. Based in London, the charity is funded by a coalition of governmental and voluntary sector organisations with an interest in health.

The charity aims to help people who want to stop smoking by creating a supportive environment for them, and by highlighting the many sources of help available to people who want to quit.

- Duncan Bannatyne holds an OBE and was recently awarded an honorary Doctorate of Science from Glasgow Caledonian University for services to business and charity. Earlier this month he was also awarded an honorary degree in business from Teeside University. He has been involved with charities including UNICEF and Scottish International Relief, and he has recently launched the Bannatyne Charitable Trust to support worthwhile causes.

He has appeared on Dragons' Den since its first series.

- All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 4511 adults. Fieldwork was undertaken between 12<sup>th</sup> and 18<sup>th</sup> February 2009. The survey was conducted online. The figures have been weighted and are representative of all GB adults (aged 18+).
- There are 9.4 million smokers in the UK (Smoking and drinking among adults, 2007)
- **National stop smoking telephone help lines:**
  - England - NHS Smoking Helpline (0800 169 0 169)  
Order a free DVD to find out about the full range of NHS support available to help you quit
  - NHS Pregnancy Smoking Helpline (0800 169 9 169)
  - NHS Asian Tobacco Helpline
    - Urdu - 0800 169 0 881
    - Punjabi - 0800 169 0 882
    - Hindi - 0800 169 0 883

- Gujarati - 0800 169 0 884
- Bengali - 0800 169 0 885

Identify your smoking triggers and plan ahead. Try the Addiction Test at [www.nhs.uk/smokefree](http://www.nhs.uk/smokefree).

**For further information, contact**

**[www.nosmokingday.org.uk](http://www.nosmokingday.org.uk)**