

**Smoke Free East launches 'Round the Corner' campaign to highlight over 1,000 NHS Stop Smoking Service locations in the East (Cambridge case study)**

A new health campaign launched in Cambridge today (Friday 17 April) will highlight more than 1,000 places in the East of England where smokers can get help to quit.

Smoke Free East has launched its latest campaign "Round the Corner", to highlight the wide and diverse range of locations of the region's NHS Stop Smoking Services. 70% of smokers say they want to quit smoking but research from the Department of Health suggests in some places, only around a quarter of smokers are sure where their nearest local NHS Stop Smoking Service is.

To mark the launch of the campaign, an event was held today at Asda, in Coldhams Lane, Cambridge to highlight the effects of smoking. Smokers in the city were given the opportunity to take lung capacity tests, carried out by Dr Karl Sylvester, chief clinical respiratory physiologist at Addenbrooke's Hospital Lung Function Unit. These tests determine the real age of people's lungs and what effect smoking has had on them. Advisors from Camquit, the NHS Cambridgeshire Stop Smoking Service, also talked to people about support available to quit in the Cambridge area.

In the **Cambridgeshire Primary Care Trust** catchment area, 261 people died as a result of lung cancer in 2007.

'Round the Corner' campaign posters will be on buses across the region from Tuesday 20 April. There will also be radio adverts and outdoor posters advertising stop smoking services in target locations across the East of England.

Partners Sally Harrison and Alan Parnell, from Cambridge, gave up smoking using the Camquit service and know just how important NHS stop smoking services are to people trying to kick the habit.

Sally started smoking in her 20s because everyone else she knew was smoking and she wanted to fit in.

She has found the confidence to give up smoking now that the ban on lighting up in public buildings has come in to effect. She also gave up for health and financial reasons. She went to the Camquit service and was tested every fortnight for carbon monoxide levels.

Sally finished her last pack of cigarettes nine weeks ago and has not picked one up since.

Sally said: “Since I stopped smoking, I feel that my life has changed completely – and for the better.

“I didn’t try smoking when I was very young, but in my 20s I noticed everyone was smoking. I started off on one cigarette here and there because I wanted to fit in. It was the fashion and I did it without thinking.

“My family are so pleased I am not smoking. I am eating better, sleeping better and I don’t rely on cigarettes like I used to.

“My advice to smokers is that if you are not feeling well, or you feel like you have got a bad chest, it is best to pack up. However it has to be your own decision. No one can force you to stop smoking.”

Sally’s partner, Alan Parnell, also joined her in the fight to quit.

Alan started smoking when he was just 12 years old because it was an exciting and rebellious thing to do. He soon got regular cravings for cigarettes and started smoking between five and 10 a day. Over the years he started to smoke more, with an intake of about 35 a day at his peak.

Alan was persuaded to give up when he noticed that smoking was taking its toll on his exercise performance. He has played sports such as football and squash regularly throughout his life.

Alan has now given up after using nicotine patches and nasal spray to help relieve his cravings. He has taken advice from Camquit advisors on how to kick the habit.

He said: “When I was 12 years old, pinching a cigarette was an exciting thing to do. Smoking was the done thing. All the grown ups used to smoke and you wanted to smoke to be like them.

“I can remember the first time I got hooked on cigarettes. I was cycling home from school and I thought to myself: ‘I want a cigarette, I am hooked on this.’ I had a real urge to have a cigarette.

“At first I didn’t think it was a bad thing because it didn’t immediately affect my sports ability. However over the last few years I noticed I was getting more chest infections and breathing difficulties. I couldn’t even walk down the road without getting out of breath. I thought: ‘I should do something about this.’

“Now that I have quit, the difference in performance when I go walking is unbelievable. Going to the Camquit service really gave me the confidence to stop for good. In my view there are two important things about giving up. First you have to give up the nicotine and then you have to give up the habit of smoking.”

Beelin Baxter, Regional Tobacco Policy Manager for the East of England said:

“There are over 1,100 outlets where smokers can go to get support to help them quit smoking. Most smokers say they want to quit. They’re four times more likely to quit successfully using NHS Stop Smoking Services than if they try to do it alone, but one of the problems is that many aren’t currently sure where to get this fantastic help. We want smokers to know that wherever you live or work, NHS support is there for you, usually just around the corner from you.

“We hope the campaign will also raise awareness and help smokers to make the decision to quit, and to quit with the help and support of the NHS Stop Smoking Services.”

Dr Stefan Marcinak, chest physician from Addenbrooke's Hospital, said:

“Smoking remains our region's biggest killer. 2,766 people died from lung cancer in the East of England in 2007 and, on average, nine out of 10 were caused by smoking. It's never too late to stop smoking, no matter how many cigarettes you smoke or how long you've been smoking. Research shows that when you stop smoking, your risk of dying from many causes, including lung cancer, will fall.”

Claire Mead, Specialist Stop Smoking Advisor for Cambridgeshire NHS Stop Smoking Services said:

“Using a NHS stop smoking support service will increase your chances of stopping by four times. Our trained advisers offer free, friendly information and support with one-to-one appointments, group sessions, evening clinics and telephone and email counselling. This is so the service can be tailored to suit everyone's personal needs to help the person be successful and become a non smoker.”

Fausat Adeyemi, pharmacist at Asda Cambridge, said:

“It goes without saying that smoking causes huge health risks. NHS stop smoking services are doing superb work in the community and we believe we can play an important role in helping people give up for good.

“Our ultimate aim is provide support and services to help people quit smoking. We already have a pharmacy that provides medication and advice for patients. On top of that we are hoping to get staff training so that we can give quit smoking advice in the future.”

Dawn Simpson, General Store Manager at Asda Cambridge, said:

“We are fully supportive of the NHS' efforts to stub out the smoking addiction. It is saving lives and keeping families together.

“Asda is not only concerned with endorsing quit smoking campaigns, we want to be actively involved in promoting them. The supermarket is an ideal place to reach people who are thinking about giving up and are unsure where to turn. If you cannot get people to their local quit smoking centre, you can instead bring quit smoking advice direct to them.”

ENDS

Notes to editors:

1. Mortality from lung cancer in East of England

	Number of deaths in 2007	Number of deaths per 100,000 population 2005-2007 (pooled)
<b>Regions in England</b>		
North East	2165	83.9
North West	4597	67.8
Yorkshire & Humber	3386	64.1
East Midlands	2411	53.0
West Midlands	2939	54.8
East of England	2766	49.6
London	3048	40.8
South East	3815	46.9
South West	2553	50.2
<b>By Primary Care Trusts</b>		
Beds	148	41.1
Cambs	261	44.5
East & North Herts	253	45.5
Great Yarmouth & Waveney	136	65.0
Luton	88	45.4
Mid Essex	152	41.8
Norfolk	392	54.7
North East Essex	160	55.5
Peterborough	74	48.1
South West Essex	209	48.7
Suffolk	279	48.8
South East Essex	214	62.7
West Herts	244	48.6
West Essex	156	52.4
<b>By UA</b>		
Peterborough	74	48.1
Luton	88	45.4
Southend	99	65.5
Thurrock	95	49.8
<b>By DC</b>		
Mid Beds	59	42.1
Bedford	48	37.6
South Beds	41	34.4
Cambridge	45	38.8
East Cambs	41	48.8
Fenland	60	64.6
Hunts	67	44.2
South Cambs	48	34.0
Basildon	81	51.0

Braintree	69	43.7
Brentwood	33	40.8
Castle Point	63	63.4
Chelmsford	52	37.4
Colchester	53	38.4
Epping	69	51.3
Harlow	51	58.0
Maldon	33	51.2
Rochford	52	56.4
Tendring	107	75.7
Uttlesford	34	46.7
Broxbourne	50	49.0
E Herts	55	34.1
Dacorum	61	48.5
Hertsmere	54	58.5
N Herts	61	49.7
St Albans	48	35.5
Stevenage	44	56.2
Three Rivers	43	56.3
Watford	38	50.1
Welwyn Hatfield	43	43.9
Breckland	65	48.8
Broadland	51	46.5
Great Yarmouth	65	67.0
Kings Lynn and W Norfolk	78	60.9
N Norfolk	63	63.8
Norwich	71	59.4
S Norfolk	64	49.4
Barbergh	44	45.5
Forest Heath	36	49.0
Ipswich	60	54.7
Mid Suffolk	42	43.9
St Edmundsbury	45	52.7
Suffolk Coastal	52	45.6
Waveney	71	63.4

Source: National Centre for Health Outcomes Development, Released Dec 2008

2. **To find out more about the NHS Stop Smoking Services in the East, phone 0800 111 4747, text EAST to 88088, or go to [www.nhs.gov.uk/gosmokefree.co.uk](http://www.nhs.gov.uk/gosmokefree.co.uk)**

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