

MEDIA RELEASE

4 June 2013

More than 4,400 Leicester people pledge to stop secondhand smoke ahead of national TV campaign

The national Smokefree Homes and Cars campaign launches today (Tuesday 4 June), raising awareness of the dangers from smoking in the home and car – something around 4,400 Leicester city residents have already pledged to do.

Locally, thousands have signed up to the Step Right Out Promise – led by Leicestershire Partnership NHS Trust's STOP! Smoking Service – and about a quarter of those have also requested support in giving up smoking.

Step Right Out is a Leicester, Leicestershire and Rutland campaign to encourage local people to make a commitment to keep their home and car completely smokefree for the benefit of their family's health.

The STOP! Smoking Service has been working with a variety of different organisations to encourage staff to talk to their service users about secondhand smoke and to sign up to the Step Right Out promise. The service offers a free programme of support to anyone in Leicester, Leicestershire and Rutland who would like to stop smoking. People are four times more likely to be successful in stopping if they use this service.

People can sign up to the Step Right Out Promise through their local SureStart Children's Centre, where they will also be able to pick up a Smokefree Kit which includes stickers and activities for children as well as tips for the best way of keeping their home and car smokefree and how to get help with giving up smoking.

Millions of children in the UK are exposed to second hand smoke that puts them at increased risk of lung disease, meningitis and cot death.

Secondhand smoke contains harmful cancer causing toxins and poisons that are unknowingly damaging children across the country every day. Over 80% of secondhand smoke is invisible and odourless so no matter how careful you are children still breathe in the harmful poisons.

Up to five million children across the UK are regularly exposed to SHS in the home, resulting in over 300,000 GP visits and 9,500 hospital admissions for children each year. The cost to the NHS of treating SHS-related illness in children alone is £26 million per annum.

Karen House, specialist advisor for in the STOP! Smoking Service, said: “If you could see what’s really there you wouldn’t smoke. Not only does smoking in front of children directly impact their health through secondhand smoke, but children of smokers are 90 per cent more likely to become smokers themselves.

“Of course, the best thing anyone can do to protect their family from secondhand smoke is to give up smoking, but if people don’t feel that they can stop right now, then keeping the home and car smokefree is an effective way of protecting their family until they are ready to quit.

“For many people keeping their home and car smokefree is the first step on the road to giving up, not just a way of protecting their family.”

There are over 100 places across the city and county where people can see an advisor one to one, to get help with stopping smoking.

Call the following numbers to find out more or to make an appointment:

Leicester City: 0116 295 4141

Leicestershire and Rutland: 0845 045 2828 (or text 07717 420 560)

For further help and advice please visit www.nhs.uk/smokefree and order a free Smokefree Kit.

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NOTES TO EDITORS

Leicestershire Partnership NHS Trust (LPT) provides a range of health and wellbeing services mainly for people living Leicester, Leicestershire and Rutland. The Trust serves a population of one million, has a budget in excess of £250 million and employs approximately 5,400 staff. For more information visit www.leicspart.nhs.uk

Our mission: To advance health and wellbeing for you and your community

Our vision: To become an integrated Foundation Trust with a passion for quality and excellence

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