

PRESS RELEASE

Monday 28th June 2010

New Community based Stop Smoking Service launched

Local organisations Wychavon Leisure and Elgar Healthcare are pleased to announce the launch of a new style of Stop Smoking Service in Droitwich.

This new style 12-week support programme is different in that sessions are held out in the community at community centres, sports centres and workplace settings rather than traditional healthcare settings such as GP surgeries. This will be the first of several programmes intended to be run in partnership between two organisations and it is open to members of the leisure centres, "Rivers", and the general public. The initial programme will be hosted at the Droitwich Sports Centre to be followed at later dates at Evesham and Pershore.

Research has consistently confirmed that seven out of ten smokers want to give up smoking and nearly half of all smokers actually try to stop smoking at least once over the course a year. It has also been shown that smokers who quit with NHS support are up to four times more likely to succeed than quitters trying to do it on their own, particularly where that support is in a group setting.

To deal with the physical side of their addiction, our Stop Smoking Advisors can also provide quitters with vouchers which are redeemable at Droitwich Pharmacy for various nicotine replacement therapy (NRT) products.

Smokers who wish to quit can sign up for the free 12 week programme at the Droitwich Sports Centre where a programme is due to start on Wednesday 30th June. Either call in at the Reception desk or telephone 01905 771212. Other programmes are planned at the Evesham and Pershore Sports Centres later in the year but interested people can still put their names down now for those sessions.

This stop smoking programme is in conjunction with the national Smokefree campaign which has already been running for several years, and in between groups sessions quitters can obtain further support from the Smokefree website (www.smokefree.co.uk) and telephone helpline.

Elgar Healthcare is a local healthcare provider based in Worcester that runs other NHS services in the local area including the Worcester Walk-in Health Centre which opened to the public in August 2009.

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For further information contact

- Jacqui Morley, Administration Manager, on 01905 879106 or email to jacqui.morley@nhs.net
- John Clarke, Business Development Manager on 01905 879108 or email to johnclarke1@nhs.net
- Smokefree campaign website www.smokefree.nhs.net
NHS smoking helpline 0800 022 4 332 – a free telephone helpline service that is open 7 days a week 7am to 11pm

ELGAR HEALTHCARE – HELPING PEOPLE TO GO

