

NEWS NEWS NEWS NEWS NEWS



Going for Gold

Celebration Dinner and Awards Evening

Smokefreelife Berkshire hosted a Celebration Dinner and Awards Ceremony on Tuesday 28 January to showcase the achievements of their Stop – Smoking Service. Berkshire's stop-smoking advisors, local partners, winners of the children's "Say NO to Smoking" poster competition and young people's Anti-Smoking video contest were honoured for their accomplishments at this ceremony.



Smokefreelife Berkshire's collaboration with local partnerships which includes the Royal Berkshire Fire Service, GP surgeries, Pharmacies, Public Health, Acute Trusts, the Midwifery Service and the Mental Health Service has proven to be effective. This is reflected in the high quality delivery of services and successful results achieved throughout the county. Smokefreelife Berkshire's success is attributed to the hard work of the entire Berkshire team and the purpose of this event was to reward them for their contributions.



2013 was a successful year for Smokefreelife Berkshire and they hope to go above and beyond their targets this year to help as many people to lead a Smokefree life...



Dr Lise Llewellyn and Kishore Sankla
opened the evening praising the service for their hard work

The evening began with an introductory address from Kishore Sankla, CEO at Solutions 4 Health and was followed by a series of motivational and informative presentations. Dr Lise Llewellyn, Director of Public Health for Berkshire praised the service for their hard work and gave an insight into the extensive support provided to smokers within the county and its successes to date. This includes the help offered in different languages to service users in over 210 clinics within various venues and mobile clinics.

Smokefreelife Berkshire has delivered 5000+ quits since the inception of the service. During last year's Stoptober campaign there were 4107 sign-ups within Berkshire. With such strong community links and engagement with local people and partners, it is no surprise that there has been a noticeable improvement in quit rates within the county.

Smokefreelife Berkshire aim to reach out to all members of local communities including children and young people with a view to increasing engagement with youth to promote awareness of the hazards of smoking to themselves and others around them. They enlisted their help to educate and inform people about the dangers of smoking by hosting a poster competition for

7-11year olds and a short film contest for 14-21 year olds. This provided an opportunity for them to highlight the issues related to smoking from their own perspective and warn others against it. It was great to have local schools participating and highlighting the risks associated with smoking and inhaling

second-hand smoke. Amongst the schools that participated in the competition were Montem Primary, Moorlands Primary, Parlaunt Park Primary, Ryvers Primary, Willow Primary School and Aldryngton and Earley St Peters After School Club. There were over 150 entries, all of which artistically depicted the dangers of smoking.



Jack Griffiths and Alistair Hart
1st Prize Winners of the Anti-Smoking Video Competition being interviewed about their short film **'The Final Nail In the Coffin.'**

"The purpose of this event was to recognise the achievements of the Smokefreelife Berkshire team. Over the year we have achieved so much and this is a result of everyone's commitment and hard work. Our advisors on the ground are always out and engaging with members of the community whether it is raining or snowing, providing stop-smoking services in car-parks, GP surgeries, pharmacies, community and shopping centres. We had a really encouraging response from children and young people who entered our competitions... The entries were very creative and put out a strong message about the dangers of smoking... Some of these messages will remain with them throughout their lives and influence their own behaviour."

Saleen Ahmed-Khan,
Berkshire Health Improvement Manager,
Solutions 4 Health Ltd

"Our Going 4 Gold Event was the most positive event I have ever attended. It was fantastic to see such a diverse audience regarding age, profession and ethnicity...People from all walks of life with one thing in common- "smoking cessation". From doctors to 8 year old students, even the entertainment has written a song called 'Smoke.' The awards ceremony brought home to all, the passion across Berkshire to make it a Smokefree county. The presentations were entertaining and educational and it was great to be reminded how important health in the workplace is for Public Health England. In Berkshire we strive to actively approach companies and company outlets and offer our free service to their smoking employees and enjoy great success. A success reflected in the diversity and passion of everyone at the event!"

Kevin Hayes
Smokefreelife Berkshire Workplace Coordinator



Posters from the Children's Video Competition... We received hundreds of entries from schools across Berkshire

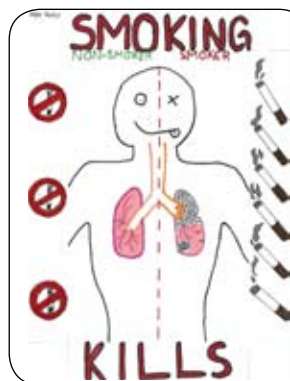
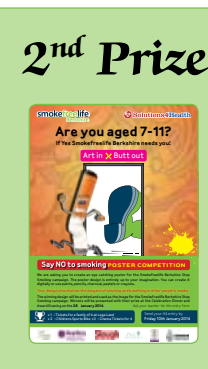


"It was wonderful. Aditi was extremely excited to be invited to the event. She didn't know she had won and actually did a 360 degree twirl when her name was called out!"

Parent of Poster Competition Winner



Aditi Banersee
1st Prize Winner in Children's "Say NO to Smoking" Poster Competition



Myla Davies
2nd Prize Winner in Children's "Say NO to Smoking" Poster Competition



Liani Springer
3rd Prize Winner in Children's "Say NO to Smoking" Poster Competition



Talks and Awards



Dr Lisa McNally, Consultant in Public Health for Berkshire emphasised the importance of using the AIMS model when dealing with clients with mental health conditions. In her presentation she explained the link between smoking and mental health by engaging the guests with a bit of humour. AIMS stands for Ask, Inform, Medication and Support– a method which should be used by stop-smoking advisors when assisting smokers with mental health conditions within local community settings. For people within mental health environments, smoking has become a symbol of personal control or 'liberty'. This is an issue which needs to be paid particular attention to in smoking cessation work.



Dr Don Sinclair from Public Health England gave an informative overview of the current situation relating to health inequalities in Berkshire. In his presentation he outlined PHE's key priorities for 2014. Amongst these are helping people to live longer and healthier lives, supporting families to give children and young people the best start in life, promoting place-based public health systems and developing their own capacity to provide professional, scientific and delivery expertise. He stressed that there are wide variations in health across Berkshire however Reading and Slough face more challenging problems which can best be addressed by offering services tailored for the people who will be using them. Smokefreelife Berkshire aims to

Talks and Awards



contribute to overcoming these health inequalities by working closely with partners to tackle the issue of smoking and other health problems and going into the centre of communities to support individuals.

Dr Sandy Gupta, Consultant Cardiologist at Whipps Cross Hospital gave a deep insight into the relation between smoking and Cardio Vascular Disease and the risks that smoking poses to individuals' health and well-being. He discussed smoking prevalence in different cultures and the attitudes towards it using the shocking example of the two year old boy in Indonesia who smoked 40 cigarettes a day.



The proud Smokefreelife Berkshire Team with their Recognition Award

The final presentation from **Dave Phillips**, Head of Protection and Pre-vention for the Berkshire Fire and Rescue Service was a useful reminder of the benefits of working in partnership to achieve the shared goal to help people quit smoking. A third of all deaths in fires within the home are caused by cigarettes, almost always because people fail to extinguish them properly or fall asleep while smoking. Within the space of a year RBFRRS attended to 54 incidents involving fire which were caused by smoking materials.



Dr Don Sinclair and Kishore Sankla
presented the Smokefreelife Berkshire Community Advisor Award to Sophiya and her team in Reading

Award Categories

This event was all about recognising engagement with Smokefreelife Berkshire through strong partnerships which continue to contribute to the success of the service. There were six categories for the recognition awards which acknowledged the support Smokefreelife Berkshire has received from each area in the region.

GP Recognition Award:

Bracknell ~ Boundary House & Sandhurst Surgery
West Berkshire ~ Mortimer Surgery and Lambourn Surgery
Windsor, Maidenhead and Ascot ~ Bharani Medical Centre and Cedars Surgery
Wokingham ~ Brookside Practice and Woosehill Surgery
Reading ~ Millman Road Surgery & Grovelands Surgery

Pharmacist Recognition Award:

Boots ~ Rupri Bhasin & Team
Berkshire Pharmacists ~ Carol Trower
Mainchem ~ Elizabeth Allison & Team
McParland ~ Sanjay Shah

Community Advisor Award:

Bracknell ~ Sophiya & Team
West Berkshire ~ Iwona and Team
Windsor, Maidenhead and Ascot ~ Miguel & Team
Wokingham ~ Miguel & Team
Reading ~ Sophiya & Team
Slough ~ Iwona & Team

Acute Trust Recognition Award:

Royal Berkshire Hospital & King Edward Hospital

Smokefreelife Berkshire Team Award:

Saleen Ahmed-Khan, Asiya Kaiser, Sophiya Begum, Miguel Duran, Iwona Jaremko, Chris McMahon & Kevin Haynes

Project Office Support Recognition Award:

Roslyn Exeter, Isaac Onderi, Jade Marsh, Lizzie Cunningham, Sana Ahmed-Khan, Sarah Papierowski, Sarah Carter, Kavita Sharma, Lulu Luginar, Emma Gatherer, Naomi Sebire, David Smith, David Bychowski and Faiqa Ahmed-Khan



Dr William Tong, Dr Hemanth Kumar & Dr Jim O'Donnell
with their Smokefreelife Berkshire Recognition Awards



Woosehill Surgery in Wokingham,
Winners of Smokefreelife Berkshire GP Recognition Award



Carol Trower, Chief Executive Officer,
Berkshire Local Pharmaceutical Committee and Caroline Stevenson, Tobacco Control Alliance Coordinator for West Berkshire



Lucinda Winstanley received her Smokefreelife Berkshire Recognition Award on behalf of Brookside Group Practice



Lambourne Surgery in West Berkshire
Winners of Smokefreelife Berkshire GP Recognition Award



Proudly displaying their Smokefreelife Berkshire GP Recognition Award



Visit www.smokefreelifeberkshire.co.uk to see the video of the event

"Health is everything, without health everything else is nothing! Stopping smoking improves your health top to toe. We have come a long way and have exciting new developments ahead of us. Our team across Berkshire, which includes our outreach community advisors, GP's, Pharmacists, Hospitals and other local stakeholders are Smokefreelife Berkshire's greatest assets."

Leena Sankla MFPH, FRSPH,

Project Director, Solutions 4 Health Ltd

"The LPC has worked closely with Smokefreelife Berkshire since before the service started and we found it to be a mutually respectful relationship. Any concerns have been quickly addresses and the service is running smoothly through pharmacies. Patients welcome the opportunity to receive support through their community pharmacy and the pharmacists value the support that Smokefreelife Berkshire gives them."

Carol Trower MRPharmS

Chief Executive Officer, Berkshire Local Pharmaceutical Committee

"Stop-smoking services in Berkshire are fantastic. Ever since we brought in Smokefreelife Berkshire the quit success rate has gone through the roof. If you want to quit smoking, Berkshire is the place to do it."

Dr Lisa McNally

Consultant in public Health, Bracknell Forest Council & Berkshire Stop Smoking Lead Consultant

"It was a great event and nice to meet the wider healthcare community in Berkshire. Our partnership with Smokefreelife Berkshire is working well and patients are happy with the service."

Rupi Bhasin

Healthcare Development Manager, Alliance Boots

"The event was well organised, the speakers were great, very inspiring. Just the motivation we all need some time- even if they are speaking to the converted."

Donna Harrison

Smokefreelife Camden Manager

"We are very pleased to be working in strong partnership with Solutions4Health in providing Smoking Cessation services, and were delighted to recently win their Recognition Award for the services we provide through our Community Pharmacies in Berkshire"

Elizabeth Allison

Manichem Group

"It was great to see so many people and organisations together celebrating the success of the service in Berkshire"

Daniel Green

Public Health Programme Officer for Bracknell Forest Council Borough Council

Nathaniel
from the **Simpson Bros**



Nathaniel performing 'Smoke' a song written especially for the Going for Gold Event

*I'm tryna kill a part of me
But in this crutch I'm tearing up my physical n just suppressing what really
needs healing
I know it aint good for me
I know that ain't right for me.*

Chorus

*Coz I'm searching for more, and I'm confiding in the wrong one,
You ain't right for me, you're not the one for me
Oh you ain't right for me , you aint good for me , you aint the way*

Verse

*And I'm wrapped up, I'm wrapped up in guilt, in hurt and shame,
I'm trying to find a way , a way that cancel out , a way that I can evoke
some damage control to my soul, and my body.*

Chorus

*Coz I'm searching for more and I'm confiding in the wrong one,
You aint right for me, you're not the one for me
Oh you aint right for me , you aint good for me , you aint the way*

Bridge

*But when it seems the only way out is to run, oh when it seems the only
thing to do to get away from your truth is to rest in the safety of the
something that's only gunna hold and push you down*

Chorus

*Coz I'm searching for more and I'm confiding in the wrong one,
You aint right for me, you're not the one for me
Oh you aint right for me , you aint good for me , you aint the way.*

Competition Winners

Short Video Winners

1st Jack Griffiths and
Alistair Hart

2nd Ryan, Aaron,
William & Keyhan

3rd Leigh, Tommy
& Sukhi

Children's Poster Winners

1st Aditi Banerjee
Ryvers School

2nd Myla Davies
Willow Primary School

3rd Liani Springer
Earley St Peters School

Judges Choice Winners

Laaiba Bostan - Montem Primary School

Elodie Bowyer - South Ascot Village School

