

Smokefreelife Berkshire urged smokers to kick the habit during their No Smoking Day Awareness Week



Smokefreelife Berkshire made it their mission to raise awareness for No Smoking Day on Wednesday 12th March by having an awareness week to encourage smokers to stub out the habit. As a result this month saw the launch of new workplace clinics in companies across Berkshire for No Smoking Day and beyond.

New clinics were opened in Hewlett Packard and Waitrose in Bracknell, Jacobs Engineering Ltd in Winnersh Triangle, The Reading Evening Post and Premier Inn in Reading.

This year's No Smoking Day theme was "V for Victory" and the Smokefreelife Berkshire team were out in full force to motivate people to quit on this day and see the immediate health benefits. No Smoking Day is a national campaign run by the British Heart Foundation to support people who want to take those first few steps towards giving up smoking. It aims to help smokers by providing information, encouragement and easy access to support, so they can be successful in their quit attempt.



Signing people up to quit at their new workplace clinic in Jacobs Engineering Ltd, Winnersh Triangle



Smokefreelife Berkshire launched a stop-smoking clinic for employees at Hewlett Packard in Bracknell



A Smokefreelife Berkshire advisor speaking to a Wokingham Council employee

Stop-Smoking Advisors urged smokers to kick the habit for good by signing up to their free 12 week quit programme which includes nicotine replacement therapy.

No Smoking Day is the perfect time to encourage people to give up the habit when thousands of people are taking the step to quit and there is a strong sense of solidarity. We all know its not easy to give up right away and research shows that smokers are four times more likely to quit and stay smokefree with support. Smokefreelife Berkshire's advisors reached out to all corners of the community throughout the week to make it known that their free quit programme is available to anyone who wants to give up smoking.

"Smokefreelife Berkshire actively ran the awareness campaign for No Smoking Day throughout its clinics in council offices, shopping centres, GP surgeries and pharmacies. Our clinics attracted many smokers who were keen to give up smoking and with additional support from our advisors & our 40 day Quit for Lent Campaign which was launched this month, we hope that they will quit for good" said Saleen Ahmed-Khan, Berkshire Health Improvement Manager.

Smokefreelife Berkshire took their mobile clinics to Reading's Broad Street, Tesco Extra in Slough, Newbury Charter Market, The Retail Park on Bath Road in Slough, Windsor High Street, Bracknell's Charles Square and Sainsbury's in Winnersh, both in the run up to No Smoking Day and after the event to spread the message.

Clinics for No Smoking Day

Smokefreelife Berkshire held Stop-Smoking Clinics in the following workplaces as part of their No Smoking Day awareness week to encourage people to sign-up to quit.

Microsoft, Gillette, Mars Chocolate UK, Vodafone HQ, BMW Head Office, Berkshire College of Agriculture, Bracknell and Wokingham College & Windsor College.

Smokefreelife Berkshire also had a No Smoking Day event at the Richmond Fellowship Charity in Slough working with people suffering from mental health conditions.

These events resulted in a substantial number of sign-ups and smokers will be provided additional support to quit through weekly sessions. The success of these events can be attributed to Smokefreelife Berkshire's willingness to go the extra mile to support local people during one of the potentially most difficult times of their lives.

A lot of people who smoke may not have the opportunity to drop-in to a stop-smoking clinic during work hours so having a clinic within the workplace for people to seek advice is helpful for the client and the company for the long run.

"The great thing about working in workplaces is its convenience. Its convenient for companies saving man hours due to smoking breaks. It's convenient to service users as we bring the service to them & its convenient for us as we have a captive weekly audience" said Kevin Hayes, Smokefreelife Berkshire's Regional Workplace Coordinator.



Smokefreelife Berkshire's Mobile Clinic outside Tesco Extra in Slough Advisors speaking to members of the public about the service they offer

Smokefreelife Berkshire's New Workplace Clinics

Reading Evening Post

3D Transmissions Ltd

Premier Inn, Reading

Edmundson Electrical

Hewlett Packard

Jacobs Engineering Ltd

Waitrose Head Office



A family of 4 quit smoking together on No Smoking Day– Queensmere in Slough



A Stop-smoking advisor telling people about No Smoking Day & how they can quit at Newbury's Charter Market

Smokefreelife Berkshire is an entirely free service that aims to help people quit smoking across Berkshire. Smokefreelife Berkshire offers free, weekly one to one or group sessions over 12 weeks, as well as a free weekly supply of Nicotine Replacement Therapy. Clinics are within local community settings, in pharmacies, GP surgeries, local markets, fitness centres, supermarkets, libraries, community centres, schools, prisons, mobile clinics and online.

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