Summary of the day

The event organised as part of Burnley Tobacco Action Officers from Environmental Health, Lancashire Trading Standards, Healthy Lifestyles and Smokefree Homes set up a stand on St James Street in Burnley Town Centre. The 2 NNSD packs were supplied by Peter Pendlebury (Health Improvement Specialist Lancashire NHS Trust) and the posters & balloons were used to decorate and give information on the stand. The publicity trailer was provided by Burnley Borough Council and officers manned the stand from 9:30 until about 3pm.

Referrals to stop smoking services

Several members of public who approached the team were either thinking about giving up for themselves or had relatives who they wanted to encourage to quit. Burnley Council’s healthy lifestyles team who attended the afternoon session conducted 8 Carbon Monoxide tests and gave advice to a number of passers-by who indicated they wanted to quit. A number of people who approached the stand said that they lived outside the area and we were able to hand out over 96 ‘Take the Leap Leaflets’ and over 55 NHS Stop smoking services information cards sign-posting them to NHS services.

Update: 25th April 2012 of the eight people Cheryl tested the CO levels of two have accessed the council’ smoking cessation clinic at St Peters and have both been quit for two weeks - a CO reading will be taken at 4 wks to confirm as quit.

Trading Standards

Dawn Robinson from Lancashire Trading Standards department attended the stand and brought information & leaflets on illicit/ counterfeit tobacco. Dawn was able to give information and advice to a number of passers-by. She was also able to get information & intelligence about 12 businesses who may have been selling illicit tobacco.

Update: 25th April 2012 so far Trading Standards have had 3 seizures in Burnley- one of banned dangerous maxi lighters, 2 of illicit tobacco products- from intelligence received on the day.
Smokefree Homes

Amanda Verity from Smokefree Homes chatted to people throughout the day about the benefits of having a smokefree home & car and she signed up over 22 people to the Smokefree Homes Pledge.

Environmental Health

Environmental health officers were at the stand for the day and gave out information general information quitting, as well as handing out 25 leaflets on Health Benefits and over 20 leaflets on Money Benefits. Officer also had a large Shisha pipe on the stand which provided a lot of interest and 32 Shisha leaflets that outlined the Myths and Truths about smoking shisha were given out to passers-by.

Anecdotal comments on day

All the feedback from the public on the day was very positive and the number of smokers who approached the stand was quite surprising. This underlined some of the research that shows that most smokers do want to quit. A number of college students we spoke to admitted to trying Shisha pipes but did comment that they didn’t realise it was as harmful as smoking cigarettes. It was also interesting that a number of passers-by were quite willing to provide information to trading standards on where they bought their cheap/illicit cigarettes.

Publicity

Amy in our communications department sent out the attached press release. The Burnley Express did take photos on the day and the following article appeared in the express on Tuesday 13th April 2012.

In addition Burnley Council’s Communications department put information on the ‘Hub’ (intranet) and website. In addition coincidently the team were filmed on the day for a Council publicity film as well.

Hub/ Burnley express/ Film

Resources
All the resources in terms of leaflets were provided free from NHS/PCT, Trading Standards and Burnley BC. Staff were allowed to take part in works time. Big thank you to all who took part on the day and helping set up, really appreciate them making time in their busy schedules.

Press Release: Burnley celebrates smokefree successes on ‘No Smoking Day’

Date: March 9th 2012

The Burnley Council trailer will be in the town centre on Wednesday 14th March, crammed with information and advice on the dangers of tobacco.

The event, which is planned to coincide with national No Smoking Day, will run from 10am-2.30pm, on St James Street near Boots.

The Council’s Healthy Lifestyles team will be giving advice and conducting carbon monoxide tests, and the environmental health team will be giving advice on shisha and demonstrating ‘chemical soup’ – an innovative way of demonstrating what second hand smoke does to your body.

Trading Standards will also be there giving advice on illicit and counterfeit tobacco, and Smokefree Homes will be on hand advising and signing people up to smokefree homes and cars.

Burnley Council’s Executive recently approved a plan that aims to reduce the use of tobacco and the harm it causes in our community. Recent calculations indicate that there are around 21,800 smokers in Burnley and that this costs the community an estimated £1 million a year.

Councillor Peter McCann, a member of Burnley’s Executive and champion for tobacco control, said of the report: “The No Smoking Day event is the first in a series of campaigns the Tobacco Control group will be running to promote and support the plan.
“We really welcome visitors coming along to see what we are doing in Burnley to help minimize the effects of smoking on our residents.
“We’re also very pleased to be able to have the carbon monoxide tests and the chemical soup, we think that they will really open peoples eyes to the dangers of smoking.”

Also attached: Case study and photo of Burnley resident Kathleen Goodman, who quit her 15 a day habit after 52 years using Burnley Council’s smoking cessation services.

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To editors and journalists:
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