



Boxer encourages Lambeth smokers to quit

Boxing champion, Danny Williams, urged smokers in Lambeth to quit at the launch of a new campaign on September 7, 2005. The **give it up** campaign is organised by Lambeth PCT's Stop Smoking Team and runs in the Borough until next Spring.

According to the team's co-ordinator, Chima Olughu "In Lambeth, 40% of the population still smoke, which is much higher than the national average of 28%. So we are introducing a new range of services to help and encourage them to give it up. Stopping is going to become increasingly important as more and more public places become smoke-free areas and the health and cost risks become even clearer. By National No Smoking Day on March 8th 2006, we want 3000 more people on our programme".

The Stop Smoking Team provides

- A one to one 4 week programme of support, plus special services for pregnant women and long-term smokers
- self-help clubs in neighbourhood centres which quitters can go to keep them on-track
- free swims at local pools, thanks to support from Lambeth Sports and Leisure Connections
- A clinic where free complimentary treatments, such as hypnosis and acupuncture, are available.

It is also looking to recruit successful ex-smokers to champion others trying to kick the habit.

"The whole scheme is a great way to kick-start a much healthier lifestyle" commented Brixton-born Danny at the launch.

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People who live or work in the Borough and want to find out how to **give it up** – either for themselves, friends, family or work colleagues – can call a free helpline on 0800 856 3409 or visit the service's pioneering new website www.letsgiveitup.com.

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Photo caption:

Boxing champion Danny Williams helps Buttman launch the 'give it up' stop smoking campaign in Lambeth.

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