



Leicester
City Council

Press

News release

Office

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Please note: Photo opportunity at 10am on Friday (1st)

Make your home a cigarette-free zone

A CAMPAIGN will be launched on Friday (1st) that aims to improve the health of the city's population by discouraging people from smoking at home.

Free postcards bearing the message 'We love our smoke-free home' are being widely distributed around the city – and residents are being urged to display them in a prominent place.

The campaign hopes to highlight the benefits of living in a smoke-free home, while encouraging smokers to kick the habit.

Cabinet member for health, Cllr Parmjit Singh Gill, said: "The problems associated with smoky homes are well documented.

"Children and babies are more likely to develop asthma, cot deaths are more likely, and children are more likely to start smoking, if their parents smoke at home.

"We know that parents want to give their children the very best start in life so we hope this campaign will persuade people to think twice before lighting up in their home."

Campaign co-ordinator Louise Ross knows how hard it can be to tell family and friends that you don't like them smoking in your home.

"Perhaps you've let people smoke in your house in the past, so you might find it difficult to ask them to stop," she said.

"But by displaying this postcard prominently in your window, your visitors will understand that you want your home to be a cigarette-free zone and will be happy to respect your wishes."

Anyone who'd like help giving up smoking, or who'd like copies of the postcard, can contact STOP! on 0116 295 4141.

The postcards are also available from doctors' surgeries, leisure centres, housing offices, tenants' associations, Children's Centres and Sure Start Centres.

The smoke-free homes project is part of the Healthy Leicester campaign – a new multi-agency initiative that aims to offer people the information and support they need to make a positive difference to their health.

For more information on giving up smoking, visit www.phleicester.org.uk

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Note to editors and photo opportunity: Louise King, who gave up smoking earlier this year, will display a postcard in her window at 10am on Friday (1st). Cabinet member for health, Cllr Parmjit Singh Gill, will join her at 23 Stockland Road, Eyres Monsell, LE2 9DA.

For further information, please contact Madeleine Redway in the press office on 0116 252 6080 or email

Madeleine Redway