

## HEALTHY LEICESTER - SMOKE-FREE HOMES PROJECT

### **Briefing notes for campaign partners**

#### **Thank you**

Firstly, thank you for agreeing to be part of this Leicester-wide initiative, one of several aimed at improving the health of Leicester people. There has been an overwhelming response from individuals and organisations wanting to be involved.

#### **When is this happening?**

The Smoke-Free Homes campaign will run throughout September 2006.

#### **What is the aim?**

The aim of this campaign is to encourage more families and households to take the step of banning all smoking from their home.

#### **How will it work?**

The message is carried on a double-sided postcard, for people to take away with them, ideally to put up in their window, but at the very least to use as a way of getting their family members and visitors to understand that they want their homes to be smoke-free.

We know that in Ireland, people are now so aware of the harm that second-hand smoke causes that they want their homes to be smoke-free, but many do not have the confidence to ask other family members and visitors not to smoke in their house. This campaign aims to give people the confidence and the knowledge to back them up.

#### **How can I get a supply of postcards?**

Call STOP! on 0116 295 4141.

#### **Why is this a Healthy Leicester issue?**

These are just some of the benefits attached to the promotion of smoke-free homes:

- Young people do not have the daily experience of older people smoking around them, giving them the idea that smoking is what people do.
- Stopping smoking in the home has the potential to protect babies and young people from exposure to dozens of cigarettes a day
- Cot death is less likely for babies raised in smoke-free homes
- Children growing up in a smoke-free home are less likely to suffer from ear, nose and throat problems, glue ear, chest infections, and asthma, and are less likely to be hospitalised as a result of smoking-related illness.
- A child in a smoke-free home will be able to take in more oxygen, leading to better health and vitality. (Carbon monoxide takes precedence over oxygen, and slowly poisons those who breathe it in.)
- 31 house fires were caused by smoking materials in Leicestershire & Rutland last year. Smoke-free homes will be safer homes.

- Smoke-free homes are cleaner and need less decorating. Social housing providers will see the benefit in their maintenance expenditure.
- Even pets will benefit; dogs and cats breathing second-hand smoke are more likely to develop cancer in their nasal passages and stomach, from breathing smoke and licking their coats.

### **How you can help**

There are different ways you can support this campaign.

- You could set up a display area, with an invitation to “help yourself” to a postcard to put up in the window. This could include other leaflets (STOP! on 295 4141 can help you with this), or information you have found on the Internet and put together yourselves.
- You could run a stall about this at another event, for instance an Open Day, or social gathering.
- You could email this on to other areas/colleagues who would want to be involved. Copy me in so I know who was added to the list.

We need to find out, too, what the response was. Please email me at [Louise.Ross@elpct.nhs.uk](mailto:Louise.Ross@elpct.nhs.uk) with your thoughts on what worked, what didn't, what people said, did people like the postcard, where you had most and least success. Please let me know by *Friday 13 October*

What we learn from this action-based research will help shape future work on smoke-free homes, and indeed other Healthy Leicester campaigns.

Louise Ross  
Manager, STOP!  
0116 295 4141/4108