



Smokefree Community Champions sought to help make Smoking History for Wirral's Children

Wallasey Constituency Team is working in partnership with A Better Life (ABL) to provide free training for local people across Wallasey to become smokefree community champions.

ABL is commissioned by the Council to deliver Wirral's nicotine and smoking cessation treatment service. ABL is passionate about making a difference to the way community health is delivered, and want to support people to talk proactively about their health. Smoking is the single largest preventable cause of health inequalities in Wirral. Reducing smoking in deprived populations through pricing, national policy measures, changing social norms and supporting people to quit, will significantly reduce health and social inequalities. The Annual Population Survey (2016) estimates the number of adults who reported smoking in Wirral is 15.7 per cent. However, it is estimated that in these most deprived neighbourhoods in Wirral, approximately 32% of the population smoke.

This project aims to increase the skill base of the local community.

Provision of smoking cessation will see a significant reduction in levels of smoking related illnesses such as coronary heart disease, stroke, lung cancer, asthma and chronic obstructive pulmonary disease, disability, premature death and health inequality. It also highlights the problems caused by secondhand smoke in particular, to children.

The Constituency team is seeking people to become Smokefree Community Champions for them to be able to give advice and have the knowledge to give people the correct advice on wanting to quit smoking. They will act as ambassadors raising awareness and promote the local stop smoking service ABL within communities. The aim is to increase referrals into ABL. Free three-hour training will be delivered by ABL.

Training is open to those working or living within the wards of Leasowe & Moreton East, Moreton West & Saughall Massie, Liscard, Wallasey, New Brighton and Seacombe.

Training sessions will take place on:

- **Wednesday, June 27 (9.30am – 12.30pm) – this is an open session to all**
- **Wednesday, June 27 (2.00pm – 5.00pm) - this is an open session – however this session is aimed at parents/carers and those working with children**
- **Networking opportunity (12.30pm – 2.00pm light lunch/refreshments) open to those attending either the morning or afternoon session.**

Please email wallaseyteam@wirral.gov.uk or phone Michelle Gray on 666 4902 to book your place once confirmed, the venue for training will be confirmed. Out of pocket travel expenses can be paid. Spaces are limited so early booking is advisable.

This opportunity is being funded by Wirral Council's Wallasey Constituency Committee.