

Carbon Monoxide 'slider'

An interactive and motivational tool to help smokers quit. It comprises a card sleeve with a central insert that can slide from side to side.

Side 1 CASH CALCULATOR

Inner slider moves from side to side

Thumb cuts For easy sliding!

Outer sleeve with windows

1 Pack price box
The smoker chooses the price paid for a pack and moves the slider to that price. Prices go from 3.50-6.50 in increments of 25.

2 Cigarettes per day
The smoker chooses the number of cigarettes smoked per day: 5, 10, 20, or 30.



Sliders in action with a Healthier Scotland roadshow Jan 2009

3 Amount of money saved
The central window shows the amount saved over 1, 5, 10 or 20 years.

Cigarettes a day	1	5	10	20
5	524	2,623	5,246	10,493
10	1,049	5,246	10,493	20,987
20	2,098	10,493	20,987	41,975
30	3,148	15,740	31,481	62,962

Customise
This area of the slider sleeve can be printed with your own service brand, website and helpline number.

There is no charge for artwork.

So far we have customised sliders for:

- Healthier Scotland
- Bath and North East Somerset PCT
- Hull & East Riding PCT
- NHS Greater Glasgow and Clyde
- Smoke Free Working
- Somerset PCT
- NHS Grampian
- Islington PCT
- Enfield & Haringey PCT

Side 2 CO CALCULATOR

CO reading

1 PPM up to 25.
2 % COHb.
3 % fetal COHb.

If reading is higher than 25.
Just divide ppm by 2 and multiply % by 2.

Cartoon Window
5 cartoons show 24hr benefits of quitting.

CO Recording
Space to record CO readings

Quality
The slider is printed in full colour on a 300gsm coated card that folds without cracking.

Quantities
Minimum order 2,500
Batches of 2,500

Size 150x105mm
The slider is A6 size so can fit into a standard DL envelope.



Patient Information Awards
The slider won a commended award in the 2009 BMA patient information awards.

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