

# 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 Year	5 Years	10 Years	20 Years
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 in your breath** 13 ppm

**CO in your blood %** 2.08%

**CO in your baby's blood %** 4.07%

**24 hrs after you stop smoking**  
Your CO level is the same as a non smoker.

**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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