Carbon Monoxide 'slider'

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

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.



3 Amount of money saved

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

Side 1 CASH CALCULATOR



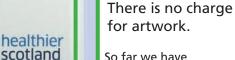
Thumb cuts For easy sliding!

Outer sleeve with windows

| _ | | | |
|--------------------------|--|---------------------|--|
| | cash calculator | Cost of a | ack of 20 cic |
| 0 3.75 | How much can you save? If you use cigarettes: 1. Slide the slider to show the | Cigarettes a day | 5.75 y |
| | cost of 20 cigarettes in the red window 5.50 | | 524 |
| 3,421 | 2. Select the approx. number you smoke each day (L) | 2 | 2,623 5,246 10,493 |
| 0,043 | 3. Select the number of years (R) | | 10,423 |
| 33 3,421 . 37 6,843 7 | If you use rolling tobacco: 1. Slide the slider to show the cost of a pouch of tobacco in the red window | 10 | 1,049 5,246 10,493 20,987 |
| 37 6,843 75 13,687 | 2. Then estimate how long a pouch lasts you: 4 days: cost = 5 cigarettes/day 2 days: cost = 10 cigarettes/day 1 day: cost = 20 cigarettes/day 3. Select the number of years (R) 3. Select the number of years (R) | 20 | 2,098 10,493 20,987 1 41,975 |
| 31 10,265 52 20,531 | See in the windows how many £ you can save over 1, 5, 10 or 20 years | 30 | 3,148 15,740 31,481 62,962 |
| | Smokeline 0 | 800 84 84 | 84 · www. |
| | 0 3.75 19 342 96 1,710 93 3,421 87 6,843 38 684 93 3,421 87 6,843 77 1,366 87 6,842 75 13,687 75 13,687 16 2,053 81 10,265 | 19 3.42 | How much can you save? |

Stop smoking – successfully!
Nicotine Replacement Therapy
(NRT) and other medicines are
available on prescription.
NHS stop smoking sessions
combined with NRT are four
times more likely to help you
quit smoking.

anstopsmoking.com



So far we have customised sliders for:

• Healthier Scotland

Customise

This area of the

slider sleeve can

be printed with

brand, website and helpline

number.

your own service

- 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

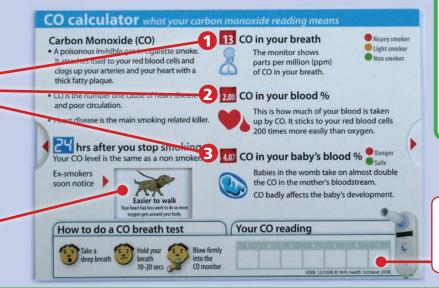
CO reading

- 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 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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