



## Using a Pledge Scheme to initiate changes in Smoking Behaviour for our local population

The aim of the Central and Eastern Cheshire Smoke Free Zones pledge scheme ([click here](#)) has been to encourage as many people as possible to extend the smoke free environment and keep their home and car smoke free.

By signing up to the pledge scheme, families are making a commitment to change their smoking behaviour. The scheme also improves the quality of referral routes into the stop smoking service and the Fire Service for home safety checks.


The scheme has worked alongside a number of partners and has raised awareness through events and interventions with parents and families. The branding has established itself and has been accepted widely by both smokers and non-smokers, promoting a high quality approach.

- 149 pledges have been recorded out of which 54 were smokers and 12 had family members who smoke. Out of the smokers, a quarter of these had previously allowed smoking in the home
- 17 referrals have been made directly to the stop smoking service and 2 people were issued with quit information
- 27 households were referred to Cheshire Fire for home safety checks

In conclusion this demonstrates that a pledge scheme is an effective method to initiate changes in smoking behaviour both in environment and quitting.

For further information please contact:

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Central and Eastern Cheshire **NHS**  
Primary Care Trust

**Registration Form**

Smoke Free Zones: Cheshire Cars and Homes encourage you to make your home and car smoke free. When you register, you and your family will receive all the health benefits and we will issue you with a certificate and some smoke free goodies. We will also enter you into our free prize draw!

I pledge to keep my home completely smoke free as from

I already have a Smoke Free Home

Name

Address

Postcode

Email Address

Are there any children in your household between the ages of 1 – 11? YES  NO   
If yes, how many

Are there any children who are under 5? YES  NO   
If yes, how many

How many smokers are there in your household?

If you own a car, do you smoke inside it? YES  NO  OCCASIONALLY

I pledge to keep my car completely smoke free as from

Additional comments

THANK YOU FOR COMPLETING THIS FORM. PLEASE REFER TO THE CONTACTS PAGE FOR INFORMATION ON WHERE YOU CAN RETURN IT.

