



Eastern Birmingham **NHS**
Primary Care Trust

Helping people to quit smoking

To provide an added incentive to smokers to quit, we joined with other Birmingham PCTs to run a *Quit and Win* competition. Those who could prove they had quit for at least a month were entitled to have their names entered into a cash prize draw.

The photo shows a Birmingham taxi displaying the *Quit and Win* number, which was used to help promote interest in the competition following its launch at the end of December 2003.