

## BREATHE EASY North Staffordshire Newsletter: April 2023

### Summary of our Get-Together, 5<sup>th</sup> April

#### Welcome

We had 11 attendees, without any MPFT support or guest speakers (*late notice of change to Wednesday!*)  
The usual thanks to Bried & Cyril for the cake, biscuits and this time Easter Eggs too! ☺  
Apologies from the Sims & Podmores (shielding before hospital visits) and Steve.

#### Trentham Garden visit – 5<sup>th</sup> May

##### *Agreed planning:*

Meet for lunch at **12:30 at the “Rotisserie” carvery**, midway down the chalets in the shopping village.  
We have “Buy 1 get 1 free” hot drink vouchers for this venue. ☺  
We will then aim to enter the Gardens for **14:30**.

So far, all 11 of today's attendees have confirmed that they will be coming but we'd like to know final numbers to reserve the tables at the Rotisserie.

⇒ So would everyone else please confirm whether or not they will be joining us on the 5<sup>th</sup> May?  
Please let Victor know by end of April.

We've unfortunately not heard from anyone from the South Cheshire Breathe Easy group wanting to join us in this trip so we won't be able to try for any group discount from Trentham. Instead, we will use the most of our existing personal discounts and then we will cap the entry to **£8.50** (using Breathe Easy funds) for those who have to pay.

Standard entry is £13.00 or £11.50 for age 60+

Disabled entry is £11.50 but with a carer entering for free. *We asked at the entrance and you apparently only need a Blue badge or doctor's letter – so well worth a try!*

⇒ Please keep a receipt of your entry ticket (with price) and Hamish/Victor will reimburse the difference (to £8.50) against this receipt. Unfortunately, we do need the paperwork.

#### Marketing

We've so far distributed 16 posters and over 400 leaflets advertising our Breathe Easy group, to GPs, chemists, libraries etc. We've had a further 150 posters (A3 & A4 sizes) and 2 500 leaflets printed so that we have enough material to get to ALL the GPs and chemists in North Staffs!

- Everyone in the group took a package of poster/leaflets/cover note to drop off at their GP and nearest chemist – this would mean that some 20% of GP surgeries (and 5% of chemists) would have been contacted!
- **Next step is for VC to try and organise some volunteer help from VAST (Voluntary Action Stoke-on-Trent, a group we are members of) to distribute packages to all the other GP surgeries.**

We are advertised “on-line” on the ALUK, Staffordshire Connects and Stoke Community web sites.

We've updated our banner to the new Logo and got hold of booklets on lung health from ALUK. Together with the table cloth, we are ready to present ourselves at any future events!

Asthma and Lung UK is a charitable company limited by guarantee with company registration number 01863614, with registered charity number 326730 in England and Wales, SC038415 in Scotland, and 1177 in the Isle of Man



We have events planned in Longton, Blythe Bridge and Meir, as well as a talk to the Social Prescribers of North Staffs.

This is a great way to introduce the group to people, face to face 😊

## **Asthma + Lung, UK Strategy**

ALUK have launched strong ambitions for the next few years:

- Get triple the current level of public funding for Lung condition Research (to £150m)
- Reduce unplanned hospital admissions by 40% & 30% for Asthma and COPD respectively
- Reduced hospital admissions due to spikes in air pollution
- New faster and more accurate methods of diagnosing lung conditions to be available
- Greater public awareness of the seriousness and signs/symptoms of lung conditions

## **Local Elections (Stoke) – May 4th**

### **• Questions to ask:**

- Do they know about how bad the Air Pollution is?  
*(12<sup>th</sup> worst UK location in 2021...)*
- What is their strategy to reduce it to WHO levels?  
*(Not UK Govt levels which are far too high!)*
- What about
  - Clean Air Zones?
  - Car scrappage allowances?
  - Better Public Transport (affordable/reliable!)?
  - “Anti-idling” rules for cars outside schools?
  - Joined-up cycle routes?
  - Pedestrian areas but with proper transport access!
  - ...

**Next Get-Together: Friday 5<sup>th</sup> May at Trentham Gardens**

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