

Dear Health Care Professional

During November, December and January we are running a series of meetings in the North East and would like to invite you to attend. We have 4 different speakers, whose details are below, all talking around the area of Tobacco Dependence and Smoking Cessation.

Denise Meldrum

Monday 25th November, Eslington Villas

Denise Meldrum graduated from Glasgow Caledonian University in 2002 with BSc (Health studies) following her diploma in Mental Health Nursing at Napier University of Edinburgh. Since qualifying as a nurse in 1999 her experience has been gained mainly in secure psychiatric wards and residential care for learning disabilities. In 2006 she moved into the field of smoking cessation to write a protocol for cessation support in mental health and has been heavily involved with supporting NHS tobacco strategies both locally and nationally. She manages a small team that supports patients who want to quit smoking in mental health hospitals in Greater Glasgow & Clyde. She is passionate about addressing the stigma and ambivalence in mental health settings with regard to tobacco.

Alan Curley

Monday 2nd December, Stadium of Light

Dr. Alan Curley PhD is one of the most qualified behaviour change therapists and Mind-Skill trainers in the UK. He has worked in both private and public healthcare systems setting up, delivering and developing stop-smoking services and models for quitting. This has led him to be highly regarded as a leading expert on the many techniques used for quitting smoking. Dr Curley is also recognised for his excellent teaching and training skills, and lectures on behaviour change models and techniques used within healthcare. Much of his pioneering work in cutting-edge mind techniques has been published in the national media.

Lisa Fendall

Thursday 12th December, Boldon Quality Inn

Lisa Fendall has worked in Stop Smoking Services for over 10 years and as a Specialist Midwife for over 8 years. Lisa is a National Trainer and has presented at the UKNSCC, delivering training to cover all areas of smoking cessation, and on new approaches for interaction with the very hard to reach smokers. Pregnancy is Lisa's area of expertise, she developed a Master Class on 'Smoking and Pregnancy', designed to facilitate the Integration of Stop Smoking Services into Routine Antenatal Care. The end intervention has been showcased on National TV in the BBC Documentary Misbehaving Mums to Be.

Darush Attar-Zadeh

Wednesday 15th January, Stadium of Light

A Pharmacist and National Public Health Trainer, Darush Attar-Zadeh has specialised in the field of smoking cessation for over seventeen years and currently runs group sessions in West London. He designs and delivers bespoke training events for QUIT, the NHS and numerous leading private establishments. He has also been involved in the development and delivery of the NCSCT Behavioural Support Training Programme. Darush is actively involved in interactive training around motivational interviewing and behaviour change techniques (CBT & Client Centred Counselling). Darush is the Author of the Knowsley Stop Smoking Practitioner Guide, has written many legal protocols and is a regular contributor to various journals, publications and medical media.

If you would like to attend one or more of the meetings, please fill in the attached invitation and return it as per the instructions overleaf.

Kind Regards

The McNeil Team

Evening Invitation

“Smoking and Mental Health” Denise Meldrum

Monday 25th November 2013 at Eslington Villas, Gateshead
Registration and dinner from 6.45pm, presentations commence at 7.30pm

“Running out of ways of doing it wrong” Alan Curley

Monday 2nd December 2013 at Stadium of Light, Sunderland
Registration and dinner from 6.45pm, presentations commence at 7.30pm

“Smoking in Pregnancy” Lisa Fendall

Thursday 12th December 2013 at Boldon Quality Inn, South Tyneside
Registration and dinner from 6.45pm, presentations commence at 7.30pm

“Breaking the cycle of Nicotine addiction” Darush Attar-Zadeh

Wednesday 15th January 2014 at Stadium of Light, Sunderland
Registration and dinner from 6.45pm, presentations commence at 7.30pm

All talks are based on data from ‘CEASE – Optimising nicotine substitution as a key to successful smoking cessation’.

Please note that, in accordance with the law and the ABPI Code of Practice, hospitality can only be extended to members of the healthcare professions and appropriate administrative staff

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If you wish to attend, please complete below details and send it to Genevieve.wilson@apodi.co.uk or alternatively respond by telephone to **Genevieve Wilson - 07800708038**

Print name: _____

Address: _____

Email: _____

I will attend the following meeting/s:

25th November @ Eslington Villas 2nd December @ Stadium of Light

12th December @ Quality Inn 15th January @ Stadium of Light

I have the following special dietary requirements:
