

# HAS THE RECENT BAN ENCOURAGED PEOPLE TO STOP SMOKING IN JERSEY?

Mark Shields takes a closer look

Many views and opinions have been expressed since Jersey decided to ban smoking in public places back in the January of this year. An early look at the statistics and talking with some publicans suggests that business has improved.

The non smoker and families seem to have made the difference and are far happier to frequent bars and restaurants that are now clean and fresh without smoked filled ashtrays and fog filled corridors.

In fact, nearly all are aware of the dangers of second hand smoke, aptly called side smoke, which is said to be responsible for 85% of the smoke we can see. This apparently gives our children and loved ones a 50% greater chance of getting cancer later in life even though they themselves have never smoked.

However if you talk to the smokers frequenting pub doorways and huddled in the outside porches, gardens and car parks they have a rather different view. Some are even saying the ban has ruined the pub trade and they would rather stay in.

## "A BEER JUST ISN'T THE SAME WITHOUT A CIGARETTE."

I have to admit I can fully understand this. Around 90% of smokers smoke through habit, and they simply now have an extension of that habit and connect it subconsciously to beer and the hustle and bustle of their local on a Saturday night and having a good time during the process.

The habitual and repetitious act of smoking cigarettes creates neurological pathways in the brain, associated generally with feeling good and positive situations. A simple way to help in giving up smoking for good is to simply create some new neurological pathways in the brain so you can feel equally as good but without cigarettes.

This is often successfully done using Neuro Linguistic Programming techniques, coupled with hypnosis. Well I would say that wouldn't I?

What's really frightening is that the majority of our smokers are under 25, and 70 % of them want to give up, but cant. Are they really out of control when it comes to cigarettes??

I think it is time to share some facts with you and I am confident some of these will surprise even those of you who are well aware of the dangers of smoking.



- 25% of adults currently smoke and that number has halved since 1980.
- 80% of smokers start before their 19th birthday
- You can become addicted to cigarettes within 4 weeks
- There are 4000 chemicals compounds and toxins contained in tobacco smoke; all our alien to our bodies.
- Smoking causes a reduction of 30% in a couple's ability to have children
- Smoking will eventually kill around half of the people who smoke. So if both your parents smoke, it doesn't take long to do the maths.
- After 20 years as a smoker you have a 1 in 3 chance of developing cancer.
- Cholesterol is one of the highest contributors to heart disease in the UK. 75% of people over 45 have high cholesterol and don't even know it. Smoking dramatically increases cholesterol.

So there you have it. I could go on and on. For those of you thinking of giving up, pick on three or four of the above facts, write them down, and carry them with you in your wallet. They will act as a constant reminder of the risks you are taking every day from smoking cigarettes.

For all those considering giving up, or who have wanted to in the past but haven't been able to yet, I am going to share with you now, a simple visualisation and reprogramming technique. You simply need to ensure you are alone, in the quiet of your home and in a position to relax and let your mind run away with you for a few minutes. I call this particular technique the positive re-enforcer. I will use positive re-enforcers to assist you in changing your state and to create positive feelings about yourself and your image, whenever you want to. Smoking is often linked subconsciously to feeling good. The image and feelings associated to being a smoker have been programmed to fulfil a desire, need or want. Therefore I will teach you how to be in complete control of your image and feelings and be able to experience those feel good feelings aligned to a life without cigarettes whenever you want to. This is achieved by what I call positive reprogramming and association. We take your inner associated feelings about yourself, and change them by reprogramming your inner self in alignment with your goals and a vision of what you want to be. In this case the image and feelings of a non smoker.

## LETS BEGIN

I'D LIKE YOU TO SIT DOWN, MAKE YOURSELF COMFORTABLE AND RELAX.

CLEAR YOU'RE MIND OF ANY TENSIONS OR WORRIES AND FOCUS ON YOU'RE BREATHING FOR A FEW MINUTES.

JUST AS WE DID EARLIER IN THE PROGRAMME, IN THROUGH YOUR NOSE AND OUT THROUGH YOUR MOUTH.

THAT'S RIGHT.

CONTINUE TO BREATHE AND ALLOW YOURSELF TO BECOME MORE RELAXED AND SLOW DOWN, AS I AM GOING TO TAKE YOU INTO A NICE RELAXED CALM STATE WHERE YOU CAN LET YOUR IMAGINATION RUN AWAY AND GO WHEREVER YOU WANT TO GO.

BE WHATEVER YOU WANT TO BE.

I WANT YOU TO ENJOY THE NEXT FEW MINUTES AND EXPERIENCE THOSE FEEL GOOD FEELINGS OF BEING A NON SMOKER.

I'D LIKE YOU TO IMAGINE FOR A MOMENT THAT YOU ARE STANDING BEHIND A VERSION OF YOU THAT DOESN'T SMOKE AND HAS GIVEN UP SMOKING FOR 1 MONTH.

I WOULD LIKE YOU TO TAKE A FEW MOMENTS TO STUDY THIS NON SMOKING VERSION OF YOU.

LOOK AT THE WAY YOU STAND, BREATHE, SMILE, TALK, WALK AND OBSERVE HOW CONFIDENT AND RELAXED YOU LOOK.

I'D LIKE YOU TO SMELL THE FRESHNESS OF YOUR CLOTHES, AND SEE HOW BRIGHT AND CRISP YOU APPEAR.

NOW, I WANT YOU TO STEP INTO THIS NEW VERSION OF YOURSELF. SEE THROUGH THESE NEW EYES, HEAR THROUGH THESE NEW EARS, AND FEEL HOW GREAT IT FEELS TO BE THIS NEW YOU.

MAKE THE IMAGES BOLDER AND BRIGHTER, THE SMELLS FRESHER AND CRISPER AND MAGNIFY THOSE GOOD FEELINGS BY TEN.

TAKE A MOMENT TO ABSORB THESE GOOD FEELINGS AND ALLOW THESE NEW FEELINGS TO EMBED INTO YOUR SUBCONSCIOUS.

WELL DONE. I AM SURE YOU CAN REALLY NOTICE A BIG DIFFERENCE.

I WANT YOU TO FOLLOW THIS REPROGRAMMING TECHNIQUE EVERY MORNING SO YOUR INNER AND OUTER SELVES BECOME COMPLETELY ALIGNED TO LIVING LIFE WITHOUT CIGARETTES.

YOU CAN PRACTICE THIS ROUTINE AS OFTEN AS YOU LIKE, TO ENSURE YOU STAY ON TRACK OF MEETING YOUR COURSE GOALS AND OBJECTIVES.

I hope you enjoyed that, and if you did it properly and continue to do it every day as suggested you will notice very quickly how your feelings towards your image and cigarettes will begin to change. As for the debate on whether or not the new smoking ban has made a difference or not, it's hard to tell, I think we shall simply see over time.

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Extracts taken from Mark Shields Stop Smoking course CD launched July 2007.

