



Smoke Free Solutions

*93 Cromwell Road Bristol BS6 5EX
Tel 0117 955 0101 Fax 0117 955 0210*

October 2010

Summary of GASP's successful relationship with APRIL

GASP was founded in 1980 by Cecilia Farren, a health educator and public health campaigner, as a UK non-smoker's pressure group. Our first target was the city of Bristol where we lived. Then we joined forces with ASH and SmokeFree Action to build a national campaign. A set of early GASP campaign posters and leaflet called 'Passive Smoking: the Facts' created for local use were in national and international demand and almost by accident GASP evolved into a supplier of tobacco control and smoking education and prevention resources.

Until the year 2000 Cecilia Farren continued to work on tobacco control issues for the health service, the UK Government and charities such as No Smoking Day. GASP was run part-time and on a small scale. In 2000 we moved to a warehouse and took on staff and the business grew exponentially! From only selling GASP's own selection of leaflets, books, posters and displays, the business expanded and started selling technical and multi-media products from UK, US and European suppliers. By 2005 the GASP catalogue contained over 400 items for health workers, educationalists and community staff to help smokers quit, encourage young people not to start and to promote smokefree policies in the workplace and smokefree homes.

At the 12th World Conference on Tobacco or Health where Cecilia Farren was an invited plenary speaker, she visited the exhibition hall and met with the staff from APRIL Age software. The APRIL software was just what was needed to make stop smoking advice interactive and meaningful for young people. Contacts were exchanged and after some negotiation by phone and e-mail, GASP nervously decided to sell the APRIL Age software.

We had to buy 3 to qualify for the distributor discount and we wondered if we would be able to sell all 3. Little did we know what a runaway success it would prove to be! Each year since we have sold copies of the software and reach the higher discount levels. It is a talking point, a crowd puller and one of our best sellers. GASP bought a copy of the software and we never run a stop smoking road show without a technician, laptop and the software in tow to run an Ageing Stall. At one college recently a couple of students were aged and they went and told their friends and soon we had whole classes coming with their tutors to see the software in action. In the GASP catalogue we now have a whole page devoted to promoting the APRIL software.

We must not end without saying what a pleasure it has been to work with the APRIL team. Deidre Hogan we know well as she was living in Europe and she was always prompt and efficient to deal with. We all loved her visits and one GASP member of staff is planning a trip to Canada to visit Deidre. Ron Estey and his wife came to visit which was fantastic for building the relationship. APRIL deals with problems quickly and efficiently and have never let us down. It is a pleasure doing business with APRIL.

Cecilia Farren
BSc Hons, MFPH, Dip Health Promotion