

'Making a Mark'

Mark Holder Social Impact Declaration

Healthier Futures CIC

Healthier Futures is a social enterprise and our mission is to help people live longer, healthier, happier lives.

We do this by:

- making smoking history for children
- creating communities free from alcohol harm
- Empowering communities to live longer, healthier, happier lives



Building on our international track record as Tobacco Free Futures, we have recently evolved into Healthier Futures to reflect how we are now tackling a range of health issues relating to tobacco and alcohol, as well as integrated lifestyle issues.

The Social Enterprise Mark criteria includes a requirement for all applicants and renewing Mark Holders to provide 'social impact statements', which illustrate how they are striving to meet their social/environmental objectives. Below are examples of how **Healthier Futures** is Making a Mark, striving to make a difference to local communities:

Social inputs – adding value, bringing choice

We co-ordinate comprehensive programmes to tackle tobacco and alcohol harm, helping people live longer, healthier, happier lives. We work with lots of different people locally and nationally to make this happen, including local authorities, NHS organisations, community groups, schools, colleges and national government organisation.

Our work includes:

Email: info@healthierfutures.org
Website: <http://www.healthierfutures.org/>
Phone: 0161 238 6380



- **Tackling tobacco addiction** - amplifying Public Health England campaigns in the North West; supporting local people to tell their story through the media, encouraging more people to sign up to receive quit kits and quit smoking
- **Supporting a Smokefree Pregnancy scheme** - offering comprehensive support to help pregnant women who are smoking to quit through enhanced support and incentives in parts of the North West and two other areas across England
- **Smoke and Mirrors programme** - working directly with young people across the UK to help expose the truth about the tobacco and alcohol industries

Social outputs – examples of results of activities

- **Stoptober and Smokefree cars campaigns** – increased public awareness and engagement, which helped **10,326** people signing up to quit smoking in Cheshire and Merseyside and **12,291** people in Greater Manchester
- **Supporting a Smokefree Pregnancy scheme** - of the **403** women who joined the scheme, **69%** quit at 4 weeks with 52% of those remaining quit at 3 months post-partum
- **Smoke and Mirrors programme** - in 2015, we successfully engaged dozens of young people via programme of events delivered across the UK and on social media

Social outcomes of activities - examples

- **National campaigns** – encourages people quit smoking. More quitters means huge financial benefit to society through savings to the NHS, social care and through increased productivity
- **Supporting a Smokefree Pregnancy scheme** - Helping pregnant women to quit saves lives and money
- **Smoke and Mirrors programme** - young people are less likely to enter into a lifetime of smoking and alcohol abuse as a result

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