



# CASE STUDY

# Stop Smoking Case Study

## Inspired Outsourcing



### Derren's Story

Why did you start smoking?

I was a bit of an idiot in school so when all my friends started, so did I. I suppose after that everyone smoked if we had a drink and I just continued.

Why do you want to quit smoking?

To save money and to feel healthier. I used to get on at my dad when he smoked and then he stopped. So I need to stop too, also I hate the smell!

How do you think you'll quit?

I think I'm going to try the Vape because it's healthier and I'm glad I have the support of the CGL ladies along the way.

### How much have you saved?

I have saved more than £40 a week which works out as around £182.50. It also means I don't go and buy cigarettes on a night out that I don't need.

Name: Derren Mae Walker

Age: 21

Started Smoking: Age 16.

Saved over  
£182.50  
a month

4 weeks  
since last  
cigarette

Biggest Temptation?

My boyfriend Smoking and friends on a night out if we're drinking.

What were the benefits?

I actually feel much better in my self and can breathe a lot better. Also I'm so pleased I don't smell of cigarettes any more, I hate that smell.

100%

Will not start smoking again!

