

# The Khan Review: Independent review into smokefree 2030 policies

Four critical recommendations are boxed in red. These are 'must dos' for the government to achieve a smokefree England by 2030, around which all other interventions are based.

## Part 1: Invest Now

### REC 1: Urgently invest £125m per year in interventions to reach smokefree 2030.

- Option 1: Additional funding from within government
- Option 2: A 'polluter pays' industry levy
- Option 3: A corporation tax surcharge

## Part 3: Quit for Good

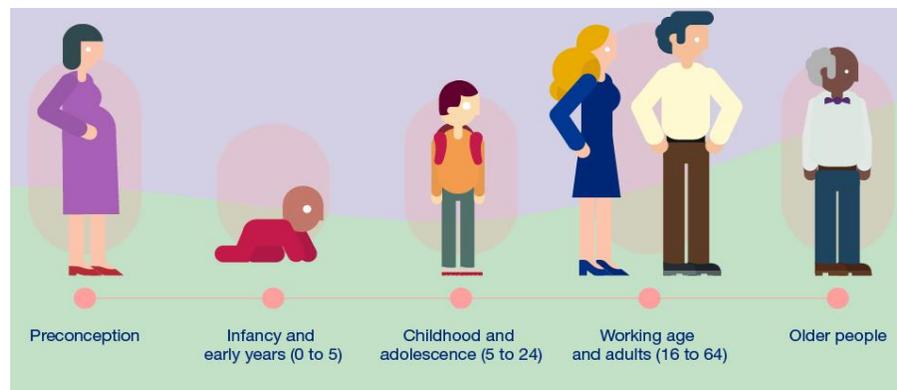
### REC 8: Offer vaping as a substitute for smoking, alongside accurate information on the benefits of switching, including to healthcare professionals.

**REC 9:** Invest an additional £70 million per year into 'stop smoking services', ringfenced for this purpose.

**REC 10:** Invest £15 million per year in a well-designed national mass media campaign, supported by targeted regional media.

## Part 2: Stop the Start

### REC 2: Raise age of sale of tobacco by one year, every year.



The image above shows **the lifecycle of a smoker**. From smoking in pregnancy and the impact on the unborn baby, to old age, where 2/3 lifetime smokers will likely die from smoking. Interventions are needed at all stages of a person's life.

**REC 3:** Substantially raise the cost of tobacco duties (more than 30%) across all tobacco products, immediately. Abolish all duty free entry of tobacco products at our borders.

**REC 4:** Introduce a tobacco licence for retailers to limit where tobacco is available.

**REC 5:** Enhance local illicit tobacco enforcement by dedicating an additional funding of £15 million per year to local trading standards.

**REC 6:** Reduce the appeal of smoking by radically rethinking how cigarette sticks and packets look, closing regulatory gaps and tackling portrayals of smoking in the media.

**REC 7:** Increase smokefree places to de-normalise smoking and protect young people from second-hand smoke.

## Part 4: System Change

### REC 11: The NHS needs to prioritise prevention, with further action to stop people smoking, providing support and treatment across all its services, including primary care

**REC 12:** Invest £15m per year to support pregnant women to quit smoking in all parts of the country.

**REC 13:** Tackle the issue of smoking and mental health.

**REC 14:** Invest £8m to ensure regional and local prioritisation of stop smoking interventions through ICS leadership.

**REC 15:** Invest £2 million per year in new research and data, including investing £2 million in an innovation fund.