

# APPENDIX A

## Local Government

Under the above code of practice, issued by the department for communities and local government in march 2011, government groups are advised as to how they should conduct themselves with regard to publicity.

One of the principles highlighted in the code of practice is that local government associations should be both **objective** and **even-handed** in the publicity they issue.

Within the “objectivity” section it specifically states that:

*15. Local authorities should ensure that publicity relating to policies and proposals from central government is balanced and factually accurate. Such publicity may set out the local authority's views and reasons for holding those views, but should avoid anything likely to be perceived by readers as constituting a political statement, or being a commentary on contentious areas of public policy.*

*16. Any publicity describing the council's policies and aims should be as objective as possible, concentrating on the facts or explanation or both. Local authorities should not use public funds to mount publicity campaigns whose primary purpose is to persuade the public to hold a particular view on a question of policy. It is acceptable for local authority publicity to correct erroneous material which has been published by other parties, despite the fact that the material being corrected may have been published with the intention of influencing the public's opinions about the policies of the authority. Such publicity should seek to explain the facts in an objective manner.*

Within the “even-handedness” section specifically states that

*19. Where local authority publicity addresses matters of political controversy it should seek to present the different positions in relation to the issue in question in a fair manner.*

It is noted that within the section “equality and diversity” it does state

*31. Publicity by local authorities may seek to influence (in accordance with the relevant law and in a way which they consider positive) the attitudes of local people or public behaviour in relation to matters of health, safety, crime prevention, race relations, equality, diversity and community issues.*

This however cannot apply to the consultation on plain packaging since the Government has stated that the purpose of the consultation (Andrew Lansley Ministerial [statement 15<sup>th</sup> December 2011](#)) is to understand *whether there is evidence to demonstrate that the plain packaging of tobacco products would have an additional benefit, over and above existing tobacco control initiatives*

Since the impact of plain packaging of tobacco is unknown section 31 cannot apply at this stage of the public consultation.

And indeed under the section “care during periods of heightened sensitivity” it clearly states

*35. **In general, local authorities should not issue any publicity which seeks to influence voters.** However this general principle is subject to any statutory provision which authorises expenditure being incurred on the publication of material designed to influence the public as to whether to support or oppose a question put at a referendum. It is acceptable to publish material relating to the subject matter of a referendum, for example to correct any factual inaccuracies which have appeared in publicity produced by third parties, so long as this is even-handed and objective and does not support or oppose any of the options which are the subject of the vote.*

Against that code we ask you to consider a selection of the statements made by local government organisations. As a small campaigning organisation we have not been able to collate all such statements made by local government associations, and indeed more examples arrive daily, but is an indication of current actions of local government across the country.

Here is a selection of NHS and DOH funded organisations urging public support of plain packaging and the “plainpacksprotect” campaign.

(Numbering relates to screen grabs presented later in this report).

1. **South Gloucestershire Council web site: “Support Plain Packaging: Protect Our Children”**
2. **Eastleigh Borough Council web site: “Plain Tobacco Packaging - your support wanted”**
3. **Sheffield County Council web site: “Plain Packs Campaign”**
4. **Sheffield County Council SouthWest Community Assembly web site “To make a real difference we need as many people as possible to show their support for...www.plainpacksprotect.co.uk”**
5. **Middlesborough Council web site: “members of the public can also support this campaign by promoting it and encouraging people to sign up at www.freshne.com”**
6. **Chester West and Chester Council newsletter “Visit www.plainpacksprotect.co.uk for more information and show your support for the plain packaging campaign”**
7. **Hampshire County Council Smoke free web site “The Support Plain Packaging website provides reasons why plain packaging might be a good idea and pledge support”**
8. **Preston & Ribble Council Help Direct web site “This is an opportunity to promote the importance of implementing plain packaging”.**
9. **Luton Borough Council newsletter : “The NHS and the Council in Luton really need your help and support with this spring’s national consultation...”**
- 10 **Gloucestershire County Council Healthy Early Years newsletter : “Support Plain Packs: Protect Our Children”**
11. **North Somerset Council Noticeboard ebulletin : “please read the briefing about the campaign...where students and teaching staff can sign up”**
12. **North Somerset Council – Early Years Newsletter : “Please take this opportunity to protect our children by adding your name in support of plain packs at...”**
- 15 **Salford City Council web site: “You can help protect our children by signing the petition”**
- 16 **Hampshire County Council web site: “Visit the PlainPacksProtect website to lend your support”.**
21. **Hertfordshire County Council twitter “Visit plainpacksprotect.co.uk to support the Plain Packs Protect campaign”**
22. **Hertfordshire County Council web site “..visit www. plainpacksprotect.co.uk to support the plain packs protect campaign”**
- 24 **Sunderland City Council health and medical advice web site page “sign up as an individual on the Plain Packs form...This will ask permission for your submission to be also forwarded to your MP – please agree to this as Fresh need MPs to know how much the public backs this”**
- 26 **Fylde Borough Council web site “Please help us to make smoking history for children, show your support by signing at [http:// tobaccofreefutures.org/plainpacksprotect](http://tobaccofreefutures.org/plainpacksprotect)”**

Links to following screen grabs:

1. South Gloucestershire Council web site  
<http://www.southglos.gov.uk/NR/exeres/0e2f5815-7fe5-4c86-87bc-adea5ec05c4a>
2. Eastleigh Borough Council web site  
<http://www.eastleigh.gov.uk/our-community/healthy-living/smoking.aspx>
3. Sheffield City Council web site  
<https://www.sheffield.gov.uk/?pgid=60488&fs=n> (page has now changed)
4. Sheffield County Council South West Community Assembly web site  
<http://southwestassembly.wordpress.com/2012/02/14/pledge-your-support-plain-packaging-of-tobacco-products/>
5. Middlesborough Council web site  
<http://southwestassembly.wordpress.com/2012/02/14/pledge-your-support-plain-packaging-of-tobacco-products/>
6. Partnerships & Area Working Team at Cheshire West and Chester Council  
<http://www.westcheshiretogether.org.uk/pdf/Partnership%20Bulletin%2038%20Finala.pdf>
7. Hampshire County Council Smoke Free web site (alliance of NHS, Local Authorities and the Armed Forces)  
<http://www3.hants.gov.uk/smokefreehampshire/smokefree-news.htm>
8. Preston and South Ribble – Hep Direct web site  
<http://www.helpdirect.org.uk/preston-south-ribble/hot-topics/?ID=328>
9. Luton Borough Council – Local newspaper  
[http://www.luton.gov.uk/Council\\_government\\_and\\_democracy/Lists/LutonDocuments/PDF/Communications/Lutonline/Lutonline%202012/Luton%20LineMAR\\_Web.pdf](http://www.luton.gov.uk/Council_government_and_democracy/Lists/LutonDocuments/PDF/Communications/Lutonline/Lutonline%202012/Luton%20LineMAR_Web.pdf)
10. Gloucestershire County Council – Newsletter- Healthy Early Years  
<http://www.southglos.gov.uk/NR/rdonlyres/E0D449D9-328E-4CBA-BB89-CB4188ED521B/0/COS120026.pdf>
11. North Somerset Council ebulletin newsletter  
[https://www.n-somerset.gov.uk/NR/rdonlyres/03C9007D-546C-4801-87EC-A4CCC18DA576/0/Noticeboardedition27\\_170412.pdf](https://www.n-somerset.gov.uk/NR/rdonlyres/03C9007D-546C-4801-87EC-A4CCC18DA576/0/Noticeboardedition27_170412.pdf)
12. North Somerset Council – Early Years e-newsletter  
<http://www.n-somersetcsd.org.uk/Early-Years-e-newsletters/Edition%204%20-%20April%202012.pdf>
13. Blackburn with Darwen Borough Council web site  
<http://www.blackburn.gov.uk/server.php?show=ConWebDoc.57768>
14. Blackburn with Darwen – press release statement in Lancashirelocalnews.com  
<http://lancashirelocalnews.co.uk/2012/04/17/campaign-against-glitzy-cigarette-packaging-launches-in-blackburn-with-darwen-to-protect-children-from-smoking/>
15. Salford City Council web site  
<http://www.salford.gov.uk/plainpackagingconsultation.htm>
16. Hampshire County Council  
web site page removed but see below...
17. Hampshire County Council announcement captured by localGovNews.com  
<http://www.localgovnews.com/news/plain-tobacco-packaging-your-support-wanted>
18. Wigan Council – Wigan Life Centre web site  
<http://www.wigan.gov.uk/News/TobaccoPackaging.htm>
19. Plainpacks protect utilise Wigan publicity  
<https://twitter.com/PlainPacks/status/181787386366271488>
20. Durham County Council on twitter  
<https://twitter.com/#!/DurhamCouncil>
21. Hertfordshire County Council on twitter  
<https://twitter.com/#!/hertscc>
22. Hertfordshire County Council web site  
<http://www.hertsdirect.org/newsevents/news/packitin/>
23. Cambridge County Council web site  
<http://www.cambridgeshire.gov.uk/community/consumer/informationforcommunities/consumerprojects/kickash/>

24. Sunderland City Council Health and medical advice page of web site  
<http://www.sunderland.gov.uk/index.aspx?articleid=6526>
25. Lincolnshire County Council –smokefreelincs web site  
<http://microsites.lincolnshire.gov.uk/smokefreelincs/plain-packaging/>
26. Fylde Borough City Council web site  
<http://www.fylde.gov.uk/news/2012/jun/07062012tobaccopackaging/>



# APPENDIX A : Screen Grabs

## Item 1

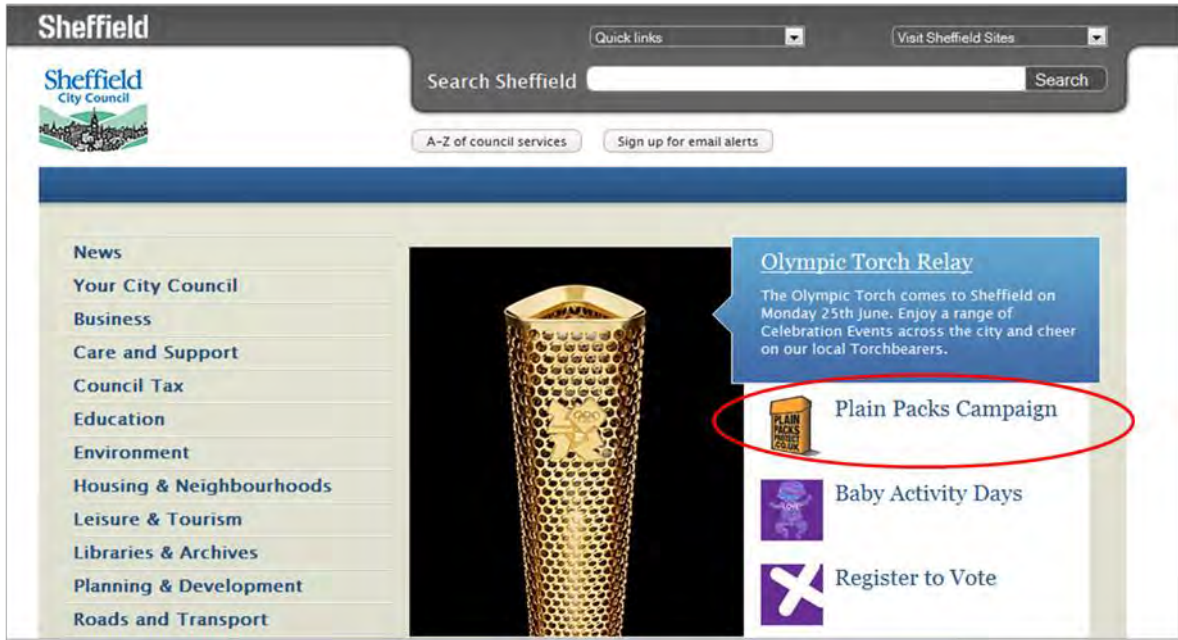
The screenshot shows the South Gloucestershire Council website. At the top, there is a navigation bar with 'Text size: A A A', 'Accessibility textHELP', 'Site search', 'A to Z index', 'Site map', and 'Contact us'. The main header features the council's name and logo. Below this is a search bar and a 'Main topics' section with links to Business matters, Children, young people and families, Communities, Environment, Health and social care, Learning and skills, Leisure, Local democracy, Planning and housing, and Transport and roads. The main content area is titled 'Support plain packaging' and includes a sub-header 'Protect our children. Support the plain packaging consultation'. It contains two paragraphs of text, a 'Printable version' button, and an illustration of a 'PLAIN PACKS PROTECT .CO.UK' pack. A 'More in this topic' sidebar lists links to 'Smokefree South Gloucestershire', 'Smokefree for businesses', 'Smokefree for individuals', and 'Support plain packaging'. Another sidebar titled 'Other websites' lists 'Plain Packaging Campaign' and 'YouTube -The truth from Big Tobacco'. At the bottom, a small note says 'To find out more and sign up click on the Plain Packaging'.

source : <http://www.southglos.gov.uk/NR/exeres/0e2f5815-7fe5-4c86-87bc-adea5ec05c4a>

## Item 2

The screenshot shows the Eastleigh Borough Council website. The top navigation bar includes 'Cookies | Accessibility | Contact us | A to Z | Help A A A' and a search bar. Below this is a secondary navigation bar with 'Pay for it', 'Report it', 'Apply for it', 'Find out about', and 'Have your say'. The main content area is titled 'Our Community' and features a 'Main Menu' on the left with a 'Healthy Living' section. The 'Smoking' section is highlighted and contains the following text: 'Our Community', 'Page last updated at 16:30 GMT, Monday, April 23 2012', 'Smoking', 'Quitting smoking is never easy, but when you see the drastic improvements to your life and health it's really motivating. The following links will provide information, advice and local support in going smoke free.', a list of links including 'www.smokefree.nhs.uk' and 'www.quit4life.nhs.uk', a sub-section 'Plain tobacco packaging - your support wanted', a paragraph about a consultation on standardised packaging, a list of requirements for standardised packaging (No branding, Uniform colour, Standard font and text), a quote from Dr Ruth Milton, a quote from a research study, and a paragraph about the government's proposal. At the bottom, a red circle highlights the text 'Visit the Plain Packs Protect website: www.plainpacksprotect.co.uk to lend your support'.

Source : <http://www.eastleigh.gov.uk/our-community/healthy-living/smoking.aspx>



Source : <https://www.sheffield.gov.uk/?pgid=60488&fs=n> (page has now changed)



**Sheffield**  
City Council

# South West

## Community Assembly

**You Say, You Choose**

**Pledge your support – plain packaging of tobacco products** Posted by: [mattrush](#) | 14/02/2012

The Government is due to launch a public consultation in Spring 2012 on whether the UK should adopt the plain packaging of tobacco products. To make it easy for us to show our support the National Smokefree Action Coalition have launched a new website: [www.plainpacksprotect.co.uk](http://www.plainpacksprotect.co.uk)

**Q: Why support plain packaging?**

**A:** To make packs less attractive to our children: Every year, another 340,000 children in the UK are tempted to try smoking. And research has shown that they are more likely to be attracted by designed tobacco packs, than by plain packs. With regulation in place to restrict television, radio and other advertising, packaging is becoming more and more important to the tobacco industry to help sell their products. Shiny holograms, pretty pastel colours and wrappers are just some of the eye-catching pack designs available, and there is building evidence to suggest that these packs can attract and mislead children.

To make a real difference we need as many people to show their support for this campaign by clicking on the following link: [www.plainpacksprotect.co.uk](http://www.plainpacksprotect.co.uk)

Lynsey Bowker Tobacco Control Manager NHS Sheffield, Public Health Directorate, 722 Prince of Wales Road, Darnall, Sheffield, S9 4EU. Plain packs protect our children. Pledge your support today: [www.plainpacksprotect.co.uk](http://www.plainpacksprotect.co.uk)

**Share this:** [Facebook](#) [Twitter](#) [Email](#)

**Like this:** [★ Like](#) Be the first to like this post.

**VIEW BY TOPIC**

- Area Improvements (24)
- Area Wide (219)
- Arts and Culture (2)
- Business (2)
- Business (2)
- Campaigns (50)
- Community Safety (11)
- Community Websites (9)
- Consultation (21)
- Crookes (6)
- Dore and Totley (24)
- Ecclesall (35)
- Education and Training (11)
- Eduvation and Training (1)
- Environment and Green Space (43)
- Events (49)
- Fulwood (9)
- Funding (41)
- Health and Wellbeing (77)
- Highways (9)
- Links (20)
- Planning (18)
- Press Releases (3)
- Public Meetings (14)
- South West Youth (34)
- Whats on the Agenda? (5)
- You Choose (2)
- You Say (5)

Source : <http://southwestassembly.wordpress.com/2012/02/14/pledge-your-support-plain-packaging-of-tobacco-products/>



**Middlesbrough Council**

Resident | Business | About the Council

Entertainment & events | Leisure & libraries | Environment & waste | Transport & parking | Benefits & council tax | Planning | Schools & learning | Health & social care | Community & people

You are in: Resident > Latest news > Plain packs steer kids away from cigs

Home | Resident | Latest news | Team in the running for foster care fortnight | Town Hall Classic | Micky Flanagan confirmed for Middlesbrough Town Hall | More news

**Plain packs steer kids away from cigs**

Youth offending work lands | Prince's Trust invitation

**Plain packs steer kids away from cigs**

Local politicians and health experts are throwing their weight behind the campaign for tobacco to be sold in plain packaging. They believe the move will cut sales and reduce the number of children attracted to a lethal habit at a young age. Every year, an estimated 340,000 children in the UK are tempted to try smoking, with research showing they are more likely to be attracted by designed rather than plain packaging.

How plain packaging works:

- Reduced appeal to young people - studies have shown plain packaging is less attractive to young people than branded cigarettes
- Despite an industry ban on cigarettes being labelled 'mild' or 'low tar', many smokers still assume white or silver packets contain cigarettes that are less harmful
- More prominent health warnings

The government wants to hear from schools, youth clubs and other organisations with an interest in cutting smoking rates. Anyone wishing to support the drive for plain packaging can contact Public Health Officer Rachel McIvenna at [rachel\\_mclivenna@middlesbrough.gov.uk](mailto:rachel_mclivenna@middlesbrough.gov.uk) for more details. Members of the public can also support this campaign by promoting it in their local area and encouraging people to sign up at [www.freshns.com](http://www.freshns.com)

Seen later on same page.....

Middlesbrough moving forward | Copyright | Data protection | Terms of use | Privacy | Sitemap | Contact us | Facebook | YouTube

Source <http://southwestassembly.wordpress.com/2012/02/14/pledge-your-support-plain-packaging-of-tobacco-products/>

## “Partnerships West” Newsletter April 2012

*Produced by the Partnerships & Area Working Team at Cheshire West & Chester Council*

### Health and Wellbeing News

The latest edition of the Healthy Weight Newsletter (Edition 6 – Spring 2012) can be viewed on the West Cheshire Together website at: [http://www.westcheshiretogether.org.uk/strategic\\_themes/health\\_and\\_wellbeing/healthy\\_weight.aspx](http://www.westcheshiretogether.org.uk/strategic_themes/health_and_wellbeing/healthy_weight.aspx)

\* \* \*

The UK Government has committed to carrying out a public consultation on plain packaging of tobacco products, recently adopted by the Australian government, as there is good evidence that plain packs are less attractive, particularly to young people. In addition, health warnings stand out more and reduce the ability of the packaging to mislead consumers about the harms of smoking.

Every year, another 340,000 children in the UK are tempted to try smoking and evidence suggests that they are more likely to be attracted by designed tobacco packs, than by plain packs. Visit [www.plainpacksprotect.co.uk](http://www.plainpacksprotect.co.uk) for more information and to sign up and show your support for the plain packaging campaign.

For further information about Health and Wellbeing related news, contact Claire Wildgoose on 01244 650346 or e-mail: [claire.wildgoose@wcheshirepct.nhs.uk](mailto:claire.wildgoose@wcheshirepct.nhs.uk)

Source : <http://www.westcheshiretogether.org.uk/pdf/Partnership%20Bulletin%2038%20Finala.pdf>

Item 7

**Hantsweb** Hantsweb Home A-Z Services Contact us Help  Search

You are here → hantsweb home → leisure and tourism → smoke free hampshire → smoke free news

# SMOKE FREE

Hampshire & Isle of Wight

**Smoke Free**  
Hampshire and Isle of Wight

Smoke Free Hampshire  
Information for business  
Smoke Free Training  
Young people & smoking  
Smoke Free steering group  
**Smoke Free News**  
Smoke Free Links

## Smoke Free News

### Plain Packaging Consultation

The Government has launched a consultation on plain packaging which runs until 10th July. [Read the consultation document and make a response.](#)

The [Support Plain Packaging website](#) provides reasons why plain packaging might be a good idea and to pledge support.

### Tobacco Display Ban

The display of tobacco products in large shops and supermarkets has been banned from the 6 April 2012. Smaller shops will not have to cover up their cigarettes and tobacco products until 6 April 2015. Full guidance about ending tobacco displays at [Business Link](#).

Source : <http://www3.hants.gov.uk/smokefreehampshire/smokefree-news.htm>

Item 8

**Preston & South Ribble**  
Change District

Click here to email us  
Search for: Help & Support | Events | Other Content  
Text size: A A A | Accessibility

Home What We Do Local Events Volunteering Safe Trader Other Projects Contact Us

**" I told someone where to go" ...  
...to read Hot Topics news**

**In This Section**

- Hot Topics Archive
- HD News

**Send to a Friend**

Enter your email address and your friend's email address below to send this page to them.

Enter your email address  
Enter friend's email address  
**Send**

**Share This Page**

**Hot Topics**

### Tobacco Packaging – Consultation

The UK Government has today launched its consultation on the issue of plain standardised packaging of tobacco products. The consultation will be open for responses from 16 April to 10 July 2012. Any person, business or organisation with an interest is encouraged to respond.

Details of the consultation can be found at <http://consultations.dh.gov.uk>

This is an opportunity to promote the importance of implementing plain packaging for tobacco products, which aims to reduce the number of children who smoke by:

- Making tobacco packaging look less attractive
- Increasing the effectiveness of health warnings
- Preventing the use of misleading and deceptive colours to create false beliefs of different strength and quality
- Removing the positive association with cigarette brands and image

You can help to end cigarette marketing for good by responding to the consultation.

24/4/2012  
[Back](#)

**Help and Support**

- Health & Fitness
- Home & Garden
- Volunteering
- Relationships and Families
- Getting The Right Help and Support
- Community and Involvement
- Mobility & Transport
- Managing Finances
- Learning & Leisure
- Employment & Training

**Get in touch**

Call us now: 0303 333 11 1  
Click here to email us  
What help is available?  
Click here to find out

Source : <http://www.helpdirect.org.uk/preston-south-ribble/hot-topics/?ID=328>



Lutonline March 2012 **Luton Borough Council's newspaper for local people** 15

## Keeping our community healthier

### Set a quit date to help stop smoking

Everyone has their own reason for wanting to give up smoking. Most people make several attempts before they stop for good. 14 March is National No Smoking Day and using this time of year to quit can provide extra motivation and encouragement because you know that you won't be alone.

It is important to set a quit date because it provides a starting point. Some people would like to stop smoking but often 'don't get round to it' or find it very hard to begin – the quit day is a definite start to the withdrawal process.

Rushma Patel, a health improvement specialist at NHS Luton, said: "Giving up smoking is a time when people often feel very alone. One of the benefits of approaching Luton Stop Smoking Service is that you have a trained specialist or advisor behind you, giving advice and supporting you throughout. You can contact them on their freephone number 0800 013 0845."

Susan Roberts gave up smoking last year following a health scare. "I had been ill for a while and the doctor suggested a chest x-ray; when the results came back abnormal I really panicked. I was lucky and didn't have anything too serious but the thought that I might be the incentive I needed to finally give up."

"I went to visit my doctor who referred me to the Luton Stop Smoking Service. The support I have received has been amazing and I really would encourage anyone to give it a go. Set a quit date and let everyone know when it is, then they can encourage you and help take your mind off cigarettes and gradually, one small step at a time, you too can kick the habit."

Still on the subject of smoking,




**Pupils still cycling in winter!**

In just two weeks in December, Luton pupils cycled 1,667 miles on their way to school and back home – further than the equivalent distance from Luton to Lapland!

The challenge was set by 'Cycle Santa' in a scheme promoted by the Council and UK charity Gustrans, and taken up by students at Luton's ten 'Bike it' schools that support healthy and sustainable transport.

Providing it's not icy, cycling can still be a great way to get to school in winter – just make sure you have lights that work, wear reflective clothing and remember to pack some waterproofs!

Taking part were pupils from Bramingham Primary, Farley Junior, Foxlell Junior, Hillborough Junior, Icknield Primary, Leagrave Primary, Ramridge Primary, Sacred Heart Primary, Wardean Hill Juniors and Wigmore Primary schools.

Hedge your support for the Plain Packs Protect campaign

the NHS and the Council in Luton really need your help and support with this spring's national consultation on legislation that could force tobacco companies to package cigarettes in plain packs. It's really important to protect our children from the effects of smoking and you can find out more about the 'Plain Packs Protect' campaign at [www.plainpacksprotect.co.uk](http://www.plainpacksprotect.co.uk). Please sign up and pledge your support. Thank you!

## Luton's listening

– have your say



## MPs' Advice Surgeries


Luton's two MPs, Kelvin Hopkins and Gavin Shaker, hold regular Advice Surgeries and are always happy to help their constituents.

Source :

[http://www.luton.gov.uk/Council\\_government\\_and\\_democracy/Lists/LutonDocuments/PDF/Communications/Lutonline/Lutonline%202012/Luton%20LineMAR\\_Web.pdf](http://www.luton.gov.uk/Council_government_and_democracy/Lists/LutonDocuments/PDF/Communications/Lutonline/Lutonline%202012/Luton%20LineMAR_Web.pdf)

## Healthy Early Years – Newsletter – Gloucestershire County Council

<http://www.southglos.gov.uk/NR/rdonlyres/E0D449D9-328E-4CBA-BB89-CB4188ED521B/0/COS120026.pdf>



### Support Plain Packs: Protect our Children

Every year, another 340,000 children in the UK are tempted to try smoking, and around 150,000 11-15 year olds are regular smokers. Research has shown children are more likely to be attracted by highly designed tobacco packs than by plain packs. Supermarket shelves are crammed full of enticing and sophisticated designs, from brightly coloured packs that look like crayon boxes, to 'slims', suggesting an image of a more elegant lifestyle.

The Australian government is introducing plain packaging for cigarettes later this year. The UK government is considering the same action but this will only happen if they believe they have public support. South Gloucestershire Council is supporting the campaign for plain packaging for cigarettes. Please help support it too. To find out how you can help protect our children, go to [www.plainpacksprotect.co.uk](http://www.plainpacksprotect.co.uk)

### Road Safety Resource Boxes

Children are never too young to learn and when it concerns an important, potentially life saving message, the sooner the better. South Gloucestershire Council's Road Safety Team has put together a box filled with road safety resources. It introduces children to key road safety messages through play and activities, with suggested plans.

It contains a zebra crossing mat, belisha beacons, a school crossing patrol outfit

### National Child Measurement Programme 2010-2011


The National Child Measurement Programme (NCMP) results for the school year 2010-2011 were published in December 2011.

#### Key findings nationally

- In reception, over a fifth (22.6%) of the children measured were either overweight or obese. In year 6, this rate was one in three (33.4%).
- The percentage of obese children in year 6 (19.0%) was double that in reception (9.4%)
- As in previous years, a link existed between deprivation and obesity prevalence in each age group.

Source : <http://www.southglos.gov.uk/NR/rdonlyres/E0D449D9-328E-4CBA-BB89-CB4188ED521B/0/COS120026.pdf>




*Noticeboard*
*ebulletin*

---

**Plain Packs Campaign**

The Government plan to publish a consultation on the packaging of tobacco products in spring 2012. They want evidence that the plain packaging of tobacco products would have an additional health benefit, over and above existing tobacco control initiatives.

In January Smokefree South West launched a campaign in collaboration with SW PCT Stop Smoking Services, including North Somerset, to raise awareness of the dangers of glamorous and eye-catching packaging of tobacco packaging to children and young people in the south west. The aim of this campaign is to see tobacco sold only in standardised coloured packaging with plain font brand name and increased health warnings. It is backed by Cancer Research UK, British Heart Foundation, the Royal College of Physicians, ASH and other leading charities and health bodies.

Please read the [briefing](#) about the campaign which includes a link to the website where students and teaching staff can sign up and pledge their support.

**[Miriam Thornton](#), Health Improvement Specialist, Tobacco Control, NHS North Somerset**

**Dr. Diana Howlett, Weston Area Health Trust**

Dr Diana Howlett would like to let her patients and their families know that she will be leaving Weston Area Health Trust in May to take up a post at North Bristol Trust. Please read the announcement [here](#).

Source : [https://www.n-somerset.gov.uk/NR/ronlyres/03C9007D-546C-4801-87EC-A4CCC18DA576/0/Noticeboardedition27\\_170412.pdf](https://www.n-somerset.gov.uk/NR/ronlyres/03C9007D-546C-4801-87EC-A4CCC18DA576/0/Noticeboardedition27_170412.pdf)

**Plain Tobacco Packaging Will Protect Our Children**

Every year in the UK 80,000 people die of smoking related diseases. Over the same period 340,000 children will experiment with smoking.

Smoking kills more people than alcohol, obesity, suicide, drugs and road traffic deaths combined.

Tobacco packaging remains one of the last ways that the tobacco industry is able to market their products to the next generation. From brightly coloured packs that appear to be crayon boxes at first glance, to 'slims' designed to conjure up an image of a more elegant lifestyle, supermarket shelves are crammed full of enticing and sophisticated designs.

Please take a moment to look at [www.plainpacksprotect.co.uk](http://www.plainpacksprotect.co.uk) to find out more about how the tobacco industry uses packaging to attract new smokers, and how plain tobacco packaging will help protect our children from a lifetime of smoking.

The Government has begun its consultation on the case for plain packs and this is a real opportunity, whether you are a smoker or non-smoker, to have your voice heard. Australia has already passed legislation which will introduce plain packaging from December 2012. Wouldn't it be great if we were next?

The tobacco industry is fighting the legislation in Australia every step of the way. They will do the same in this country. Please take this opportunity to protect our children by adding your name in support of plain packs at [www.plainpacksprotect.co.uk](http://www.plainpacksprotect.co.uk).

Miriam Thornton  
Health Improvement Specialist, Tobacco Control

Tel: 01275 885148  
Email: [miriam.thornton@nsomerset-pct.nhs.uk](mailto:miriam.thornton@nsomerset-pct.nhs.uk)  
Website: [www.northsomerset.nhs.uk](http://www.northsomerset.nhs.uk)

**“Early Years” e-newsletter - North Somerset Council  
April 2012**

Sent to “ *All Private, Voluntary and Independent Settings in North Somerset*”.

<http://www.n-somersetcsd.org.uk/Early-Years-e-newsletters/Edition%20%20-%20April%202012.pdf>

Source : <http://www.n-somersetcsd.org.uk/Early-Years-e-newsletters/Edition%20%20-%20April%202012.pdf>

The screenshot shows the Blackburn with Darwen Borough Council website. At the top, there is a navigation bar with links for 'Contact us', 'A-Z of Services', 'FAQ', 'What's on', and 'News'. Below this is the council's logo and name, 'Blackburn with Darwen Borough Council INFORMATION GATEWAY'. A search bar is located on the right side of the header.

The main content area features a news article titled 'Campaign against glitzy cigarette packaging launches in Blackburn with Darwen to protect children from smoking'. The article text is as follows:

**From today parents in Blackburn with Darwen will urge the government to take action to curb tobacco industry marketing and protect children from cigarettes – following today's launch of a national public consultation into plain, standardised tobacco packaging.**

The 'Plain Packs Protect' campaign, supported by Tobacco Free Futures, has been launched in Blackburn with Darwen and across the North West to highlight that tobacco packaging is now an important way in which the tobacco industry engages new young smokers.

A new UK plain packaging law would mean the end of eye-catching branding including shiny holograms, pretty pastel colours and novelty wrappers.

Blackburn with Darwen has an estimated 25,700 smokers costing the area approximately £40.1m every year. Two thirds of smokers start before they are 18 and smoking is still the key cause of deaths in England with more people dying from smoking than the six other major causes, including obesity and alcohol. In Blackburn with Darwen smoking claims the lives of around 256 people every year.

Plain, standardised packaging of tobacco products will impact on smoking in three key ways: it will reduce the attractiveness to young people; curb misleading health messages and increase the prominence of the picture health warnings on packs, making them more impactful.

Dominic Harrison, Director of Public Health for Blackburn with Darwen said "We welcome the government's public consultation and encourage people, especially parents, to respond and support this public health measure which will have a positive impact on the health of young people in Blackburn with Darwen."

Source : <http://www.blackburn.gov.uk/server.php?show=ConWebDoc.57768>

The screenshot shows the Lancashire Local News website. The article title 'Campaign against glitzy cigarette packaging launches in Blackburn with Darwen to protect children from smoking' is circled in red. The article text is identical to the one in Item 13.

Additional elements on the page include a 'Free Antivirus Download' advertisement, a 'Cost Of Smoking Test' sidebar, and an Amazon.co.uk advertisement for an Edimax EW-7811Ufi Wireless Nano USB device.

Source :via Blackburn with Darwen Council News <http://lancashirelocalnews.co.uk/2012/04/17/campaign-against-glitzy-cigarette-packaging-launches-in-blackburn-with-darwen-to-protect-children-from-smoking/>



Item 15

**Salford City Council**

# ARE YOU READY TO FACE YOUR DEMONS?

Home Living Learning Leisure Business Online services Your council **Living IN Salford**

Home » Living » Care and health » Health services » Stopping smoking » Plain packaging of cigarettes consultation

## Plain packaging of cigarettes consultation

The government is running a public consultation on whether the UK should adopt the plain packaging of tobacco products.

The consultation documents are available and responses can be submitted online. You can help protect our children by [signing up and showing your support](#).

The aim of plain packaging of tobacco products is to reduce the amount children smoke by:

- Making tobacco packaging look less attractive.
- Increasing the effectiveness of health warnings.
- Preventing the use of misleading and deceptive colours to create false beliefs of different strength and quality.
- Removing the positive association with cigarette brands and image.

Evidence suggests that the impact of health warnings are lost on current branded packs and become less noticeable. If plain packaging is introduced in the UK, this will change. The health warnings will become bigger and more eye-catching against a plain background.

Smokers start as children and continue as adults; two thirds of smokers start before they are 18 and the vast majority while still teenagers.

Source : <http://www.salford.gov.uk/plainpackagingconsultation.htm>

Item 16

Hantsweb Hantsweb Home A-Z Services Contact us Help Search Hampshire County Council

You are here → hantsweb home → → hampshire now

## Plain tobacco packaging - your support wanted

Tuesday, 24 April 2012

A consultation is underway about the possible introduction of standardised packaging for tobacco products - and your local NHS is urging people to make their views known.

The Government has an open mind on the proposal and responses are invited from any interested person, business or organisation. The consultation closes on 10 July so there is plenty of time to give a considered view on the proposals.

Visit the [Plain Packs Protect website](#) to lend your support. Alternatively, respond to the [full consultation](#) on the Department of Health website.

What do the proposals include?

If the proposal is approved, it would mean that all tobacco products would be required to look the same. Standardised packaging could consist of, for example:

- No branding
- A uniform colour
- A standard font and text for any writing on the pack.

Dr Ruth Milton, on behalf of the Directors of Public Health for the Southampton, Hampshire, Isle

Source : web site page removed but see next slide...

The screenshot shows the LocalGovNews.com website. At the top left is the logo and tagline: "LocalGovNews.com The unofficial round-up of news from local government, police and fire authorities across the United Kingdom". A red "BREAKING NEWS" banner at the top right contains the text "Action on dog fouling". Below the banner is a navigation bar with categories: Home, # By-elections, # Olympics, # Industrial Action, # Christmas, # Council tax, # Anti-social, and # Consultations. The main content area features the article title "Plain tobacco packaging - your support wanted" and the date "Tuesday, 24 April 2012". The article text discusses a consultation on standardised tobacco packaging. Below the text are social media sharing buttons for Like (0), Tweet (2), +1 (0), and Share. A red oval highlights the "Share" button and the "Published By: Hampshire County Council - Tuesday, 24 April" text. On the right side, there are sections for "Search News", "My Account", and "Popular Posts".

Source : <http://www.localgovnews.com/news/plain-tobacco-packaging-your-support-wanted>






[A](#)
[A](#)
[A](#)
[A](#)



[Find it](#)
[Pay it](#)
[Report it](#)
[Have your say](#)
[Apply for it](#)
[Contacts](#)

- Services
- Advice, Benefits & Emergencies
- Business and Regeneration
- Community and Living
- Council and Democracy
- Education and Learning
- Environment
- Getting About
- Health and Social Care
- Housing
- Jobs and Careers
- Leisure, Culture and Tourism
- Planning

Home > News

## Council Leads Country on Support for Plain Tobacco Packaging

Friday 16th March 2012 (ref: 69/2012)

Wigan Council members overwhelming voted to urge the Health Secretary to bring forward legislation to introduce plain packs for tobacco products, at a meeting of the Full Council this week.

Elected members took part in a lively debate about health promotion and the need to de-normalise smoking in society. In supporting the motion, councillors sent a strong signal that Wigan wants to lead from the front.

The motion was proposed by Cllr Keith Cunliffe from the council's ruling cabinet. Opening the debate, he confessed his stance at once. "I admit I am a smoker and I wish I wasn't. As a smoker I know it is hard to give up and easier not to start. We need to support all measures that would help future generations to not take up smoking."

The decision will feed into a national three month consultation on cigarette plain packaging which is due to launch soon. The consultation will determine whether plain packaging could be effective in reducing the number of young people who take up smoking. If the new plain packaging law is passed in the UK, it could mean the end of glitzy cigarette brands.

Cllr Cunliffe showed examples of how the tobacco industry use innovative package designs to promote their products. He said: "Published, peer reviewed research is clear that plain, standardised packs are less attractive especially to young people, strengthen the impact of health warnings and make packs less misleading to customers who seem to associate colours with risk levels."

He noted that Australia is set to be the first country in the world to move to plain designs later this year, although not without challenge from the industry itself.

1827 people in Wigan Borough die from a smoking related disease each year – over 609 per 100 thousand population aged over 35. The meeting heard that with advertising bans in place, the industry is increasingly focussed on design to maintain a brand awareness. In some of the most deprived communities in the borough, adult smoking rates are close to 50 per cent of the population.

The motion was carried and makes Wigan Council the first in the country to make this point in support of further marginalisation of tobacco products.

Watching the debate in the council chamber was Dr Kate Ardern, director of public health for Wigan Borough. Afterwards she thanked Cllr Cunliffe for his stance.

"This is a serious point well made by someone who understands the lure of the product," says Dr Ardern. "Wigan Borough has some of the highest rates of smoking prevalence in the region and that's why we are right to lead by example in sending this message out."

Andrea Crossfield, Director of Tobacco Free Futures, who are leading the Plain Packs Protect campaign in the North West said: "Wigan Council's support for this is the first of its kind and shows excellent leadership from Cllr Cunliffe and Dr Ardern. Cllr Cunliffe made the points to the recent AGMA Health Commission and I hope this shows the way we can keep moving the debate on to de-normalise tobacco. We urge people to support plain packaging and make smoking history for children by signing up to the consultation online."

[See the details at Tobacco Free Futures](#) ⇨

Source : <http://www.wigan.gov.uk/News/TobaccoPackaging.htm>

Item 19



Source : <https://twitter.com/PlainPacks/status/181787386366271488>

Item 20



Source : <https://twitter.com/#!/DurhamCouncil>

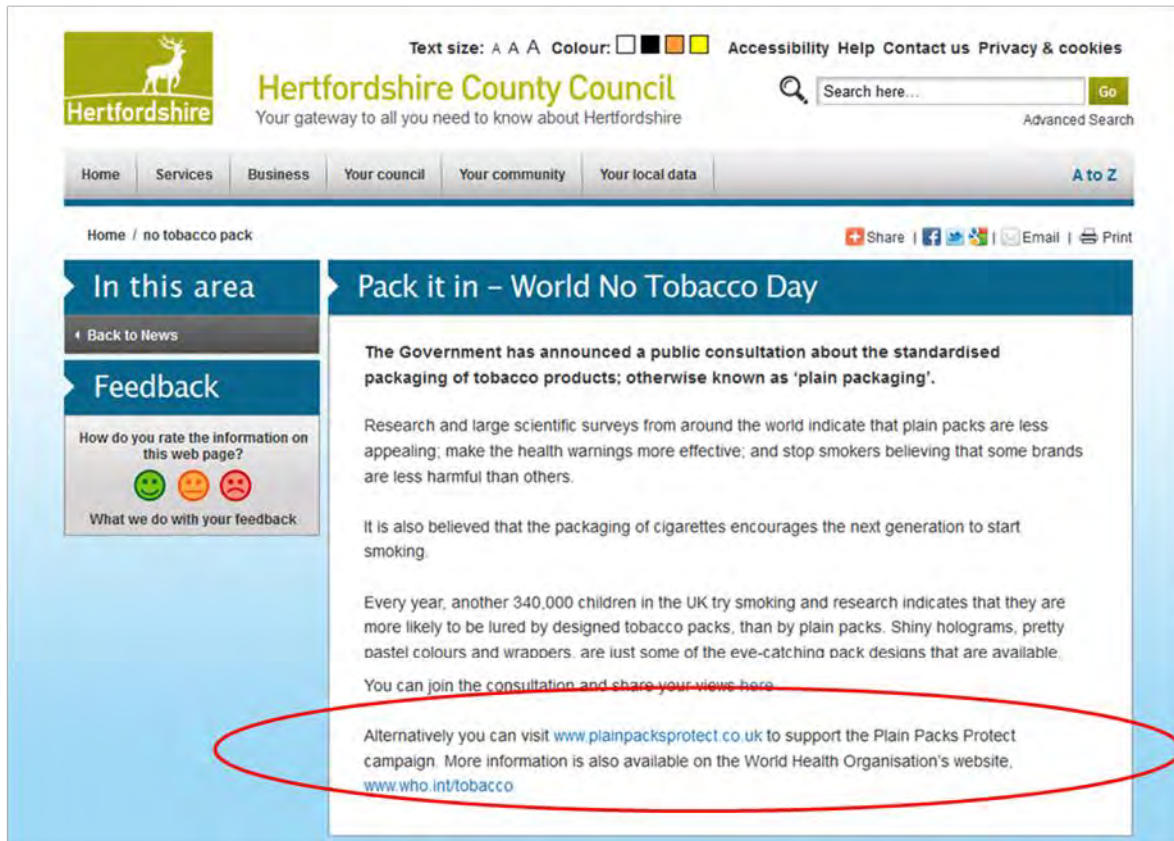




Source : <https://twitter.com/#!/hertsc>

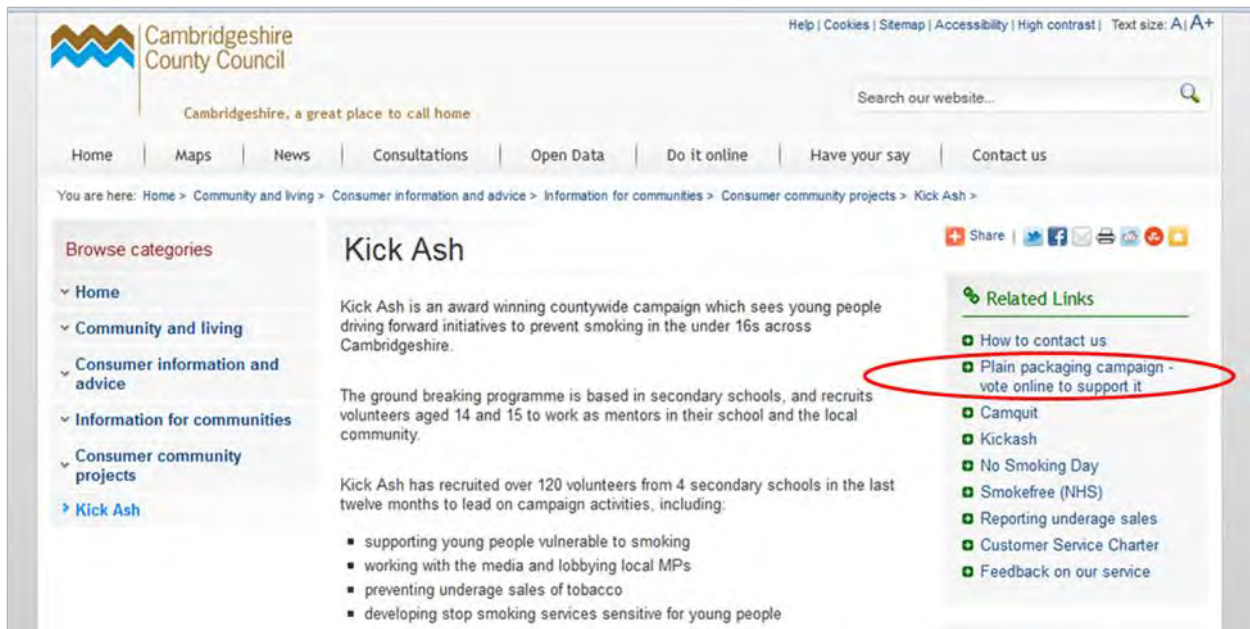


Item 22



Source : <http://www.hertsdirect.org/newsevents/news/packitin/>

Item 23



Source :

<http://www.cambridgeshire.gov.uk/community/consumer/informationforcommunities/consumerprojects/kickash/>

Item 24

- Your Services
- Advice and Benefits
  - Business
  - Community and Living
  - Council and democracy
  - Education and Learning
  - Environment and Planning
  - Housing
  - Jobs and Careers
  - Leisure and Culture
  - Health and Social Care
  - Transport and Streets
- Sign in
- Username:

YOU ARE IN: [Sunderland Home Page](#) / [Health and Social Care](#) / [Health and medical advice](#)

## Standardised packaging of tobacco

This is a campaign Fresh is promoting alongside partners at Cancer Research UK, the Faculty of Public Health, Action on Smoking and Health, Royal College of Physicians and the British Heart Foundation, and other regional offices of tobacco control at Tobacco Free Futures (North West) and Smokefree South West.

Tobacco brands are used by the tobacco companies to recruit new customers who are nearly always children (a survey found 43% of current North East smokers started between the ages of 10 and 14). By contrast, plain standardised packaging is rated as much less attractive by children and young people. A recent survey found 66% of people in the North East support plain packaging, with only 10% opposing.



You can see what some of the [real packs on the market](#) look like and how attractive they are.

The Department of Health has now launched a [consultation](#) on whether plain, standardised packaging would help to reduce smoking over and above that of current initiatives - in particular its role in reducing youth uptake. A major [research report](#) commissioned by [Cancer Research UK](#) has also been published demonstrating the evidence for this.

The consultation will run until July 10 and Fresh are urging you to show your support and respond positively. You can do so in two ways:

- Sign up your support as an individual on the [Plain Packs Form](#). You only have to give your name and address and it will only take two minutes. This will also ask permission for your submission to also be forwarded to your MP - please agree to this as Fresh need MPs to know how much the public backs this. So far over 37,000 people have signed up nationally
- Submit a more detailed consultation response as a professional to the [DoH tobacco packaging consultation](#). The DoH wants to hear from individuals and organisations with an interest in health as to whether these proposals would reduce smoking over and above current initiatives. Fresh will be making a template submission available and can help you with this.

Source : <http://www.sunderland.gov.uk/index.aspx?articleid=6526>

### Item 25

SmokeFreeLincs@lincolnshire.gov.uk Sign In | A | 🔊

SMOKEFREELINCS

About Us
Projects
Smokefree Homes
No Smoking Day
Education
Advocacy
Stop Smoking
Plain Packaging

You are here: [Home](#) > [Plain Packaging](#)

### Plain Packaging

**PLAIN PACKAGING CAMPAIGN**  
CIGARETTE PACK DESIGNS

The Plain Packs Protect campaign wants all cigarettes in plain standardised packs. The evidence is clear that plain packs are

- less attractive, especially to young people;
- strengthens the impact of health warnings; and
- make the packs less misleading.

Tobacco companies describe current packs as 'visual advertising for the brand'.

Support the campaign and sign up now at [www.smokefreelincs.co.uk](http://www.smokefreelincs.co.uk)

Sign up now

new TWTR.Widget({ version: 2, type: 'profile', rpp: 2, interval: 6000, width: 'auto', height: 300, theme: { shell: { background: '#ffffff', color: '#111111' }, tweets: { background: '#ffffff', color: '#111111', links: '#8cad21' } }, features: { scrollbar: false, loop: false, live: false, hashtags: true, timestamp: true, avatars: false,

Source: <http://microsites.lincolnshire.gov.uk/smokefreelincs/plain-packaging/>



Advanced Search | Help | Site map Search:

FYLDE BOROUGH COUNCIL [Boxes 2 Bins](#) [Complain](#) [Consult](#) [Forum](#) [Pay](#) [Petition](#) [Events](#) [Open Golf](#)

A-Z Council Services: [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#)

**Home**  
**News**  
**June**  
 Go for recycling gold  
 15ft bubbles to greet golf tourists  
 Staining community Queen's Jubilee Party  
 Join the pledge to show your support for plain, standardised packaging of tobacco products

**Events**  
 Jun 2012  
 M T W T F S S  
 1 2 3  
 4 5 6 7 8 9 10  
 11 12 13 14 15 16 17  
 18 19 20 21 22 23 24  
 25 26 27 28 29 30

**Contact Us**  
 Online enquiry form  
 Email: [listening@fylde.gov.uk](mailto:listening@fylde.gov.uk)  
 Telephone: 01253 658 658  
 Opening Hours:  
 Mon-Thur 08.30-17.00  
 Fri 08.30-16.30  
 Address:  
 Fylde Direct  
 The Public Offices  
 292 Clifton Drive  
 South  
 St Annes  
 Lancashire  
 FY8 1LH

**Advertisements**  
 Promote Your Website  
 14 Ideas for Promoting Your Website - Download Our Guide Now!  
[uk.p81web.com](http://uk.p81web.com)

**You are here:** Home > News > 2012 > June > Join The Pledge To Show Your Support For Plain, Standardised Packaging Of Tobacco Products > Join The Pledge To Show Your Support For Plain, Standardised Packaging Of Tobacco Products

## Join the pledge to show your support for plain, standardised packaging of tobacco products

Partner news article.

As you may be aware the Government has launched a public consultation on whether or not to standardise the packaging of tobacco products.

As part of a broad alliance of public health bodies and health charities we are supporting the proposal.

Evidence shows that plain, standardised packaging of tobacco products will impact on smoking in three key ways:


- It will reduce the attractiveness of the packets to young people
- Correct misconceptions that some brands are less harmful than others
- Increase the prominence of health warnings on packs making them more powerful

Presently, the tobacco industry uses attractive packaging to lure new smokers into addiction. Every year 340,000 children in the UK are tempted to try smoking. A recent British Heart Foundation survey also reported that 86 per cent of young people surveyed in the North West thought plain packs were less attractive than branded packs.


Examples of packaging used to target young females can be seen to the right of this page (top image.)

An example of what standardised packaging may look like if the Government introduces it (bottom image.)

Examples of packaging used to target young females



Example of what government standardised packaging may look like



Smoking is a childhood addiction with 83 per cent of smokers and former smokers in the North West trying smoking before they are 14 years old. We believe that plain, standardised cigarette packaging will help prevent children taking up smoking.

Despite the progress in reducing levels of smoking in this country it is still the biggest killer. It is essential that there are a large number of responses to the consultation to demonstrate that there is substantial public support to stamp out the use of brand packaging to advertise and promote smoking.

Please help us to make smoking history for children; show your support by signing up at <http://www.tobaccofreefutures.org/plainpacksprotect/> (external link)

Keep up to date on the latest Plain Packs Protect news by following Tobacco Free Futures on Twitter @tff4kids (external link)

**Ask a Question / Live Chat**  
 Enter your question here:  
  
 Ask

**Member Panel**  
 Sign In / Register  
 Register/Log into Fylde.gov for a personalised experience.  
 Give feedback

Source : <http://www.fylde.gov.uk/news/2012/jun/07062012tobaccopackaging/>

# APPENDIX B

## NHS and Dept of Health funded bodies

The NHS has a privileged position in the hearts and minds of the British public, and is almost entirely financed by the British public. As such it should exercise extreme caution when commenting on politically contentious health proposals and also consider the appropriateness of the outlets used – eg the use of NHS quit smoking websites otherwise used to assist vulnerable patients to quit smoking; NHS twitter feeds otherwise used for public health information alerts; NHS websites otherwise used to direct patients to available health services.

Sadly, a substantial amount of public finance appears to have been used to influence a public consultation, rather than to deliver healthcare within a framework decided by the public and Parliament. It would be egregious to attempt to match the political campaigning arm of public health spending with, for example, the cost of a heart bypass operation or the salary of a nurse. But it is unambiguously the case that some measure of taxpayer financial support is being diverted from frontline services into a political public relations campaign.

In short, finance which might be used for smoking cessation programmes or education initiatives aimed at children has clearly been diverted into a campaign to attempt to affect public policy at the time of a highly contentious and controversial public consultation. It is simply impossible to read or interpret the statements listed below in any other fashion. I believe that all of them have been drafted and promoted by staff paid for by taxpayers. This is surely no more acceptable than local councils of any particular stripe spending council tax revenue on hiring billboard space – or paying professional twitterers – to support their own chosen candidate?

I am also concerned by seemingly widespread NHS trust promotion of plain packaging consultation “roadshows” which frequently promise “experts” and “information” on the consultation, but are in fact universally, without exception, supporting the “plainpacksprotect” campaign. This is, as far as I can gather, the campaigning vehicle to seek to influence the government to proceed with legislation for tobacco plain packaging following the consultation. As far as I can ascertain, there is not a single example, anywhere in the entire country, of this NHS-funded effort giving any airtime or credence to any “expert” or providing any “information” which might suggest that plain packaging could be injurious to the public’s health. In short, this is a roadshow and information campaign no different to that which one might expect from President Obama or Governor Romney. Or from the UK’s various political parties. That is to say, it is a campaign – and a highly politicised one.

The following list is a mere sample of such activity. As far as I can gather, 100% of these interventions have been paid for by the taxpayer – and, indeed, the individual undertaking these actions has been strongly encouraged, licensed and financed to do so (e.g. these are not “rogue” statements by a handful of public sector employees).

To my extreme frustration, this does not represent the entirety of NHS trust activity in promoting the plain packaging option in the present consultation. I would assume that their efforts are considerably more substantial than those listed there.

(Numbers correspond with screen grabs contained later in this report).

- 1. NHS Somerset twitter “Hearing myths about plain packs, read plainpacksprotect/ smoking-myths for answers”**
- 4. NHS Bournemouth and Poole web site “Evidence suggests that they are more likely to be attracted by designed tobacco packs..for more information visit plain packs protect”**
- 6. NHS Dorset twitter “Close the loop on the last legally allowed form of tobacco advertising @plainpacksprotect.co.uk”**
- 12 NHS Southern Health stop smoking service “Plain tobacco packaging your support wanted”**



14. **NHS Devon twitter** *“Every year children are tempted to start smoking. Sign up to show your support”*
16. **NHS Torbay and Southern Devon Care Trust twitter** *“we support @plainpacks. Protect young people from smoking...”*
19. **NHS Hampshire twitter** *“Plain tobacco packaging your support wanted..”*
20. **NHS Bristol Stop Smoking Service web site** *“To register your support for this campaign...Every signature counts”*
23. **NHS Worcestershire web site** *“Support plain packs.. Sign up to show your support”*
24. **NHS Walsall Healthcare Trust facebook** *“ Support plain packs. Protect our children”*
25. **NHS Norfolk web site** *“Call to protect children in Norfolk from glitzy tobacco packaging”*
27. **NHS Wakefield District web site** *“If you haven’t done so already please add your name to the petition and encourage your friends and colleagues to do the same..”*
28. **NHS Calderdale web site:** *“If you haven’t done so already please add your name to the petition and encourage your friends and colleagues to do the same..”*
29. **NHS Portsmouth web site** *“Plain tobacco packaging – your support wanted”*
30. **NHS Southampton, Hampshire, Isle of Wight and Portsmouth web site** *“Plain tobacco packaging – your support wanted...visit the plain packs protect web site”*
34. **NHS Oxfordshire stop smoking service web site:** *“By signing up and showing support for the plain packaging campaign you can help protect children from the dangers of smoking”*
35. **NHS Isle of Wight web site** *“Visit the plain packs protect web site to lend your support”*
37. **NHS Dudley stop smoking service** *“Show your support and sign the petition today to get all cigs in plain packs.*
39. **NHS Somerset press release** *“Parents asked to pledge their support for plain cigarette packaging campaign”*
40. **NHS Stockport web site** *“I’d urge everyone to tell the government that they support the move towards plain packaging”*
42. **NHS Cornwall stop smoking service twitter** *“Every year 340,000 children try smoking for the first time. Support plain packs”*
44. **NHS Southampton twitter** *“Would plain tobacco package help reduce those smoking – have your say” (link to plain packs protect web site)*
45. **NHS Portsmouth twitter** *“Public urged to support plain cigarette packaging- an opportunity to find out more about government consultation” (link to plain packs protect web site)*
46. **NHS Oxfordshire press release** *“an opportunity to find out more about a government consultation on plain packaging...a mini-roadshow providing information about the ongoing public consultation..... and promoting the on line petition and campaign plain packs protect”*
47. **NHS Oxfordshire twitter** *“In Oxford on Saturday? Keep your eyes open for the events team with special info about plain packs”*

***“If you are not in town, you can find out more here plainpacksprotect and pledge your support”***

- 50 **NHS Buckinghamshire** web site: ***“A mini roadshow will be at Friars Square, Aylesbury... providing information about the ongoing public consultation... and promoting the online petition and campaign web site plain packs protect”***.
51. **NHS Barnsley** web site ***“Register your support for the plain packaging consultation”***
52. **NHS Great Yarmouth and Waveney** web site ***“Call to protect children...I would urge people in Norfolk and Waveney to take a moment to pledge their support”***
53. **NHS Berkshire** web site ***“Windsor Castle will be the backdrop to lively roadshow that will provide information about consultation on plain packaging..to promote the online petition and campaign website plainpacksprotect”***
54. **NHS South East Essex and NHS South West Essex** web site ***“Call to protect children in Essex from glitzy tobacco packaging”***
55. **NHS Surrey** web site ***“Plain packets to help pack it in.... roadshows will be taking place in Guildford and Woking..experts will be on hand to talk about the proposals”***

List of links following screen grabs

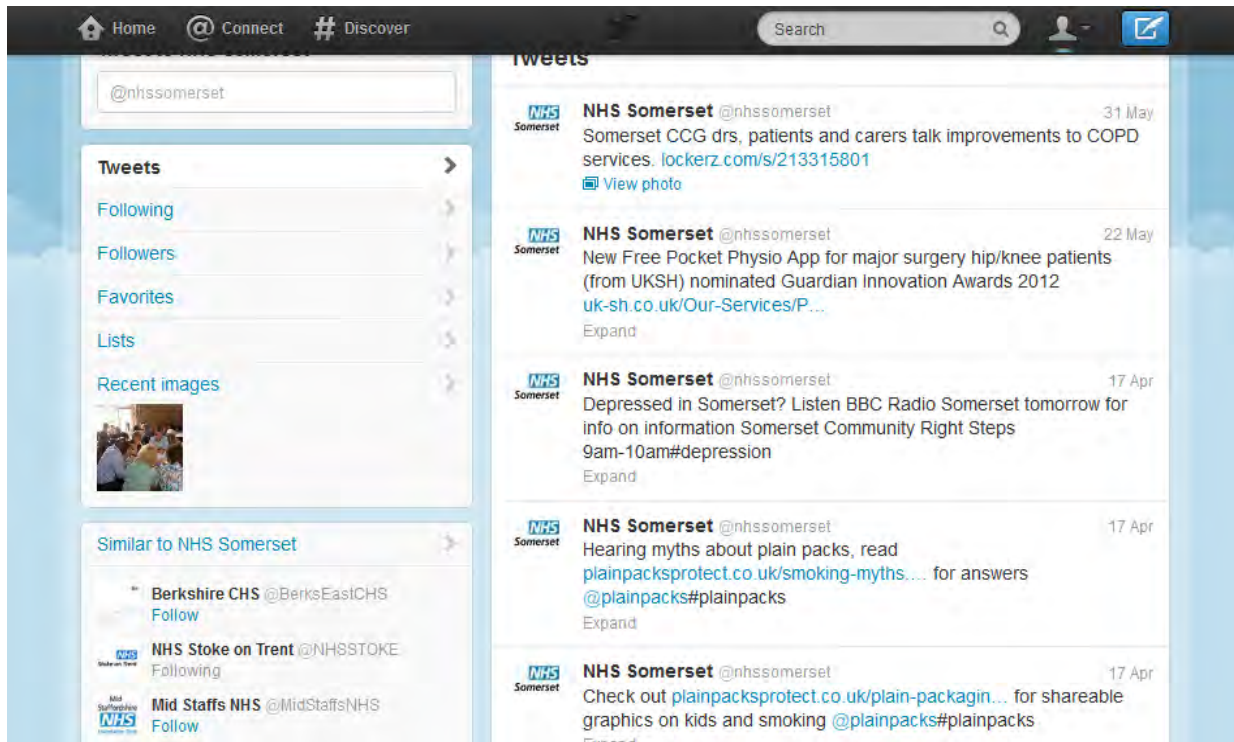
1. NHS Somerset twitter  
<https://twitter.com/#!/nhssomerset>
2. Bath & North East Somerset PCT - Sirona Stop Smoking Service (Sirona responsible for delivery of the community healthcare +adult social care services on behalf of Bath +North East Somerset PCT +Council)  
<http://www.sirona-cic.org.uk/health-care-services/health-improvement/stop-smoking-service/plain-packs-protect/>
3. NHS Bournemouth and Poole web site -23<sup>rd</sup> Feb  
Source : web page no longer available
4. NHS Bournemouth and Poole web site – 27<sup>th</sup> April  
<http://www.bournemouthandpoole.nhs.uk/Default.aspx.LoCID-00knew03m.RefLoCID-00k00200300100i.Lang-EN.htm>
5. NHS Bournemouth and Poole web site 5th May  
<http://www.bournemouthandpoole.nhs.uk/Default.aspx.LoCID-00knew03n.RefLoCID-00k00200300100h.Lang-EN.htm>
6. NHS Dorset twitter  
<https://twitter.com/#!/healthydorset>
7. NHS Cambridgeshire – Camquit : stop smoking service  
<http://www.camquit.nhs.uk/>
8. NHS Cambridgeshire  
<http://www.cambridgeshire.nhs.uk/Have-your-say/consultation-on-plain-tobacco-packaging.htm>
9. NHS Plymouth Smokefree :stop smoking service - facebook page  
<http://www.facebook.com/photo.php?fbid=334806283233809&set=a.319442541436850.64664.254963634551408&type=1&theater>
10. NHS Plymouth Smokefree :stop smoking service - facebook page  
<http://www.facebook.com/photo.php?fbid=374696009244836&set=a.319442541436850.64664.254963634551408&type=1&theater>
11. NHS Plymouth Smokefree :stop smoking service - facebook page  
See above
12. NHS Southern Health – Quit for Life: Stop smoking Service – front of web site  
<http://www.quit4life.nhs.uk/>
13. NHS Southern Health – Quit for Life: Stop smoking Service - web site news page

- [http://www.quit4life.nhs.uk/cgi-bin/quit4life\\_news.cgi](http://www.quit4life.nhs.uk/cgi-bin/quit4life_news.cgi)
14. NHS Devon twitter  
<https://twitter.com/#!/NHSDevon>
  15. NHS Devon web site  
[http://www.devonpct.nhs.uk/News/news-items/Devon Youth Parliament backs plain packs campaign.aspx](http://www.devonpct.nhs.uk/News/news-items/Devon_Youth_Parliament_backs_plain_packs_campaign.aspx)
  16. NHS Torbay and South Devon Care Trust twitter  
<https://twitter.com/#!/TSDHC>
  17. NHS Dorset web site 27<sup>th</sup> April  
<http://www.dorset.nhs.uk/Default.aspx.LocID=00knew03m.RefLocID=00k00200300100h.Lang-EN.htm>
  18. NHS Dorset web site 6<sup>th</sup> May  
<http://www.dorset.nhs.uk/Default.aspx.LocID=00knew03n.RefLocID=00k00200300100h.Lang-EN.htm>
  19. NHS Hampshire twitter  
<https://twitter.com/#!/NHSHampshire>
  20. NHS Bristol Stop Smoking Service web site  
<http://www.bristolstopsmoking.nhs.uk/>
  21. NHS Bristol Smokefree Newsletter  
<http://www.bristolstopsmoking.nhs.uk/documents/Newsletter%20April%20%2712.pdf>
  22. NHS Midlands and East web site  
[https://www.eoe.nhs.uk/news.php?area\\_id=9&id=364](https://www.eoe.nhs.uk/news.php?area_id=9&id=364)
  23. NHS Worcestershire web site  
<http://www.worcestershire.nhs.uk/public-health/staying-healthy-campaigns/stop-smoking/stop-smoking-news.aspx>
  24. NHS Walsall Healthcare Trust – web site  
<http://www.facebook.com/pages/Lifestyle-Services-Walsall-Healthcare-NHS-Trust/269743983088694>
  25. NHS Norfolk web site  
<http://www.norfolk-pct.nhs.uk/call-protect-children-glitzy-tobacco-packaging>
  26. NHS Peterborough web site  
<http://www.peterborough.nhs.uk/default.asp?id=1441>
  27. NHS Wakefield District web site  
<http://www.wakefielddistrict.nhs.uk/news/news/newsArticle/?cid=1405>
  28. NHs Calderdale web site  
<http://www.calderdale.nhs.uk/get-involved/consultations>
  29. NHS Portsmouth  
<http://www.portsmouth.nhs.uk/Default.aspx.LocID=01pnew06w.RefLocID=01p009.Lang-EN.htm>
  30. NHs Portsmouth – Healthy Pompey web site  
<http://www.healthypompey.com/news-events/news-2012/4/plain%20tobacco%20packaging%20%E2%80%93%20your%20support%20wanted-482/>
  31. NHS Southampton, Hampshire, Isle of Wight & Portsmouth web site  
Page no longer available
  32. NHS Newcastle Upon Tyne Hospitals web site  
[http://www.newcastle-hospitals.org.uk/services/NHCH\\_health-improvement\\_plain-packs-protect-campaign.aspx](http://www.newcastle-hospitals.org.uk/services/NHCH_health-improvement_plain-packs-protect-campaign.aspx)
  33. NHS Newcastle Upon Tyne Hospitals web site  
<http://www.newcastle-hospitals.org.uk/>
  34. NHS Oxfordshire – Smoking advice service web site  
<http://www.smokefreeoxfordshire.nhs.uk/>
  35. NHs Isle of Wight web site  
<http://www.iow.nhs.uk/asp/news/index.asp?record=612&articleID=853>
  36. Healthy Schools Swindon  
[http://www.swindonhealthyschools.org/news/items/plain\\_packs\\_protect\\_co\\_uk](http://www.swindonhealthyschools.org/news/items/plain_packs_protect_co_uk)
  37. NHS Dudley Stop Smoking Services  
<http://www.dudleystopsmoking.co.uk/>
  38. NHS Dudley Stop Smoking Services

- <http://www.dudleystopsmoking.co.uk/2012/04/the-dudley-stop-smoking-service-backs-plans-to-remove-branding-from-cigarette-packets/>
39. NHS Somerset – press release –pdf file  
[http://www.google.co.uk/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&ved=0CDQQFjAA&url=http%3A%2F%2Fwww.somerset.nhs.uk%2FEasySiteWeb%2FGatewayLink.aspx%3FallId%3D22212&ei=xJfPT6KtPKaM0wWihMTJCw&usq=AFQjCNFRtJaH8U6UAeserzLiGk9zils8SA&sig2=XdXWn0J5yNuf5mSdxGRj\\_Q](http://www.google.co.uk/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&ved=0CDQQFjAA&url=http%3A%2F%2Fwww.somerset.nhs.uk%2FEasySiteWeb%2FGatewayLink.aspx%3FallId%3D22212&ei=xJfPT6KtPKaM0wWihMTJCw&usq=AFQjCNFRtJaH8U6UAeserzLiGk9zils8SA&sig2=XdXWn0J5yNuf5mSdxGRj_Q)
  40. NHS Stockport web site  
<http://www.stockport-pct.nhs.uk/NewsDetail.aspx?NewsID=215>
  41. NHS Cornwall and Isles of Scilly web site  
<http://www.cornwallandislesofscilly.nhs.uk/CornwallAndIslesOfScillyPCT/MediaCentre/NewsArticles/160412Publicencouragedtoshowsupportforplainpackagingastobaccoconsultationstarts.aspx>
  42. NHS Cornwall – Stop Smoking Service – Twitter  
<https://twitter.com/#!/StopSmokingCIOS>
  43. NHS Wiltshire twitter  
<https://twitter.com/#!/NHSWiltshire>
  44. NHS Southampton City twitter  
[https://twitter.com/#!/NHS\\_Southampton](https://twitter.com/#!/NHS_Southampton)
  45. NHS Portsmouth twitter  
[https://twitter.com/#!/NHS\\_Portsmouth](https://twitter.com/#!/NHS_Portsmouth)
  46. NHS Oxfordshire web site  
<http://www.oxfordshirepct.nhs.uk/news/news-releases/news-release.aspx?id=198>
  47. NHS Oxfordshire twitter  
<https://twitter.com/#!/NHSOxfordshire>
  48. NHS Leeds – Leeds Community Health Care – Leeds Lets Change web site  
<https://twitter.com/#!/leedsletschange>
  49. NHS Leeds web site  
<http://www.leeds.nhs.uk/Your-health/tobacco-2012.htm>
  50. NHs Buckinghamshire web site  
<http://www.buckinghamshire.nhs.uk/2012/05/public-urged-to-support-plain-cigarette-packaging/>
  51. NHS Barnsley web site  
<http://www.barnsley.nhs.uk/Your-Voice/Consultations/plain-packaging-consultation.htm>
  52. NHS Great Yarmouth and Waveney web site  
[http://www.gywpct.nhs.uk/news\\_item.asp?fldID=546](http://www.gywpct.nhs.uk/news_item.asp?fldID=546)
  53. NHS Berkshire web site promotion of road show  
[http://www.berkshirewest.nhs.uk/news\\_item.asp?fldID=393](http://www.berkshirewest.nhs.uk/news_item.asp?fldID=393)
  54. NHS South East Essex and NHS South West Essex web site  
[http://www.see.nhs.uk/news/newsitem.asp?news\\_id=379](http://www.see.nhs.uk/news/newsitem.asp?news_id=379)
  55. NHS Surrey  
<http://www.surreyhealth.nhs.uk/index.php/news-and-views1/news/326-plain-packets-to-help-pack-it-in>
  56. NHS East Lancashire  
<http://www.eastlancapct.nhs.uk/patients/services/smokefree/plain-packs/>
  57. NHs Cumbria twitter  
<https://twitter.com/#!/nhscumbria>
  58. NHS Sefton Update (pdf document)  
[http://modgov.sefton.gov.uk/moderngov/documents/s39306/NHS\\_Sefton\\_OSC\\_update\\_MAY\\_2012.pdf](http://modgov.sefton.gov.uk/moderngov/documents/s39306/NHS_Sefton_OSC_update_MAY_2012.pdf)



Appendix B Screen Grabs  
Item 1



Source : <https://twitter.com/#!/nhssomerset>

**Sirona**  
care & health

Our Services | About Sirona | Contact Us | A-Z | Search | Go

Assessing your Needs | Clinics & Treatments | Learning Disabilities | **Healthy Lifestyles** | Children & Younger Adults | Care in your Home | Care in Hospital | Residential Care

**Plain Packs Protect!**

**CHILDREN.**  
HOW CAN WE STOP THEM STARTING?

*Evidence suggests that children are more likely to be attracted by designed tobacco packs, than by plain packs. Support plain packs and help protect our children.*

**EVERY YEAR 340,000 CHILDREN TRY SMOKING FOR THE FIRST TIME<sup>(1)</sup>**

*That's over 3 times the capacity of Wembley Stadium...*

*or over 2 times the ticket sales at Glastonbury*

**Community Activators**

Cook it (Healthy Eating / Cooking Skills)

Diabetes Education (Type 2)

Health Improvement Services Resource Centre

Healthy Lifestyle Service

Lifestyle Advisors

Nutrition and Dietetics

Passport to Health

Sexual Health Improvement Services

Slimming on Referral

**Stop Smoking Service**

Plain Packs Protect!

**Contact Details**

The Bungalow  
11 Park Road  
Keynsham  
BS31 1BX

Tel: 01225 831852

View [The Bungalow](#) on a map

Source : Sirona Stop Smoking Service . Sirona is responsible for the delivery of the community healthcare and adult social care services on behalf of Bath and North East Somerset PCT and Council respectively.  
<http://www.sirona-cic.org.uk/health-care-services/health-improvement/stop-smoking-service/plain-packs-protect/>

Item 3

The screenshot shows the NHS Bournemouth and Poole website. At the top, there is a search bar and navigation links for 'Home', 'Text only', and 'Text size: Small Medium Large'. The NHS logo and 'Bournemouth and Poole' are in the top right. A horizontal menu contains 'Your health', 'Local services', 'Local support', 'Get involved', 'News', and 'Professionals'. Below this, there are links for 'About us' and 'Contact and feedback'. The main content area is titled 'Home > News'. On the left, there is a 'News' sidebar with links for 'Press and media resources', 'Campaigns', and 'Equity and excellence'. The main article is titled 'Plain Packs Protect - have your say' and dated '23 February 2012'. The text states: 'Every year, another 340,000 children in the UK are tempted to try smoking. And evidence suggests that they are more likely to be attracted by designed tobacco packs, than by plain packs. For more information, visit <http://www.plainpacksprotect.co.uk/>. A video produced by Smokefree South West is also available via [Youtube](#).' A red circle highlights the URL. On the right, there is a 'Contact' box with 'Telephone: 01202 541534' and 'Email: communications@bp-pct.nhs.uk'.

Source : page not available

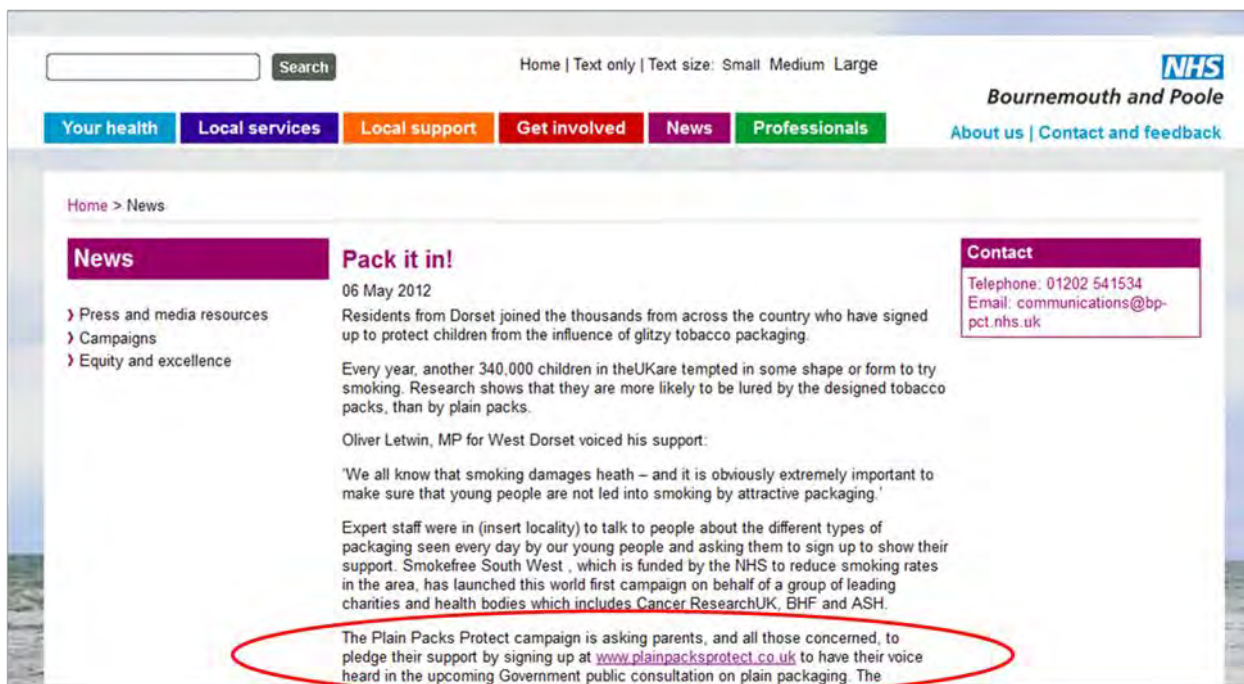
Item 4

The screenshot shows the NHS Bournemouth and Poole website. At the top, there is a navigation menu with 'Your health', 'Local services', 'Local support', 'Get involved', 'News', and 'Professionals'. The NHS logo and 'Bournemouth and Poole' are in the top right. Below this, there are links for 'About us' and 'Contact and feedback'. The main content area is titled 'Home > About us'. On the left, there is an 'About us' sidebar with a list of links including 'Who we are and what we do', 'How we work', 'Dorset CCG', 'Keeping people safe', 'NHS Constitution', 'Contracts and tenders', 'Our finances', 'Our priorities', 'Our achievements and performance', 'How we make decisions', 'Our policies and procedures', 'Equality and Diversity', 'Emergency planning', 'Freedom of information', 'Counter Fraud Service', 'Working for us', 'Using your information', and 'Video content'. The main article is titled 'Plain Packs Protect' and dated '27 April 2012'. The text states: 'The newly formed shadow Dorset Clinical Commissioning Group (CCG), made up from GPs across Dorset, Bournemouth and Poole, is encouraging local people to support the national campaign designed to stop young people take up smoking. The Dorset CCG is keen to remind people that across Dorset, Bournemouth and Poole around 1300 people are dying each year due to smoking related diseases; what's more by the age of 15 years 12% of children in England report being regular smokers. These deaths can be avoided. The Plain Packs Protect campaign aims to raise awareness of the use of tobacco packaging as a marketing tool and believes that ensuring that tobacco is sold only in generically coloured packaging, with plain-font brand names and increased health warnings, will help.' Below this is a bulleted list: 'Stop the use of packs as promotion and advertising', 'Increase the effectiveness of health warnings', 'Prevent the use of the misleading and deceptive packaging to create false beliefs of different strength and quality', 'Reduce youth smoking and decrease youth uptake', and 'Remove the positive association with cigarette brands/image'. The text concludes: 'Packaging remains one of the last ways that the tobacco industry is able to market their products and attract smokers. From brightly coloured packs that appear to be crayon'.

Source : <http://www.bournemouthandpoole.nhs.uk/Default.aspx?LocID=00knew03m.RefLocID=00k00200300100i.Lang=EN.htm>

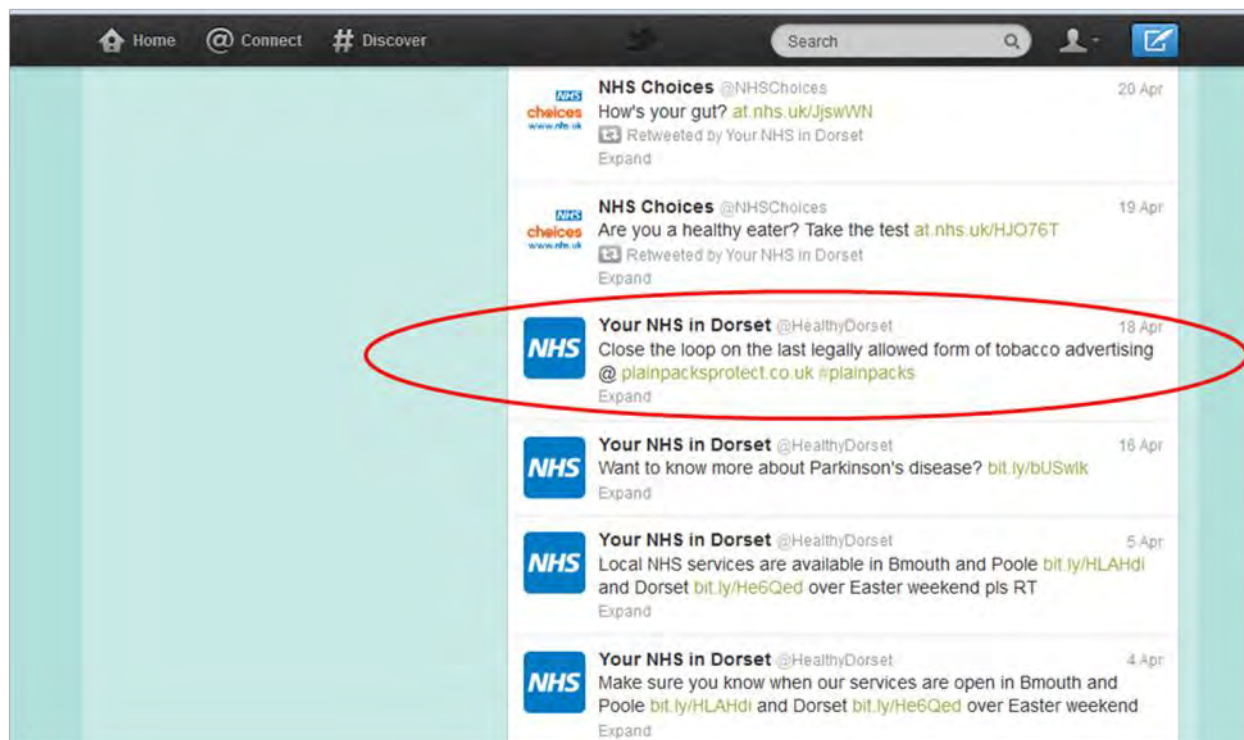


Item 5



Source : <http://www.bournemouthandpoole.nhs.uk/Default.aspx.LocID-00knew03n.RefLocID-00k00200300100h.Lang-EN.htm>

Item 6



Source : Twitter <https://twitter.com/#!/healthydorset>

Item 7

CAMQUIT

## CAMQUIT



We are your free local NHS service providing advice, information and support to local people thinking of stopping smoking.

[Download our winter 2011/12 newsletter](#)

**New Stop Smoking Clinics Available - check out our services!**

**Plain Packaging for tobacco products consultation is launched! Respond here <http://bit.ly/J3XEHM>**

**Referral Form**

**SMOKEFREE**

### CAMQUIT

- ▶ CAMQUIT
- > Services
- > Medication
- > Pregnancy
- > Kick Ash
- > Tobacco control
- > Training and Information

### Contact CAMQUIT

For advice, counselling and general information contact CAMQUIT on:

**0800 018 4304**

**01353 865412**

**Email CAMQUIT**

### Latest news

News | Events



Print this page | Email this page | Subscribe to this page

## Consultation on plain tobacco packaging

A UK-wide consultation on whether tobacco should be sold in standardised, plain packaging, has been launched by Health Secretary Andrew Lansley.

The consultation will be open for responses from **16 April to 10 July 2012**. Any person, business or organisation with an interest is encouraged to respond.

A copy of the consultation can be found at <http://consultations.dh.gov.uk>.



### Plain Packaging for Tobacco Products

The purpose of this consultation is to seek the views of interested people, businesses and organizations on a policy initiative that would require the packaging of tobacco products to be standardized, the aim being to improve public health by reducing the use of tobacco. Within the context of tobacco packaging, standardized packaging is sometimes referred to as 'plain packaging'.

Plain packaging means that all brand names would have to be written in a standard typeface, colour and size. And all other trademarks, logos, colour schemes and graphics would be banned. This could help make tobacco packaging look less attractive to children and help make the health warnings to stand out more.

Every year in the UK 340,000 children in the UK are tempted to try smoking (DOH 2009) and research has indicated that they are more likely to be lured by designed tobacco packs, than by plain packs. Further to this a recent systematic review into plain packaging for tobacco products indicates that 'plain packaging would reduce the attractiveness and appeal of tobacco products, it would increase the noticeability and effectiveness of health warnings and messages, and it would reduce the use of design techniques that may mislead consumers' (Moodie et al 2012). A number of fact sheets containing further information can be downloaded from the section at the bottom of this page.

This legislation has been passed by government in Australia and will come into effect in December 2012.

Coinciding with the consultation launch, the Public Health Research Consortium has published a systematic evidence review: *Plain tobacco packaging: A systematic review*. The review is available from: [http://phrc.lshtm.ac.uk/project\\_2011-2016\\_006.html](http://phrc.lshtm.ac.uk/project_2011-2016_006.html).

### Related downloads

- [Plain Packs The Facts.pdf](#)
- [Plain Packs Protect.pdf](#)
- [Plain Packs Protect leaflet.pdf](#)

What are these?

### Have your say

- How can we help you?
- Making a complaint
- Changes you've asked for
- Public consultations**
- How to get involved
- Your feedback on our services
- Document finder

### Latest news

News | Choices | Events



People of Cambridgeshire pledge to stamp out illegal tobacco in their communities

Kick Ash supports Plain Packaging

Use of Illegal Tobacco in Cambridgeshire is Endangering Children and Encouraging Crime

- [View all latest news](#)
- [Subscribe to RSS feed](#)

### Contact PALS

For advice, info & concerns about your local NHS, contact the Patient Advice & Liaison Service (PALS) on:

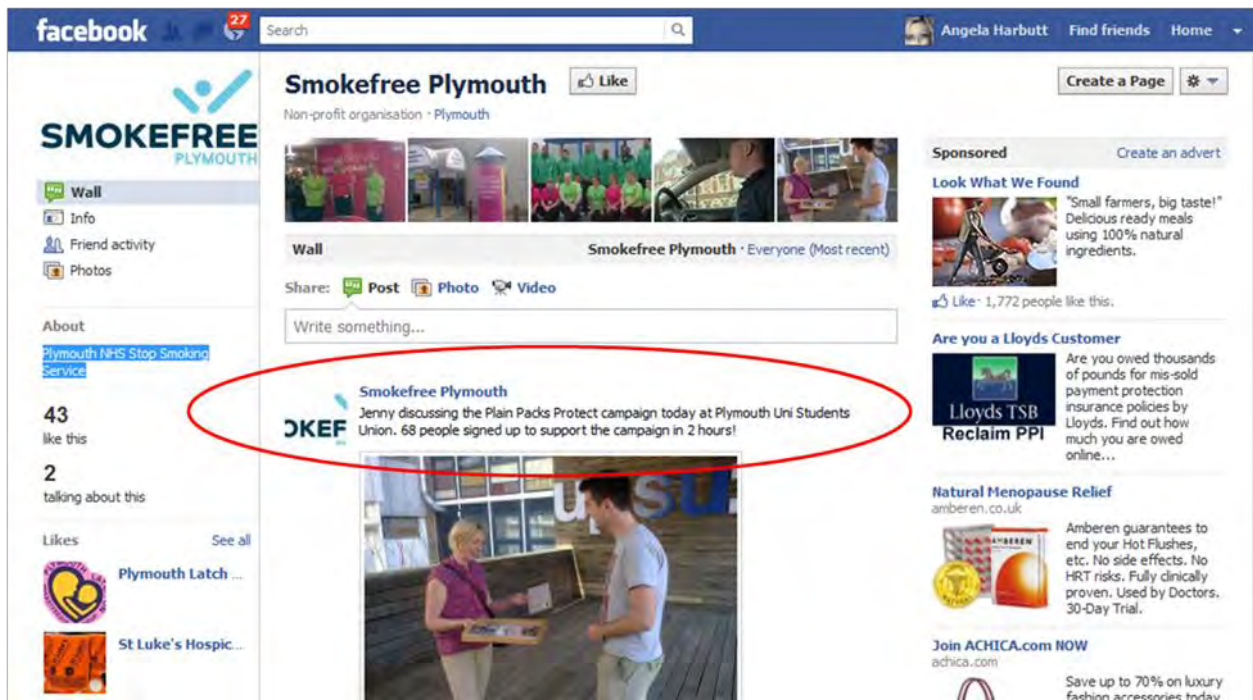
**0800 279 2535**

**01223 725 588**

Waiting f

Source : <http://www.cambridgeshire.nhs.uk/Have-your-say/consultation-on-plain-tobacco-packaging.htm>





Source : Facebook

<http://www.facebook.com/photo.php?fbid=334806283233809&set=a.319442541436850.64664.254963634551408&type=1&theater>

Item 10



Source : Facebook

<http://www.facebook.com/photo.php?fbid=374696009244836&set=a.319442541436850.64664.254963634551408&type=1&theater>

Item 11



Item 12

Source : <http://www.quit4life.nhs.uk/>

tem 13



quit 4 life Text QUIT to 60123  
Hampshire stop smoking service Call 0845 602 4683

Southern Health NHS Foundation Trust

Love life, quit 4 life

What type of smoker am I? About Quit4Life Meet some other quitters Find a session near you Helping you stay quit Contact us Training

### News stories

Keep up-to-date with what's going on in the world of Quit4Life:

#### Plain tobacco packaging – your support wanted

A consultation is underway about the possible introduction of standardised packaging for tobacco products – and your local NHS is urging people to make their views known.

If the proposal is approved, it would mean that all tobacco products would be required to look the same. Standardised packaging could consist of, for example:

- No branding
- A uniform colour
- A standard font and text for any writing on the pack.

Dr Ruth Milton, on behalf of the Directors of Public Health for the Southampton, Hampshire, Isle of Wight and Portsmouth PCT Cluster, says there are merits to having plain packaging on tobacco products.

She said: "If all tobacco products were sold in plain packs, research indicates that they would be less attractive to children, stop young smokers thinking that some brands are less harmful than others, and it would make the health warnings stand out even more.

"Quitting smoking is the single most important thing that smokers can do to improve their health – but even better is not starting in the first place. Our view is that any sensible measure that discourages people from smoking is worthwhile – for their health, and that of those close to them."

The Government has an open mind on the proposal and responses are invited from any interested person, business or organisation. The consultation closes on 10 July so there is plenty of time to give a considered view on the proposals.

Visit the Plain Packs Protect website to lend your support. Alternatively, respond to the full consultation on the Department of Health website

Plain tobacco packaging – your support wanted

Plain tobacco packaging – your support wanted  
A consultation is underway about the possible introduction of standardised packaging for tobacco products – and your local NHS is urging people to make their views known

Take The Leap on No Smoking Day  
Now is the perfect chance to quit smoking with the help of Quit4Life. Wednesday 14 March 2012 is national No Smoking Day and so the Quit4Life teams are getting out and about in the community to promote the free service to help smokers quit.

How Quit4Life helped me kick the smoking habit  
Andy Beall from Basingstoke has been celebrating his seventh month without cigarettes after stopping smoking with the help of Southern Health's Quit4Life Hampshire stop smoking service.

It's never too late to quit!  
Senior citizens have proved that age is no barrier when it comes to quitting a lifelong smoking habit, thanks to a new Quit4Life drop-in centre at the Hub in Leigh Park.

Hampshire breaks previous quitting record  
Quit4Life has exceeded its quit smoking target for the third year running.

Source : [http://www.quit4life.nhs.uk/cgi-bin/quit4life\\_news.cgi](http://www.quit4life.nhs.uk/cgi-bin/quit4life_news.cgi)

Item 14

Following  
Followers  
Favorites  
Lists

twitter  
© 2012 Twitter About Help Terms Privacy  
Blog Status Apps Resources Jobs  
Advertisers Businesses Media Developers

Devon Follow the link for a new viral campaign exposes the truth behind Big Tobacco's arguments against plain packaging  
[youtube.com/watch?v=00OuRs](http://youtube.com/watch?v=00OuRs)  
View video

NHS Devon @NHSDevon 14 Feb  
Young people in Plymouth are being urged not to give their partner the gift of Chlamydia this Valentine's Day. [devonpct.nhs.uk/News/news-item](http://devonpct.nhs.uk/News/news-item)

NHS Devon @NHSDevon 17 Jan  
Every year children are tempted to try smoking. Sign up to show your support for plain packs at [plainpacksprotect.co.uk](http://plainpacksprotect.co.uk)

NHS Devon @NHSDevon 17 Jan  
New course in Honiton to help people with long-term conditions [devonpct.nhs.uk/News/news-item](http://devonpct.nhs.uk/News/news-item)

NHS Devon @NHSDevon 17 Jan  
New course in Kingskerswell to help carers of people with long-term conditions [devonpct.nhs.uk/News/news-item](http://devonpct.nhs.uk/News/news-item)

NHS Devon @NHSDevon 22 Dec  
New course in Bideford and South Brent to help people with long-term conditions [devonpct.nhs.uk/News/news-item](http://devonpct.nhs.uk/News/news-item)

NHS Devon @NHSDevon 21 Dec  
New course in Tiverton and Exeter to help carers of people with long-term conditions [devonpct.nhs.uk/News/news-item](http://devonpct.nhs.uk/News/news-item)

Source : <https://twitter.com/#!/NHSDevon>

Item 15



Quality, Effectiveness, Openness, Improvement, Respect

NHS Devon

Enter a search term

**NHS Devon Information**

Get the best out of the NHS

Latest News


Find a Local Service

Local information

### Devon's Youth Parliament backs plain packs campaign

Devon's Youth Parliament is backing a national campaign to remove the last legally allowed form of tobacco advertising.

In Devon, about 1,350 fifteen year olds smoke and every year, another 340,000 children in the UK are tempted in some shape or form to try smoking with research showing that they are more likely to be lured by the designed tobacco packs, than with plain packs.



This week the Department of Health launched its consultation on tobacco packaging.

The aim of plain packaging of tobacco products is to reduce the number of children who smoke by:

- Making tobacco packaging look less attractive
- Increasing the effectiveness of health warnings
- Preventing the use of misleading and deceptive colours to create false beliefs of different strength and quality
- Removing the positive association with cigarette brands and image

Evidence suggests that the impact of health warnings are lost on current branded packs and become less noticeable.

Haleemah Asharaf, UK Youth Parliament Member for South Hams and Teignbridge, said:

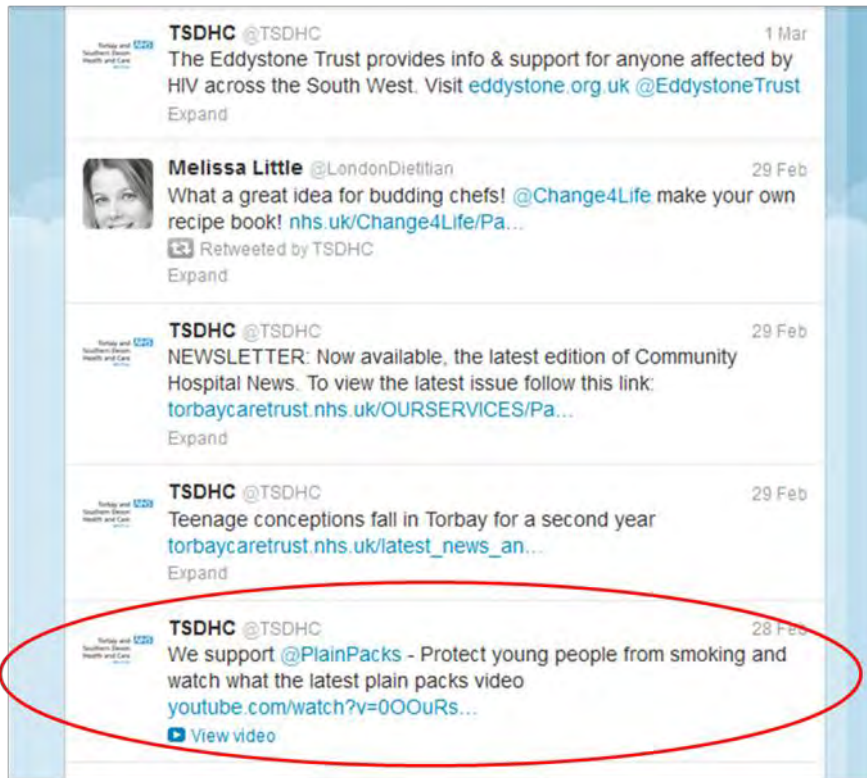
"I am looking forward to tackling this current and important topic. Smoking damages health and really affects a person mentally and physically. I want to be a part of something which changes people's lives and makes a difference. This campaign will shape a healthier and safer future for the next generation."

Dr Virginia Pearson, NHS Devon's director of public health, said:

"Any action that prevents young people from starting to smoke will save lives as over 1200 people in Devon die from a smoking-related disease each year. Most smokers start as children and continue as adults. Two thirds start before they are 18 and become smokers while still teenagers - these are sobering facts."

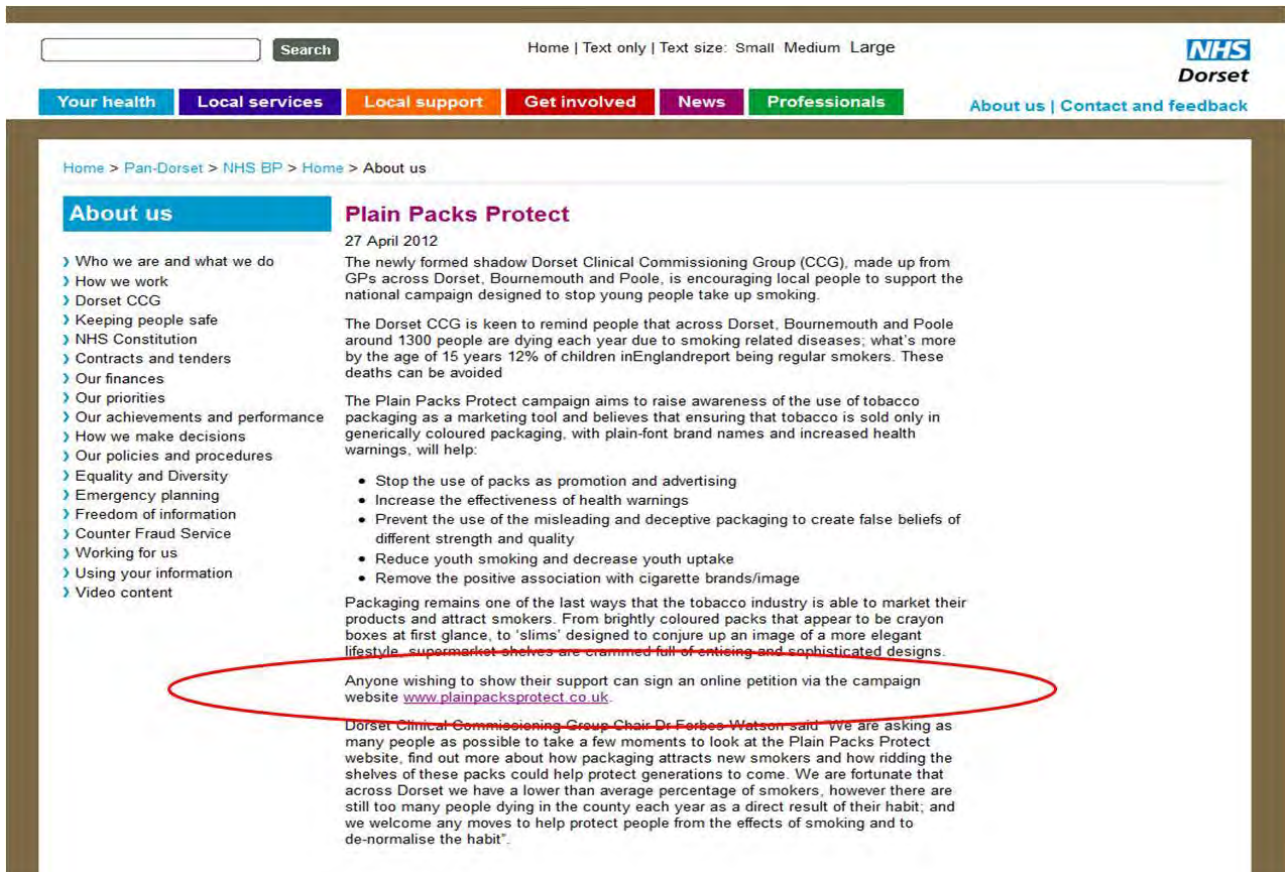
The Smokefree Devon Alliance is encouraging people of all ages to go to [www.plainpacksprotect.co.uk](http://www.plainpacksprotect.co.uk) to find out more and have their voice heard in the Government consultation.

Source : [http://www.devonpct.nhs.uk/News/news-items/Devon Youth Parliament backs plain packs campaign.aspx](http://www.devonpct.nhs.uk/News/news-items/Devon_Youth_Parliament_backs_plain_packs_campaign.aspx)



Source : Twitter Torbay and Southern Devon Care NHS Trust <https://twitter.com/#!/TSDHC>

Item 17



Source : <http://www.dorset.nhs.uk/Default.aspx.LocID=00knew03m.RefLocID=00k00200300100h.Lang-EN.htm>

Item 18



Search Home | text only | text size: Small Medium Large **NHS Dorset**

Your health Local services Local support Get involved News Professionals About us | Contact and feedback

Home > Pan-Dorset > NHS BP > Home > News

**News**

- › Press and media resources
- › Campaigns
- › Equity and excellence

**Pack it in!**  
06 May 2012

Residents from Dorset joined the thousands from across the country who have signed up to protect children from the influence of glitzy tobacco packaging.

Every year, another 340,000 children in the UK are tempted in some shape or form to try smoking. Research shows that they are more likely to be lured by the designed tobacco packs, than by plain packs.

Oliver Letwin, MP for West Dorset voiced his support:

'We all know that smoking damages health – and it is obviously extremely important to make sure that young people are not led into smoking by attractive packaging.'

Expert staff were in (insert locality) to talk to people about the different types of packaging seen every day by our young people and asking them to sign up to show their support. Smokefree South West, which is funded by the NHS to reduce smoking rates in the area, has launched this world first campaign on behalf of a group of leading charities and health bodies which includes Cancer ResearchUK, BHF and ASH.

The Plain Packs Protect campaign is asking parents, and all those concerned, to pledge their support by signing up at [www.plainpacksprotect.co.uk](http://www.plainpacksprotect.co.uk) to have their voice heard in the upcoming Government public consultation on plain packaging. The campaign has already had high profile backing from ~~Dragon's Den star~~ Duncan Bannatyne and Shadow Health Secretary Andy Burnham MP.

Source : <http://www.dorset.nhs.uk/Default.aspx?LocID=00knew03n.ReflLocID=00k00200300100h.Lang=EN.htm>

Item 19

The screenshot shows a Twitter feed for NHS Hampshire (@NHS Hampshire). The tweets are as follows:

- open - [ow.ly/axfpA](http://ow.ly/axfpA)
- NHS Hampshire @NHS Hampshire: Tuberculosis is treatable! - Tuberculosis is treatable - that was the message given by Dr Iain MacIennan, a public h... [ow.ly/1jxBq](http://ow.ly/1jxBq)
- NHS Hampshire @NHS Hampshire: Plain Packs Protect website to lend your support. - [ow.ly/axnff](http://ow.ly/axnff)
- NHS Hampshire @NHS Hampshire: Bank Holiday Monday pharmacy opening times - [ow.ly/axe0D](http://ow.ly/axe0D)
- NHS Hampshire @NHS Hampshire: NEWS: Plain tobacco packaging your support wanted [ow.ly/axk5p](http://ow.ly/axk5p)
- NHS Hampshire @NHS Hampshire: NEWS: Plain tobacco packaging your support wanted [ow.ly/axjQA](http://ow.ly/axjQA)
- NHS Hampshire @NHS Hampshire: NEWS: Plain tobacco packaging your support wanted [ow.ly/axjB2](http://ow.ly/axjB2)
- NHS Hampshire @NHS Hampshire: NEWS: Plain tobacco packaging your support wanted [bit.ly/W6o11](http://bit.ly/W6o11)
- NHS Hampshire @NHS Hampshire: NEWS: Plain tobacco packaging your support wanted [bit.ly/W6o11](http://bit.ly/W6o11) #frc

Source : <https://twitter.com/#!/NHS Hampshire>

Item 20





# Ready to Quit?



## SMOKEFREE BRISTOL

# GIVE IT UP!

Stop smoking for life.



Click [here](#) to download the iPhone app ... or click [here](#) to download to your PC. Instant tips and

## PLAIN PACKAGING

### What does plain packaging of tobacco mean?

Every year, 340,000 children in the UK are tempted to try smoking for the first time. Evidence suggests that children are more likely to be attracted by designed tobacco packs. Click [here](#) for details of a new campaign to introduce plain packaging in the UK. To register your support for the campaign, click [here](#).



**Every signature counts**

## TWITTER QWITTERS!

Ed, Alex, Becky, Nathan & Chris



Congratulations to our Twitter Qwitters who received a one-year Everyone Active membership. Click on the Twitter logo to follow their success .. and [here](#) to catch up with Alex at the gym. Thanks to NHS

Source : <http://www.bristolstopsmoking.nhs.uk/>

Item 21

NHS Bristol : Smokefree Bristol Newsletter Issue 10 April 2012

### Action Needed! Sign up for support and express your views!

Research has shown that children are more likely to be attracted by highly designed tobacco packs, than by plain packs. There is a new campaign to highlight how tobacco packaging is used to attract young people. You can help support this campaign by promoting it in your local area and encouraging people to find out more and sign up at [www.plainpacksprotect.co.uk](http://www.plainpacksprotect.co.uk).

**Bristol, North Somerset and South Gloucestershire** NHS Stop Smoking Services currently have an unwritten policy of asking current smokers wishing to train as Stop Smoking Practitioners to stop smoking before booking on to our training. We would really appreciate the views of Stop Smoking Practitioners on this issue. Please take one minute to complete the

Source : <http://www.bristolstopsmoking.nhs.uk/documents/Newsletter%20April%202712.pdf>

Item 22

Accessibility / text size | Site map

**NHS**  
Midlands and East

Strategic leadership for your local NHS Site search  Go

Home About us Our work Changing our NHS Together Innovation News and events Your local NHS Freedom of information Contact us

Home > News and events > News

**News and events**

- News
- Swine Flu information
- Awards
- Events
- Change4Life
- Choose Well

### Call to protect children in the East of England from glitzy tobacco packaging

14 March 2012

**Smoke Free East of England is supporting a campaign – ‘plain packs protect’ – to turn off the tap of new smokers in the East.**

Every year in the UK, 340,000 children will experiment with smoking.

Smokers start as children – two thirds of smokers start before they are 18 – and continue into adulthood as addicts.

Research shows that children are more likely to be lured by the colourful, glitzy or glamorous tobacco packs currently available than if tobacco was sold in plain packs. Currently, brands are marketed in shiny, holographic packs, or as ‘super slims’ which are particularly attractive to young women.

That’s why Smoke Free East of England is backing a campaign to raise awareness of how tobacco pack branding is being used by tobacco manufacturers to recruit new, vulnerable young smokers each year. The ‘plain packs protect’ campaign is backed by Cancer Research UK, the British Heart Foundation and the Royal College of Physicians.

Dr Anne McConville, Acting Regional Director of Public Health, said:

“Smoking kills half of all smokers. But young people are not always aware of the risks when they experiment with smoking. We must act now to protect our children becoming the future generation of smokers and from taking up this fatal habit.”

Andrew Butler, of the East of England Trading Standards Association, said: “Tobacco is the only legal product on shop shelves that, if used exactly as the manufacturers intend, will kill one in two users. Attractive brands make cigarettes seem more glamorous to children and young people, and are more likely to trigger under age purchase attempts.”

Cllr Sharon Taylor, Leader of Stevenage Borough Council, and Chair of the East of England Tobacco Control Steering Group, said: “Tobacco packaging remains one of the last ways that the tobacco industry is able to market their products to the next generation. I would urge people in the East of England to take a moment to pledge their support for plain tobacco packaging at [www.plainpacksprotect.co.uk](http://www.plainpacksprotect.co.uk) and help protect our children from a lifetime of smoking.”

The Government has committed to consult on plain packaging from Spring 2012. Anyone can respond to the consultation and have their voice heard. Australia has already passed legislation which will introduce plain packaging from December 2012.

[Back to news release index](#)

[Back to top](#) | © 2012 NHS Midlands and East, Victoria House, Capital Park, Fulbourn, Cambs CB21 5XB  
[Print this page](#) | [E-mail this page to a friend](#) | [E-mail web team](#)

Source : [https://www.eoe.nhs.uk/news.php?area\\_id=9&id=364](https://www.eoe.nhs.uk/news.php?area_id=9&id=364)

Item 23

Search


**NHS**  
Worcestershire

**NEW: Trauma Care: Give us your views »**

Home **NHS Worcestershire and Worcester Primary Care Trust**

**Seen further down on same web page**

- Alcohol
- Breast Feeding
- Health & Information Resources
- National campaigns
- Stan Small campaign
- Men's Health week
- Oral Health Campaign
- Sexual Health
- Chlamydia
- Healthy weight, healthy lives for all
- Know your numbers week!
- Healthy Start
- Useful Links
- News and Events
- Contact Us
- Healthy Schools
- Health Needs Surveys
- Equality and Human Rights
- Contact Us




By 'Dodgy Cigs' we mean illegal tobacco products. There are 3 main types of illegal tobacco products to be aware of, smuggled, bootlegged or counterfeit. [Click here](#) to view the new website for more information

### Support Plain Packs

Every year, another 340,000 children in the UK are tempted to try smoking. And evidence suggests that they are more likely to be attracted by designed tobacco packs, than by plain packs.

Sign up to show your support. By signing up and showing support for the plain packaging campaign, you can help protect our children from the dangers of smoking.

**Click here to SIGN UP NOW**



### New design competition launched for under 12s!

Public Health Stop Smoking Services are inviting all under 12's to take part in a competition to design a picture for one side of a car air freshener to promote 'Smokefree Cars' in Worcestershire. Smokefree cars are about protecting families from the dangers of second hand smoke. The winning design will be printed onto air fresheners which will be distributed to all children's centres throughout the county.

Competition Now Closed. Winner will be announced soon...

Source : <http://www.worcestershire.nhs.uk/public-health/staying-healthy-campaigns/stop-smoking/stop-smoking-news.aspx>

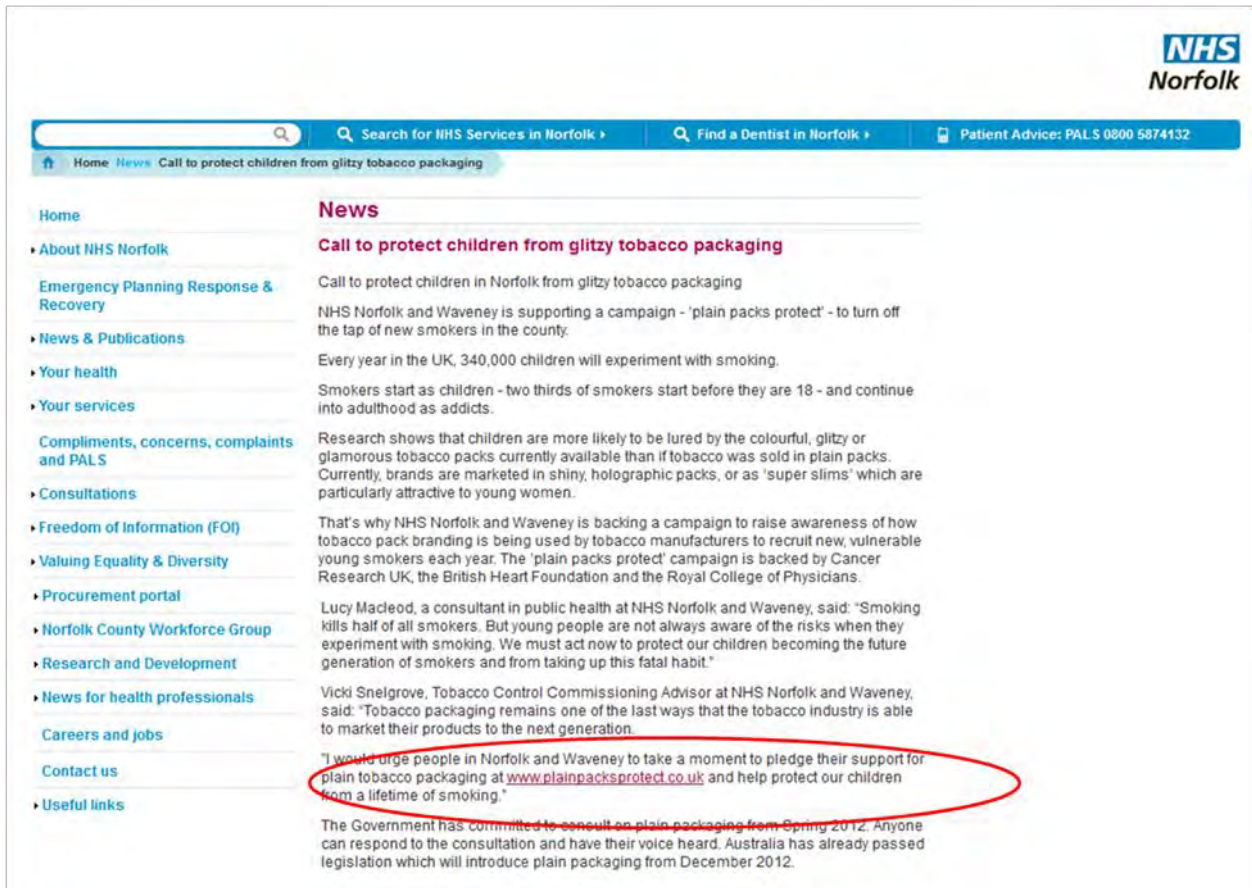
Item 24





Source : <http://www.facebook.com/pages/Lifestyle-Services-Walsall-Healthcare-NHS-Trust/269743983088694>

Item 25



Source : <http://www.norfolk-pct.nhs.uk/call-protect-children-glitz-tobacco-packaging>

Item 26



**NHS Peterborough**  
Leader of your local NHS

A-Z Index | Site map | Latest pages | Search:

### Consultation on plain tobacco packaging


A UK-wide consultation on whether tobacco should be sold in standardised, plain packaging, has been launched by Health Secretary Andrew Lansley.

The consultation will be open for responses from 16 April to 10 July 2012. Any person, business or organisation with an interest is encouraged to respond.

A copy of the consultation can be found at <http://consultations.dh.gov.uk>.

**Documents**

- Plain Packs Protect leaflet.pdf 539 KB
- Plain Packs Protect poster.pdf 788 KB
- Plain Packs The Facts.pdf 1,194 KB



**Plain Packaging for Tobacco Products**

The purpose of this consultation is to seek the views of interested people, businesses and organizations on a policy initiative that would require the packaging of tobacco products to be standardized, the aim being to improve

**Navigation:** Home, Getting involved, NHS Peterborough Consultation Forum, Consultation on plain tobacco packaging, Any Qualified Provider, Redesign of Mental Health Services across Peterborough and Cambridgeshire, The Right Care at the Right Time - primary and urgent care consultation \*\*CONSULTATION CLOSED ON 18 AUGUST 2011\*\*, Annual Report on Engagement and Consultations

Source : Source : <http://www.peterborough.nhs.uk/default.asp?id=1441>

Item 27

**NHS Wakefield District**

our health our priority

Home | Our PCT | Your health | Services | Your zone | **Latest news** | Resources | Contact us | Site Search

Home > Latest news > Latest news > Plain packaging consultation

### Plain packaging consultation

18/04/2012

The UK Government has today launched its consultation on the issue of plain standardised packaging of tobacco products. The consultation will be open for responses from 16 April to 10 July 2012. Any person, business or organisation with an interest is encouraged to respond.

Details of the consultation can be found at <http://consultations.dh.gov.uk>.

This is an opportunity to promote the importance of implementing plain packaging for tobacco products, which aims to reduce the number of children who smoke by:

- Making tobacco packaging look less attractive
- Increasing the effectiveness of health warnings
- Preventing the use of misleading and deceptive colours to create false beliefs of different strength and quality
- Removing the positive association with cigarette brands and images

You can help to end cigarette marketing for good by responding to the consultation. Don't forget to encourage your colleagues, friends and family to do the same. There has already been an incredible response to the plain packs protects petition, with over 25,000 signatories already. If you haven't already done so please add your name to the petition and encourage your friends and colleagues to do the same by signing the petition on [www.plainpacksprotect.co.uk](http://www.plainpacksprotect.co.uk).

**Choose well app - free download**

**Choose well.**

Available on the App Store

Our phone app helps you choose the right NHS service.

[What's Choose well?](#)

Source : <http://www.wakefielddistrict.nhs.uk/news/news/newsArticle/?cid=1405>

A-Z Sitemap | Accessibility | Help | Publications | Working for us | Contact us

Improving Health, Improving Lives

NHS Calderdale

HOME LOCAL SERVICES TALK TO US YOUR HEALTH ABOUT US NEWS

You are here: NHS Calderdale > Talk to us > Consultations

### Consultations

#### Plain packaging consultation

The UK Government has today launched its consultation on the issue of plain standardised packaging of tobacco products. The consultation will be open for responses from 16 April to 10 July 2012. Any person, business or organisation with an interest is encouraged to respond.

Details of the consultation can be found at <http://consultations.dh.gov.uk>.

This is an opportunity to promote the importance of implementing plain packaging for tobacco products, which aims to reduce the number of children who smoke by:

- Making tobacco packaging look less attractive
- Increasing the effectiveness of health warnings
- Preventing the use of misleading and deceptive colours to create false beliefs of different strength and quality
- Removing the positive association with cigarette brands and image

You can help to end cigarette marketing for good by responding to the consultation. Don't forget to encourage your colleagues, friends and family to do the same. There has already been an incredible response to the plain packs protects petition, with over 25,000 signatories already. If you haven't already done so please add your name to the petition and encourage your friends and colleagues to do the same by signing the petition on [www.plainpacksprotect.co.uk](http://www.plainpacksprotect.co.uk).

Search...

#### Section Menu

- Contact Us
- Calderdale Ward Forums
- Customer Services
- Take part in Clinical Research
- Consultations
- Board Meetings
- Useful Organisations
- WYUCS

Source : <http://www.calderdale.nhs.uk/get-involved/consultations>

Home
Your Health
Services
Join In
Your CCG

GO

Home > News

**Contact information**

telephone: 023 9282 2444  
fax: 023 9268 4801

**News**
SHARE | Print this page | Facebook | Twitter

### Plain tobacco packaging – your support wanted

*20 April 2012*

A consultation is underway about the possible introduction of standardised packaging for tobacco products – and your local NHS is urging people to make their views known.

If the proposal is approved, it would mean that all tobacco products would be required to look the same. Standardised packaging could consist of, for example:

- No branding
- A uniform colour
- A standard font and text for any writing on the pack.

Dr Paul Edmondson-Jones, on behalf of the Directors of Public Health for the Southampton, Hampshire, Isle of Wight and Portsmouth PCT Cluster, says there are merits to having plain packaging on tobacco products.

He said: "If all tobacco products were sold in plain packs, research indicates that they would be less attractive to children, stop young smokers thinking that some brands are less harmful than others, and it would make the health warnings stand out even more.

"Quitting smoking is the single most important thing that smokers can do to improve their health – but even better is not starting in the first place. Our view is that any sensible measure that discourages people from smoking is worthwhile – for their health, and that of those close to them.

"The Government has an open mind on the proposal and responses are invited from any interested person, business or organisation. The consultation closes on 10 July so there is plenty of time to give a considered view on the proposals."

Visit the Plain Packs Protect website: <http://www.plainpacksprotect.co.uk/> to lend your support. Alternatively, respond to the full consultation on the Department of Health website: [http://consultations.dh.gov.uk/tobacco/standardised-packaging-of-tobacco-products/consult\\_view](http://consultations.dh.gov.uk/tobacco/standardised-packaging-of-tobacco-products/consult_view)

Source : <http://www.portsmouth.nhs.uk/Default.aspx.LocID-01pnew06w.RefLocID-01p009.Lang-EN.htm>



The screenshot shows the 'healthypompey' website. At the top, there is a navigation bar with 'home', 'news & events', and 'healthy topics'. A search bar is on the right. Below the navigation, there is a sidebar with a list of news and events for 2012 and 2011. The main content area features a news article titled 'plain tobacco packaging - your support wanted' dated April 25, 2012. The article discusses a consultation on standardised tobacco packaging and lists three options: no branding, a uniform colour, and a standard font and text. It also includes a quote from Dr Ruth Milton and information about the consultation closing on 10 July. A 'join now!' button is visible in the sidebar and below the article. At the bottom, there are logos for NHS Portsmouth, Portsmouth City Council, and change 4 life, along with a footer containing 'terms & conditions | faq | accessibility | contact us | sitemap'.

healthypompey

home news & events healthy topics search

home > news & events

news 2012  
events 2012  
news 2011  
events 2011  
news 2010  
events 2010

back to list  
next article

join now!  
Lots of people like you are already making a Change4Life. Join them and get your free welcome pack!

drink swap  
cut down on the calories without saying 'no'

change 4 life  
Eat well Move more Live longer

join change 4 life now!  
Lots of people like you are already making a Change4Life. Join them and get your free welcome pack!

news 2012

Please select from any of the months below to find relevant news topics of your choice.

jan feb mar apr may

plain tobacco packaging - your support wanted  
April 25, 2012

A consultation is underway about the possible introduction of standardised packaging for tobacco products - and your local NHS is urging people to make their views known. If the proposal is approved, it would mean that all tobacco products would be required to look the same. Standardised packaging could consist of, for example:

- No branding
- A uniform colour
- A standard font and text for any writing on the pack.

Dr Ruth Milton, on behalf of the Directors of Public Health for the Southampton, Hampshire, Isle of Wight and Portsmouth PCT Cluster, says there are merits to having plain packaging on tobacco products. She said: "If all tobacco products were sold in plain packs, research indicates that they would be less attractive to children, stop young smokers thinking that some brands are less harmful than others, and it would make the health warnings stand out even more. Quitting smoking is the single most important thing that smokers can do to improve their health - but even better is not starting in the first place. Our view is that any sensible measure that discourages people from smoking is worthwhile - for their health, and that of those close to them."

The Government has an open mind on the proposal and responses are invited from any interested person, business or organisation. The consultation closes on 10 July so there is plenty of time to give a considered view on the proposals.

Visit the Plain Packs Protect website:  
<http://www.plainpacksprotect.co.uk> to lend your support.

Alternatively, respond to the public consultation on the Department of Health website: [http://consultations.dh.gov.uk/tobacco/standardised-packaging-of-tobacco-products/consult\\_view](http://consultations.dh.gov.uk/tobacco/standardised-packaging-of-tobacco-products/consult_view)

NHS Portsmouth Portsmouth City Council

Healthy Pompey is a joint Portsmouth City Council and NHS Portsmouth programme to promote healthy lifestyles in the city. Working together with local organisations to create a healthy Portsmouth.

change 4 life  
Eat well Move more Live longer

terms & conditions | faq | accessibility | contact us | sitemap

Source : <http://www.healthypompey.com/news-events/news-2012/4/plain%20tobacco%20packaging%20%E2%80%93%20your%20support%20wanted-482/>



Now viewing: > SHIP > News > Plain tobacco packaging - your support wanted

## Plain tobacco packaging – your support wanted

News Release

18/04/2012

A consultation is underway about the possible introduction of standardised packaging for tobacco products – and your local NHS is urging people to make their views known.

If the proposal is approved, it would mean that all tobacco products would be required to look the same. Standardised packaging could consist of, for example:

- No branding
- A uniform colour
- A standard font and text for any writing on the pack.

Dr Ruth Milton, on behalf of the Directors of Public Health for the Southampton, Hampshire, Isle of Wight and Portsmouth PCT Cluster, says there are merits to having plain packaging on tobacco products.

She said: "If all tobacco products were sold in plain packs, research indicates that they would be less attractive to children, stop young smokers thinking that some brands are less harmful than others, and it would make the health warnings stand out even more.

"Quitting smoking is the single most important thing that smokers can do to improve their health – but even better is not starting in the first place. Our view is that any sensible measure that discourages people from smoking is worthwhile – for their health, and that of those close to them.

"The Government has an open mind on the proposal and responses are invited from any interested person, business or organisation. The consultation closes on 10 July so there is plenty of time to give a considered view on the proposals."

Visit the Plain Packs Protect website: <http://www.plainpacksprotect.co.uk/> to lend your support. Alternatively, respond to the full consultation on the Department of Health website: <http://www.consultations.dh.gov.uk/tobacco/standardised-packaging-of-tobacco-products/consultation-view>

Site map | [Print this page](#) | Text size: [A](#) [A](#)

©2012 SHIP PCT Cluster  
SHIP PCT Cluster, Oakley Road, Southampton, Hampshire, SO16 4GX  
Tel No. 023 8029 8904 Fax No. 023 8029 6960

page no longer available

Item 32

HOME	HOSPITALS AND WARDS	SERVICES AND TREATMENTS	PATIENT AND VISITOR GUIDES	ABOUT US	NEWS	<input type="text"/>	Search
------	---------------------	-------------------------	----------------------------	----------	------	----------------------	--------

[Home](#) / [Services and treatments](#) / [Newcastle Hospitals Community Health](#) / [Health improvement services](#) / ['Plain Packs Protect' Campaign](#)

## Newcastle Hospitals Community Health

- Newcastle Hospitals Community Health
  - Community nursing & related services
  - Health visiting & school health
  - Clinical & rehabilitation services
  - Health improvement services
    - Chlamydia screening
    - Health improvement team
    - Health improvement service for ethnic minorities
    - Sexual health service
    - Newcastle Sexual Health Training Directory

### 'Plain Packs Protect' Campaign

Contact: 0191 229 2903 Judith Macmorran, Senior Health Improvement Specialist

Every year, another 340,000 children in the UK are tempted to try smoking. In Newcastle 15% of 15 year old are already regular smokers (Health Related Behaviour Survey, 2011). Evidence shows that young people are more likely to be attracted by designed tobacco packs, than by plain packs.

This is why Cancer Research UK, the British Heart Foundation, Fresh and Smoke Free Newcastle are just a few of the organisations nationwide supporting the campaign for plain and standardised cigarette packets.

With regulation in place to restrict television, radio and other advertising, packaging is becoming more and more important to the tobacco industry to help sell their products. The tobacco industry spends a fortune on glossy colourful designs to entice new smokers to buy cigarettes. Shiny holograms, pretty pastel colours and wrappers are just some of the eye-catching pack designs available, and there is building evidence to suggest that these packs can attract and mislead children. The attached factsheet gives examples of packs on sale in shops now.

The Government is shortly to launch a consultation on whether tobacco should be sold in plain, standardised packs to make smoking less attractive to children and Smoke Free Newcastle would like to ask for your support for introducing plain and standardised tobacco packs.

Find out more at [www.freshne.com/plainpacks](http://www.freshne.com/plainpacks)

Source: [http://www.newcastle-hospitals.org.uk/services/NHCH\\_health-improvement\\_plain-packs-protect-campaign.aspx](http://www.newcastle-hospitals.org.uk/services/NHCH_health-improvement_plain-packs-protect-campaign.aspx)

Item 33



The Newcastle upon Tyne Hospitals NHS Foundation Trust

HOME HOSPITALS AND WARDS SERVICES AND TREATMENTS PATIENT AND VISITOR GUIDES ABOUT US NEWS

Search

**A new arrival in Newcastle!**  
The Newcastle Birthing Centre. Find out more about the new Midwifery Led Unit or to view our virtual tours. [Read more](#)

Notice of Council of Governors Election  
Notice is hereby given that elections will be held for the Council of Governors of The Newcastle upon Tyne Hospitals NHS Foundation Trust. Find out more [here](#).  
[Notice of Election](#)

Better together...our vision for shared care  
[Click here to find out more.](#)

Join us  
Find out more about how you can become part of our team by working for us or becoming a member.  
[Find a job](#) [Become a member](#)

Make a donation  
[Charity matters](#) [Organ donation](#)

Transferring data from

**What's New**

**Hospitals and wards**

**Your personal health**

**Accident and Emergency**

**Choose our services**

**Newcastle's newest Health Centre opened by Rt Hon Nick Brown MP**  
The Newcastle Hospitals were delighted to welcome the Rt Hon Nick Brown MP to open the brand new Benfield Park Healthcare and Diagnostic Centre

**Plain Packs Protect Campaign**  
Find out more about a consultation on whether tobacco should be sold in plain, standardised packs to make smoking less attractive to children

**New equipment design increases fertility rates**  
A Newcastle team of fertility experts has designed a new system increasing successful fertility rates by a quarter

**Charlie Bear launches £3m Appeal**  
Charlie Bear has launched a £3m appeal for specialised cybersurgery equipment. Find out how you can help here.

**Become a Volunteer with Newcastle Hospitals**  
Offer some of your spare time to help your local hospital – even a few hours can be really valuable to us and our patients.

**PLAIN PACKS PROTECT .CO.UK**

**CHARLIE BEAR CANCER APPEAL**

**We Need YOU**

Source : <http://www.newcastle-hospitals.org.uk/>



Source : <http://www.smokefreeoxfordshire.nhs.uk/>

Source : <http://www.iow.nhs.uk/asp/news/index.asp?record=612&articleID=853>

Home | Contact us | Site map | Search: Enter search... Go

Swindon Healthy Schools **News** Core themes Resources Public health projects Schools Contact us Audit

**News**

News archive

Newsletter

Conferences, events and celebrations

Home : News : plainpacksprotect.co.uk

**plainpacksprotect.co.uk**

13 Feb 2012

**Plainpacksprotect.co.uk**

Members of the Smokefree Action Coalition have launched a new website in support of the campaign for standardised, generic packaging of tobacco products.  
[www.plainpacksprotect.co.uk](http://www.plainpacksprotect.co.uk)

Within just over a week of launching, over 1,500 people have already shown their support for the campaign. The website is being updated with new materials, but already includes:

- Word on the street – a short video showing what the public thinks about plain packaging
- The effects of cigarette packaging – a one page briefing explaining why plain packaging would reduce the number of children smoking
- The tobacco industry myths exposed – a one page briefing countering the arguments against plain packaging.

What can you can do to promote plain packaging?

The government is due to launch a 3-month public consultation starting in spring 2012, on whether the UK should adopt the plain, generic packaging of tobacco products, recently adopted by the Australian government.

We need your help to promote the campaign and to help make the case with MPs, media and

**Latest news**

- Swindon Healthy Schools Audit Tool [Read more](#)
- Funding Available for Work to Support Healthy Weight [Read more](#)
- National Health Related Days - European Immunisation Week [Read more](#)
- National Health Related Days - Depression Awareness Week [Read more](#)
- National Health Related Days - National Allergy Week [Read more](#)

Source : [http://www.swindonhealthyschools.org/news/items/plain\\_packs\\_protect\\_co\\_uk](http://www.swindonhealthyschools.org/news/items/plain_packs_protect_co_uk)

**SMOKEFREE IN DUDLEY**

**Dudley Stop Smoking Service** 0800 0850 652 **NHS**

Home News Why Quit? How to Quit Advice Smoking in Pregnancy Dodgy Cigs

**Plain Packaging**

Show your support and sign the petition today to get all cigs in plain packs

➤ Sign the petition today

**Where to get help**

Group Support

Local Pharmacies

➤ Or contact your local GP surgery

**"We're here to help you quit."**

One in two people who quit with the Dudley Stop Smoking Service aren't smoking four weeks later.

Contact us for FREE local support that works!

Call 0800 0850 652 or text CAN to 80800 [www.dudleystopsmoking.co.uk](http://www.dudleystopsmoking.co.uk)

**SMOKEFREE IN DUDLEY**

Join us on Facebook to get hints and tips throughout the week

**Latest News** | View all news

f t Smoking

Source : <http://www.dudleystopsmoking.co.uk/>



Item 38

**SMOKEFREE IN DUDLEY**

**Dudley Stop Smoking Service** 0800 0850 652 **NHS**

Home News Why Quit? How to Quit Advice Smoking in Pregnancy Dodgy Cigs

## News

### The Dudley Stop Smoking Service backs plans to remove branding from cigarette packets

April 19, 2012

The Dudley Stop Smoking Service today welcomed the government's consultation plans to remove branding from cigarette packs sold in England, which were recently announced by Health Secretary, Andrew Lansley.

With research suggesting that attractive packaging entices smokers to buy cigarettes the Dudley Stop Smoking Service believes plain packaging will reduce the attractiveness of tobacco branding and make packs less appealing, especially to young people. The service also believes plain packs will strengthen the impact of health warnings and prevent the use of

Seen further down on front page....

As a result of their work, the Dudley group of young people have been invited by ASH (Action on Smoking and Health) to attend the Houses of Parliament on 26<sup>th</sup> April. This visit will coincide with the British American Tobacco Annual General Meeting and the group also plan to campaign on this day to further spread the message that 'plain packs protect'

Anyone who would like to support the 'Plain Packs Protect' petition can do so by visiting [www.plainpacksprotect.co.uk](http://www.plainpacksprotect.co.uk) For further help to stop smoking contact the Dudley Stop smoking Service on **0800 0850 650**, text **CAN** to **88800** or visit [www.dudleystopsmoking.co.uk](http://www.dudleystopsmoking.co.uk)

Smoking calculator  
How much do you spend on cigarettes?  
> Find out now

How to get support  
Find out how we can help you stop smoking  
> Get support

Benefits of

Source : <http://www.dudleystopsmoking.co.uk/2012/04/the-dudley-stop-smoking-service-backs-plans-to-remove-branding-from-cigarette-packets/>

Item 39

**NHS Somerset**

PRESS RELEASE ... PRESS RELEASE ... PRESS RELEASE ...

### PARENTS ASKED TO PLEDGE THEIR SUPPORT FOR PLAIN CIGARETTE PACKAGING CAMPAIGN

A Somerset public health consultant is urging parents to sign up to support a campaign promoting the plain packaging of tobacco products.

The "Support Plain Packs – Save Our Children" campaign<sup>1</sup> hopes to encourage thousands of parents to sign up online and show their support for the introduction of legislation which will force tobacco manufacturers to only display their products in plain packaging.

Every year a shocking 340,000 children and young people in England are encouraged to take up smoking.

Paul Harwood, NHS Somerset Consultant in Public Health said, "Tobacco packaging remains one of the last ways the tobacco industry is able to market their products to the younger generation.

"Due to the death rates of current smokers and the ever growing number of ex-smokers who have successfully quit, the tobacco industry must keep on finding new ways to recruit a new generation of smokers to replace those who have now died or quit this highly addictive habit.

"I am sure Somerset parents will wish to express their support for packaging restrictions upon the tobacco industry as they can be sure they will be playing their part in ensuring fewer children take up this seriously unhealthy habit."

Parents can show their support for the campaign by going to [www.plainpacksprotect.co.uk](http://www.plainpacksprotect.co.uk)

Smokefree South West, the organisation set up to tackle smoking for the region, is headed up a

Source : pdf file

[http://www.google.co.uk/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&ved=0CDQQFjAA&url=http%3A%2F%2Fwww.somerset.nhs.uk%2FEasySiteWeb%2FGatewayLink.aspx%3FallId%3D22212&ei=xJfPT6KtPKaM0wWihMTJcW&usq=AFQjCNFRtJaH8U6UAeserzLiGk9ziIs8SA&sig2=XdXWn0J5yNuf5mSdxGRj\\_Q](http://www.google.co.uk/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&ved=0CDQQFjAA&url=http%3A%2F%2Fwww.somerset.nhs.uk%2FEasySiteWeb%2FGatewayLink.aspx%3FallId%3D22212&ei=xJfPT6KtPKaM0wWihMTJcW&usq=AFQjCNFRtJaH8U6UAeserzLiGk9ziIs8SA&sig2=XdXWn0J5yNuf5mSdxGRj_Q)

Item 40



- Home
- About Us
- Latest News
- Services A-Z
- Healthy Living
- Locality Board Papers
- Assurance Committee
- CCG Governing Body
- Documents A-Z
- Choose & Book
- Work for us
- PALS / Complaints
- Consultation
- Equality & Diversity
- Economic Downturn
- Non-Routine Treatments
- Stockport Health Facts
- Freedom of Information
- Stockport Health Record
- NHS Counter Fraud Service
- Useful Links

### **Calls to curb eye-catching cigarette packets.**

Stockport residents are being urged to support a campaign to make cigarette packets less eye-catching in a bid to help stop children becoming smokers.

Around 30,000 of Stockport's smokers picked up the habit as teenagers and research has shown that youngsters are heavily influenced by branded packaging.

The tobacco industry has described the branding on packets as their "silent salesman" and target young people with attractive colours, logos and pack shapes.

Now the fight is on to force the industry to scrap the attractive packaging and use plain, standardised packets instead.

Dr Stephen Watkins, Stockport's Director of Public Health, wants people to get involved following the launch of a government-led public consultation on the issue.

Dr Watkins said "We know that the tobacco industry spends a lot of time and money on developing attractive cigarette packets to gain new customers to their product.

"We think it is unacceptable to lure youngsters into an addictive habit that will damage their health and kill 1 in 4 who take up the habit.

"Selling cigarettes in plain, standardised packets will reduce their attractiveness to young people, correct misconceptions that some brands are less harmful than others and make the health warnings on packs more powerful.

"I'd urge everyone to tell the government that they support the move towards plain packaging."

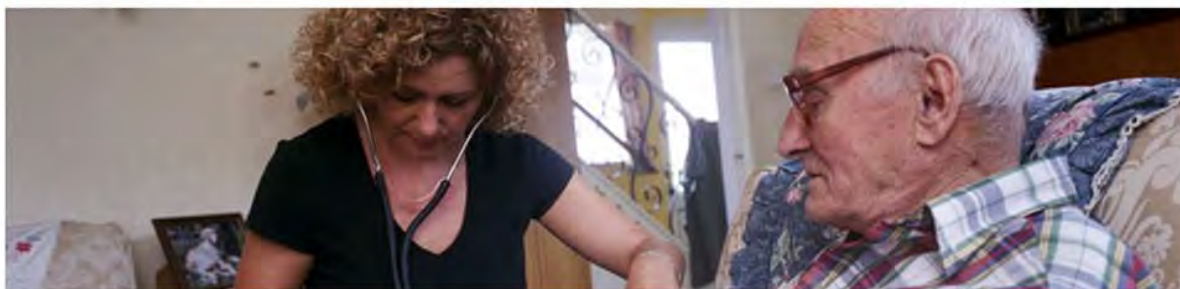
Stockport has around 49,000 smokers and two thirds of them started before they were 18. Smoking claims the lives of almost 500 people in Stockport every year.

The "Plain Packs Protect" campaign is supported by a range of organisations including Cancer Research and the British Heart Foundation.

The UK is the first country in Europe to hold a public consultation on the issue but Australia has already committed to introducing plain drab olive green packaging displaying only the name of the product brand with graphic health warnings

To support the campaign go to [www.tobaccofreefutures.org/plainpacksprotect](http://www.tobaccofreefutures.org/plainpacksprotect).

Source : <http://www.stockport-pct.nhs.uk/NewsDetail.aspx?NewsID=215>



YOU ARE HERE: > Cornwall and Isles of Scilly PCT > Media Centre > Public encouraged to show support for plain packaging as tobacco consultation starts

Website Search    
Exact Phrase   
Advanced Website Search

## Public encouraged to show support for plain packaging as tobacco consultation starts

[Return to news listing page](#)

Monday 16 April 2012

### Health leaders in Cornwall and the Isles of Scilly have welcomed today's launch of the Government consultation on adopting plain tobacco packaging

Evidence suggests that the impact of health warnings are lost on current branded packs. By introducing plain packaging, the health warnings will become bigger and more eye-catching against

This will help discourage children from smoking by:

- Making tobacco packaging look less attractive
- Increasing the effectiveness of health warnings
- Preventing the use of misleading and deceptive colours to create false beliefs of different strength and quality
- Removing the positive association with cigarette brands and image

Smokefree South West launched a national campaign encouraging support for plain tobacco packaging – so far more than 25,700 people have given their backing through its online petition at [www.plainpacksprotect.co.uk](http://www.plainpacksprotect.co.uk). It will be submitted for consideration by the Government as part of its consultation.

Carolyn Rule, Cabinet Member for Health & Wellbeing and HR at Cornwall Council, said she hoped more people from Cornwall would come forward and show their support for the campaign.

She said: "I would encourage people to help make plain tobacco packaging a reality in the UK by signing up to this online petition and letting their local MP know their views. No parent wants to see their child facing a premature death and anything that can discourage them from being tempted by cigarettes should be welcomed."

Source :

<http://www.cornwallandislesofscilly.nhs.uk/CornwallAndIslesOfScillyPCT/MediaCentre/NewsArticles/160412Publicencouragedtoshowsupportforplainpackagingastobaccoconsultationstarts.aspx>





Source : Cornwall Stop Smoking Service - <https://twitter.com/#!/StopSmokingCIOS>

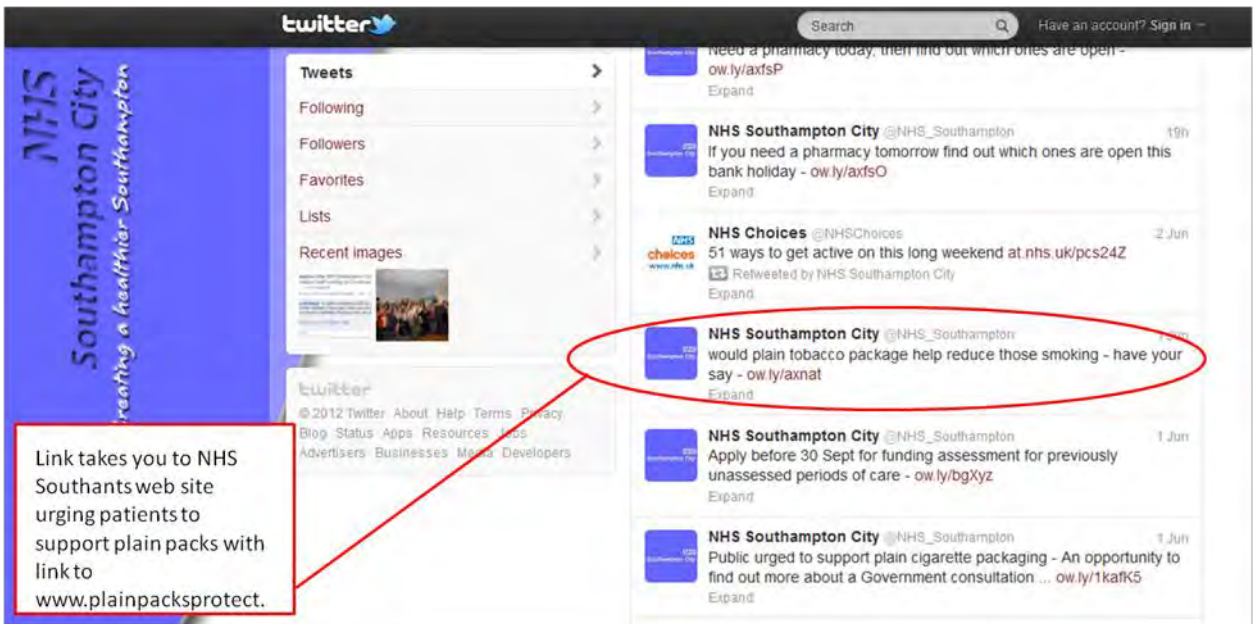
Item 43



Source: <https://twitter.com/#!/NHSWiltshire>

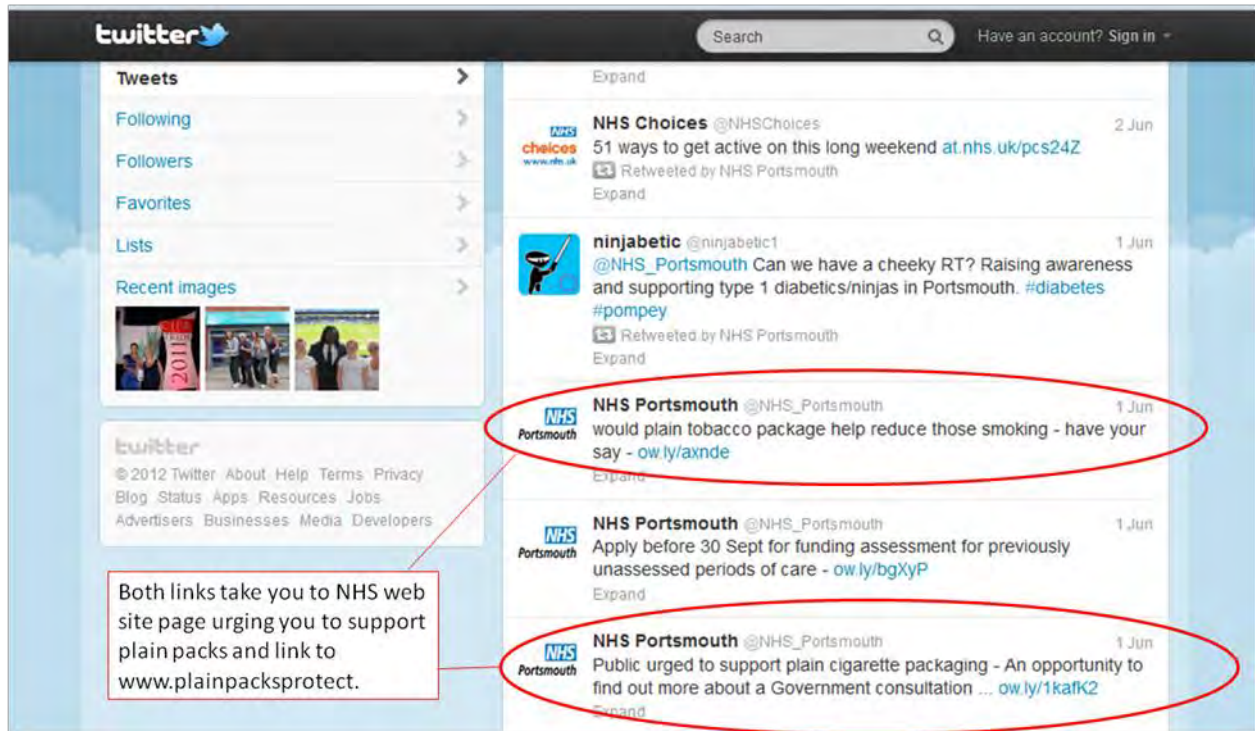


Item 44



Source: [https://twitter.com/#!/NHS\\_Southampton](https://twitter.com/#!/NHS_Southampton)

Item 45



Source : [https://twitter.com/#!/NHS\\_Portsmouth](https://twitter.com/#!/NHS_Portsmouth)

Item 46

The screenshot shows the NHS Oxfordshire website's news release page. At the top right is the NHS Oxfordshire logo. A navigation bar includes links for Home, About Us, Local Services, GP Services, Your Health, Have Your Say, and News. Below the navigation bar, a breadcrumb trail reads: You are viewing: Home > News > News Releases > News Release. The main heading is "News Release" in a large, bold font. Below this is the title "Public urged to support plain cigarette packaging" and the date "October 2014". The text of the release discusses a government consultation on plain packaging for cigarettes, mentioning that research shows young women are more likely to be attracted to branded packs. A sidebar on the left lists "News Releases" from 2012 to 2000, "Behind the Headlines", "Flu Advice", "Media Team", "Creating a Healthy Oxfordshire", and "Better Healthcare Programme Horton Hospital". A "Media Enquiries" section on the right states that enquiries should be directed to the Media Team. A red oval highlights the "Media Team" link in the sidebar and the "plainpacksprotects.co.uk" link in the main text.

Source: <http://www.oxfordshirepct.nhs.uk/news/news-releases/news-release.aspx?id=198>

Item 47

The screenshot shows the NHS Oxfordshire Twitter profile. The profile name is "NHS Oxfordshire" with the handle "@NHSOxfordshire". The bio reads: "Ambitious about improving the health and wellbeing of local people in Oxfordshire". The profile has 416 tweets, 281 following, and 2,293 followers. The main content area shows a list of tweets. Two tweets from NHS Oxfordshire are circled in red. The first tweet, posted 12m ago, says: "If you're not in town, you can find out more here: [plainpacksprotects.co.uk](http://plainpacksprotects.co.uk) and pledge your support." The second tweet, posted 13m ago, says: "In #Oxford on Saturday? Keep your eyes open for the events team with special info about plain packs for cigarettes and get involved." A tweet from Channel 4 News is also visible below, mentioning GP surgeries.

Source : <https://twitter.com/#!/NHSOxfordshire>

Item 48





Source : <https://twitter.com/#!/leedsletschange>


Item 49



Source : <http://www.leeds.nhs.uk/Your-health/tobacco-2012.htm>

Item 50





Home > News > Public urged to support plain cigarette packaging

## Public urged to support plain cigarette packaging

An opportunity to find out more about a Government consultation on plain packaging for cigarettes is coming to Aylesbury and High Wycombe next week.

Every year 340,000 children in England try smoking and 200,000 under 16s become regular smokers.

Research shows they are more likely to be attracted by the designed promotional tobacco packs, than by plain packaging. Evidence suggests that the impact of health warnings is lost on branded packs. Some brands are marketed in ways that are particularly attractive to young women. By introducing plain packaging, the health warnings will become bigger and more eye catching against a plain background.

A mini road show will be at Friars Square in Aylesbury this Saturday and High Wycombe town centre next Friday providing information about the on-going public consultation around the introduction of plain packaging for all cigarettes and promoting the online petition and campaign website: [www.plainpacksprotect.co.uk](http://www.plainpacksprotect.co.uk)

<i>Saturday 26 May</i>	<i>Friday 1 June</i>
<i>From 10am</i>	<i>From 10am</i>
<i>Friars Square, Aylesbury</i>	<i>Church Street, High Wycombe</i>

Source: <http://www.buckinghamshire.nhs.uk/2012/05/public-urged-to-support-plain-cigarette-packaging/>

Home | Your Local Health Services | Your Health | Local News and Events | Your NHS Barnsley | Your Voice

Search

NHS Barnsley > Your Voice > Consultations > Plain Packaging Consultation

## Plain Packaging Consultation



### Smokefree Barnsley welcomes the launch of the Government's consultation on plain packaging

As a member of The Smokefree Action Coalition – Smokefree Barnsley along with 191 other health and welfare organisations is working to make smoking history for our children. Smokefree Barnsley welcomes the launch of the Government's consultation on tobacco packaging. The consultation runs until the 10<sup>th</sup> July 2012.

consultation runs until the 10<sup>th</sup> July 2012.

The Smokefree Action Coalition supports putting tobacco products in plain packaging as essential because tobacco packs are now the major promotional tool for the tobacco industry. It is children who take up smoking: two-thirds of

smokers start before the age of 18.

There is good evidence that plain, standardised packs are:

- less attractive, particularly to young people;
- make the health warnings stand out more; and
- reduce the ability of the packaging to mislead consumers about the harms of smoking.

There is already widespread public support for requiring tobacco to be sold in plain standardised packaging with the product name in standard lettering. A recent poll showing an example of a plain pack found that in the Yorkshire and the Humber overall 61% of adults supported this while just 10% opposed the measure.

Elizabeth Shassere, Director of Public Health for Barnsley said:

*"I welcome this important consultation. Every year 300,000 people try smoking for the first time and around 200,000 become regular smokers. Children are more likely to be attracted to the colourful glitzy packaging that gives misleading messages to youth and adult smokers. If we are to halt the smoking epidemic robust measures are necessary and putting tobacco in plain packaging will go along way towards achieving this goal."*

To support the consultation log and register your support [click here](#)

### Consultations

Plain Packaging Consultation

### Related internet sites

[Register your Support for the Plain Packaging Consultation](#)  
 Register your support  
[Plain Packaging Government Led Consultation Survey](#)  
 Share your views with the Government

NHS Barnsley is not responsible for the content of

NHS Barnsley is not responsible for the content of external internet sites

Source : <http://www.barnsley.nhs.uk/Your-Voice/Consultations/plain-packaging-consultation.htm>



Home Your Health Your Services Your Voice About Us

Google search

## Find a Service

--- Select Service ---  
Postcode/Town find

# Call to protect children

### Star supports FAST campaign

A campaign to remind members of the public about how to recognise the signs of stroke has won the support of a Norwich City football star. 04/05/2012

### Doctors support campaign

Doctors working in sexual health have endorsed a campaign to raise awareness of Long Acting Reversible Contraception. 02/05/2012

Call to protect children in Norfolk from glitzy tobacco packaging

NHS Norfolk and Waveney is supporting a campaign - 'plain packs protect' - to turn off the tap of new smokers in the county.

Every year in the UK, 340,000 children will experiment with smoking.

Smokers start as children - two thirds of smokers start before they are 18 - and continue into adulthood as addicts.

Continued further down page..

That's why NHS Norfolk and Waveney is backing a campaign to raise awareness of how tobacco pack branding is being used by tobacco manufacturers to recruit new, vulnerable young smokers each year. The 'plain packs protect' campaign is backed by Cancer Research UK, the British Heart Foundation and the Royal College of Physicians.

Lucy Macleod, a consultant in public health at NHS Norfolk and Waveney, said: "Smoking kills half of all smokers. But young people are not always aware of the risks when they experiment with smoking. We must act now to protect our children becoming the future generation of smokers and from taking up this fatal habit."

Vicki Snelgrove, Tobacco Control Commissioning Advisor at NHS Norfolk and Waveney, said: "Tobacco packaging remains one of the last ways that the tobacco industry is able to market their products to the next generation


"I would urge people in Norfolk and Waveney to take a moment to pledge their support for plain tobacco packaging at [www.plainpacksprotect.co.uk](http://www.plainpacksprotect.co.uk) and help protect our children from a lifetime of smoking."

The Government has committed to consult on plain packaging from Spring 2012. Anyone can respond to the consultation and have their voice heard. Australia has already passed legislation which will introduce plain packaging from December 2012.

Logon  
[register](#) | [reset password](#)

Source : [http://www.gywpc.nhs.uk/news\\_item.asp?fldID=546](http://www.gywpc.nhs.uk/news_item.asp?fldID=546)





Accessibility | A | A | A

[About Us](#)

[Healthy Living](#)

[Local NHS Services](#)

[Clinical Commissioning](#)

[Info for Providers](#)

[Have Your Say](#)

[Contact us](#)

You are here: [Home](#) > [News item](#)

## Roadshow to promote plain packs

Published: 28/05/2012

Windsor Castle will be a backdrop to a lively road show that will provide information about the consultation on plain packaging of cigarettes on Saturday June 2. Plain packaging ambassadors, all day, will approach locals and UK tourists alike to promote the online petition and campaign website: <http://www.plainpacksprotect.co.uk/>.

The petition backing the plain packaging has already been signed by more than 50,000 people. ~~It will be submitted for consideration by the government as part of its consultation.~~

Every year 340,000 children in England try smoking and 200,000 under-16s become regular smokers. Research shows they are more likely to be attracted by the designed promotional tobacco packs, than by plain packaging.

Evidence suggests that the impact of health warnings is lost on branded packs. Some brands are marketed in shiny packs or as 'super slims' which are particularly attractive to young women. By introducing plain packaging, the health warnings will become bigger and more eye-catching against a plain background.

Director of Public Health for NHS Berkshire East, Pat Riordan said, "The idea behind this proposal is to stop packaging itself acting as an advert to youngsters, tempting them into a highly-addictive habit that could seriously damage their health and lead to an early death. We urge people to participate in the consultation and make their views about plain packaging heard."

If introduced, this new legislation will help to discourage children from smoking, as it will:

- make tobacco packaging look less attractive
- increase the effectiveness of health warnings
- prevent the use of misleading colours and branding to create false beliefs that some cigarettes are less harmful than others

The government's consultation closes on 10 July. For details, visit: <http://consultations.dh.gov.uk/>

ENDS  
Archana Sharma  
Communications and Media Adviser  
archana.sharma@berkshire.nhs.uk  
Tel: 0118 982 2944

### News and press office

[Consultation on services for ACHD](#)  
Give your view on the designation of services for adults with congenital heart disease (ACHD)  
30/05/2012

[Men urged to protect, check their skin](#)  
Summer's here and people in Berkshire, men in particular, are being urged to protect their skin from the sun and look out for changes to mole  
28/05/2012

[Roadshow to promote plain packs](#)  
Windsor Castle will be a backdrop to a lively road show that will provide information about the consultation on plain packaging of cigarettes on Saturday June 2.  
28/05/2012

[View all news items](#) | [RSS Feed](#)

**Shaping the Future**  
making sure east Berkshire has the right health services

**Chief Executive's blog**

Source : [http://www.berkshirewest.nhs.uk/news\\_item.asp?fldID=393](http://www.berkshirewest.nhs.uk/news_item.asp?fldID=393)

Item 54

Telephone: 01268 705000  
Email: info@see-pct.nhs.uk

NHS South East Essex and NHS South West Essex

Search [ ] Cookie Policy Accessibility Print Friendly Contact Us Latest News Site Map

Home <<< Previous Story 2012 News Items Next Story >>>

### Call to protect children in Essex from glitzy tobacco packaging

08 Jun 2012 [ ] [ ]

Smoke Free Essex is supporting a campaign – 'plain packs protect' – to turn off the tap of new smokers in the County.

Every year in the UK, 340,000 children will experiment with smoking.

Smokers start as children – two thirds of smokers start before they are 18 – and continue into adulthood as addicts.

Research shows that children are more likely to be lured by the colourful, glitzy or glamorous tobacco packs currently available than if tobacco was sold in plain packs. Currently, brands are marketed in shiny, holographic packs, or as 'super slims' which are particularly attractive to young women.

That's why Smoke Free Essex is backing a campaign to raise awareness of how tobacco pack branding is being used by tobacco manufacturers to recruit new, vulnerable young smokers each year. The 'plain packs protect' campaign is backed by Cancer Research UK, the British Heart Foundation and the Royal College of Physicians.

Dr Mike Gogarty, Director of Public Health, North Cluster said: "Smoking is the biggest preventable cause of ill health and the single most important lifestyle factor affecting health inequalities. The rates of smoking are reducing in Essex but more work needs to be done. Young people are not always aware of the risks when they experiment with smoking. We must act now to protect our children becoming the future generation of smokers and from taking up this fatal habit."

Dr Andrea Atherton, Chair of Smoke free Essex and Director of Public Health at NHS South East Essex & Southend Council, said: "I would urge people in Essex to take a moment to pledge their support for plain tobacco packaging at [www.plainpacksprotect.co.uk](http://www.plainpacksprotect.co.uk) and help protect our children from a lifetime of smoking."

The Government is currently conducting a national consultation on plain packaging. Anyone can respond to the consultation and have their voice heard. The deadline for consultation submissions is 10 July 2012. Further details can be found at [www.consultations.dh.gov.uk](http://www.consultations.dh.gov.uk). Australia has already passed legislation which will introduce plain packaging from December 2012.

Source : [http://www.see.nhs.uk/news/newsitem.asp?news\\_id=379](http://www.see.nhs.uk/news/newsitem.asp?news_id=379)

Item 55

NHS Surrey

Search [ ] Go

### Plain packets to help pack it in!

Home > News and views > News > Plain packets to help pack it in!

**Choose well in Surrey summer of celebration 2012**

**Be clear on your symptoms: new lung cancer campaign in Surrey will save lives**

**Plain packets to help pack it in!**

**Stay healthy and reduce the risk of stroke**

**Get healthy, get walking!**

**Health experts encourage parents to get their children protected**

**Virgin Care signs contract for community services in Surrey**

**The Practice, South Park to remain at Price's Lane**

**Getting Surrey smiling: £1million investment makes it even easier to see an NHS dentist**

**Beat the bugs – essential advice from Surrey's NHS**

**Keep warm and well as cold spell hits Surrey**

**Blood in your poo? Talk to your doctor**

### Plain packets to help pack it in!

18 May 2012

That's the message from Surrey's Director of Public Health who is backing a campaign that could see the introduction of plain packaging for cigarettes, helping to deter young people from taking up the habit.

Every year 340,000 children in England try smoking and 200,000 under-16s become regular smokers. Research shows they are more likely to be attracted by the promotional tobacco packs, than by plain packaging. With this in mind the government has launched a consultation to seek the views of the nation.

Surrey's Director of Public Health, Dr Akeem Ali explains, "Research suggests over 140,000 people in Surrey smoke and it's still the biggest preventable cause of death in Surrey. We welcome any measures that can be taken to deter people from wanting to smoke and help reduce related deaths in the county. That's why I'm supporting the campaign and encouraging people to share their views."

If introduced, this new legislation aims to help discourage children from smoking, as it will:

- make tobacco packaging look less attractive
- increase the effectiveness of health warnings
- prevent the use of misleading branding that creates false belief that some cigarettes are less harmful than others.

As part of the national campaign, roadshows will be taking place in Guildford and Woking, starting next week. Experts will be on hand to talk about the proposals and what the introduction of plain packaging for all cigarettes could mean.

Dates and times are as follows:

- Friday 25 May, University of Surrey, Guildford, 10:00 – 18:00
- Saturday 26 May, Town centre, Guildford, 10:00 – 18:00
- Saturday 23 June, Town centre, Woking, 10:00 – 18:00
- Friday 29 June, Guildhall & Town centre, Guildford, 10:00 – 18:00

"The idea behind this proposal is to stop packaging from acting as an advert for young people, tempting them into a highly-addictive habit that could seriously damage their health. This is your chance to get involved and tell us whether you think these proposals are a good idea." Akeem added.

- E N D S -

For more information contact the press office on 01372 201722.

Source : <http://www.surreyhealth.nhs.uk/index.php/news-and-views1/news/326-plain-packets-to-help-pack-it-in>



**NHS**  
East Lancashire

About us   Your services   Your say   EL CCG   Health professionals   Contact us   News   Membership


Latest News > Hyndburn CPs go speed-dating   Get the Ri

You are here: [Home](#) > [Patient Information](#) > [Services A-Z](#) > [Stop Smoking Service](#) > [Plain Packs Project](#)

Stop Smoking Service

- [c](#)
- [c](#)
- [c](#)
- [c](#)

Plain Packs Project



## Protecting children from tobacco marketing

### Standardised packaging of tobacco products

Tobacco Free Futures is backing the Plain Packs Protect campaign to put all cigarettes in plain standardised packs. Published, peer reviewed scientific research is clear that plain packs:

- Are less attractive, especially to young people
- Strengthen the impact of health warnings
- Make packs less misleading to consumers

Tobacco companies describe current packs as 'mobile advertising for the brand', and they are increasingly using new and eye-catching brand design to attract the next generation of smokers.

#### Why is standardised packaging needed?

Standardised packaging is needed to reduce the attractiveness of tobacco products to children. Eight out of ten smokers start by the age of 194. Addiction keeps them smoking into adulthood where it kills one in two long-term users. Marketing is known to pull children into smoking and the pack is just another marketing tool. In a recent British Heart Foundation survey of 12-25 year olds, 86% of 341 young people who responded from the North West thought plain packs were less attractive than branded packs, while more than one in ten said they'd choose a brand because it was considered 'cool'. Children should be protected from the marketing of a highly addictive and seriously harmful product. Plain packaging is needed because it will contribute to this protection.

The evidence demonstrates that tobacco plain packs are beneficial in three key ways:

#### Less attractive, especially to young people

- Following the introduction of advertising bans, tobacco manufacturers have increasingly turned to packaging to make their products more attractive.
- In a study comparing existing branded packs with plain cardboard packs with the name and number of cigarettes in small standard font, plain packs were found to be significantly less attractive.
- There is strong evidence that even with an advertising ban in place, packaging encourages youth smoking.

#### Less misleading

- Plain packs significantly reduce false beliefs about health risk and ease of quitting
- Young people rate them as significantly less attractive and appealing for trying smoking than branded packs.
- Adults and young people (11-17 year olds) are significantly more likely to rate 'silver' and 'gold' packs as lower tar, lower health risk and either easier to quit smoking (adults) or their choice of pack if trying smoking (youth).

#### Improves the effectiveness of health warnings

- Reducing the extent of branding on cigarette packaging progressively increases the effect of health warnings as does increasing the size of warnings.
- Of 13 options tested in one study, plain packs (with large warnings) were significantly more likely to lead to behaviours associated with quitting.

#### Plain, standardised packaging

Plain packaging is also known as generic, standardised or homogenous packaging i.e. has had the attractive promotional aspects of tobacco product packaging removed

- All tobacco packs would be required look the same, except for the brand name - which would be required to be written in a standard typeface, colour and size.
- All other trademarks, logos, colour schemes and graphics would be prohibited.
- There would be a requirement that the package itself is plain coloured (such as white, brown or green) and display only the product content information, consumer information, customs information and health warnings required by law.

#### Public support for standardised packaging

There is substantial public support for standardised packaging:

- Almost two thirds (64%) would support plain packaging if there is evidence that plain packs are less likely to give the false impression that one type of cigarette is safer than another;
- Three quarters (75%) would support if there is evidence that plain packs make health warnings more effective
- Four fifths (80%) would support if there is evidence that plain packs are less attractive to children and young people than branded packs.

And public support will rise further:

- 2005: Support for smokefree legislation was just over 50% when the Health Bill was introduced in England.
- 2007: When the law was introduced, support had grown to over 75% as public understanding of the benefits improved.
- 2010: Since implementation support has risen to 80%, rising fastest among smokers

Young people backing the campaign

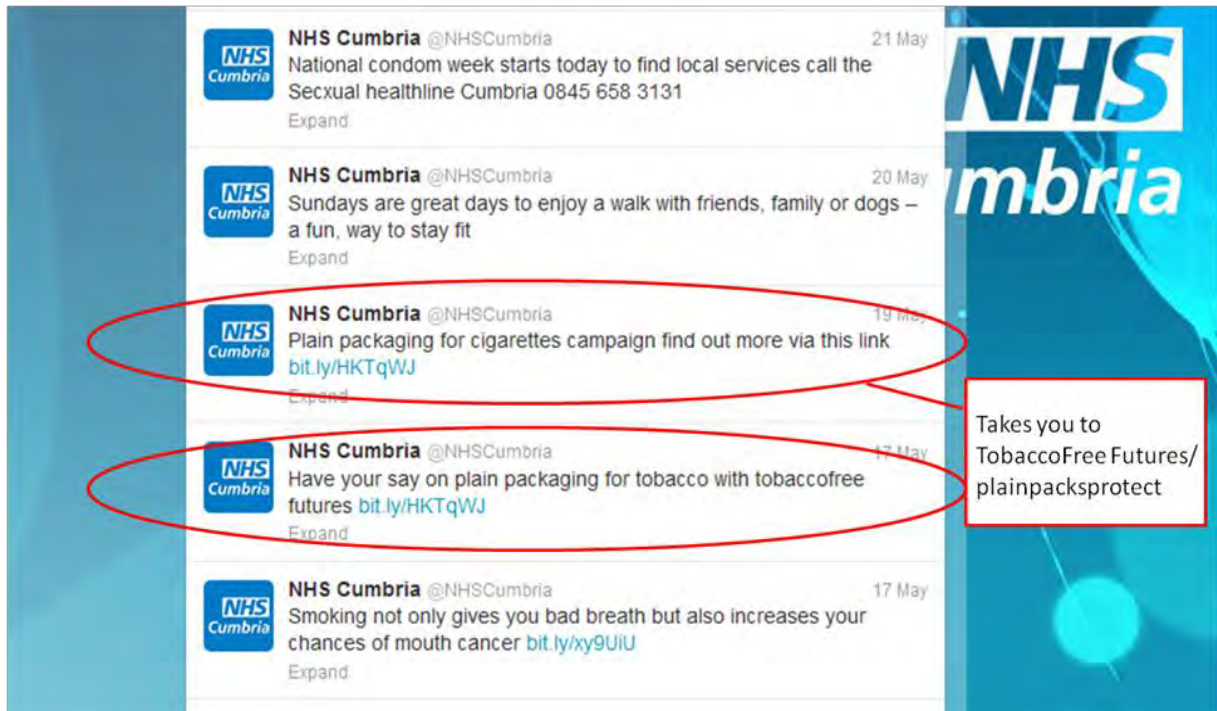
Tobacco Free Futures has a strong track record in working with young people across the region, including the award-winning Smoke and Mirrors campaign to encourage 11-18 year olds to research the hard facts behind the tobacco industry in order to expose the truth themselves. Tobacco Free Futures continues to enable young people to make their views heard on standardised packaging, including visits to Parliament to meet with MPs and Peers. A short Youtube video on the Plain Packs Campaign with North West student and Smoke and Mirrors Ambassador Adan Loughlin is available at <http://tinyurl.com/6uqz74>

For more information contact Tobacco Free Futures

Source : <http://www.eastlancspct.nhs.uk/patients/services/smokefree/plain-packs/>



Item 57



Source <https://twitter.com/#!/nhscumbria>

Item 58

**Have your say on cigarette packaging**

NHS Sefton is encouraging people to urge the government to take action against glitzy cigarette packaging and cigarette industry marketing to protect children from smoking.

It follows the launch of a national public consultation around the introduction of plain, standardised tobacco packaging. To highlight the consultation Tobacco Free Futures has launched a campaign, 'Plain Packs Protect', which NHS Sefton is supporting, focusing on how the tobacco industry uses packaging to engage new young smokers,.

A new UK plain packaging law would mean the end of eye catching branding, including shiny holograms, pretty pastel colours and novelty wrappers.

Source : [http://modgov.sefton.gov.uk/moderngov/documents/s39306/NHS Sefton OSC update MAY 2012.pdf](http://modgov.sefton.gov.uk/moderngov/documents/s39306/NHS_Sefton_OSC_update_MAY_2012.pdf)