



Deborah Arnott
<Deborah.Arnott@ash.org.uk>

12/07/2012 21:04

To Andrews Fiona
<Fiona.Andrews@smokefreesouthwest.org.uk>
PH3/DOH/GB@DOH
cc [REDACTED] OIS/DOH@DOH
[REDACTED] OIS/DOH@DOH,
[REDACTED]@smokefreesouthwest.org.uk>
bcc

Subject RE: Twitter link - plain packs protect website

Dear [REDACTED]

Thanks for alerting us to this, I was not aware until you emailed us that this was the case. It was certainly not intentional and I am glad to hear that it is being rectified asap.

Yours
Deborah.

From: Andrews Fiona [mailto:Fiona.Andrews@smokefreesouthwest.org.uk]
Sent: 12 July 2012 18:22
To: [REDACTED]@dh.gsi.gov.uk
Cc: [REDACTED]@dh.gsi.gov.uk; [REDACTED]@dh.gsi.gov.uk; [REDACTED] Deborah Arnott
Subject: RE: Twitter link - plain packs protect website

Dear [REDACTED]

I can only apologise. We are in error and the quote from the Secretary of State for Health has been placed in a potentially misleadingly location on the Plain Packs Protect website and we have of course instantly given instructions for this to be removed at the earliest opportunity. I understand from Kate Knight that this has been logged with the website technician who will do so first thing tomorrow morning.

I would like to reassure you that we do understand that Health Ministers have an open mind on standardised packaging of tobacco and indeed that the purpose of the national consultation is to provide an opportunity to explore public opinion and to seek submissions of evidence from the broadest possible sources upon which to form a government view. We have been working hard to ensure that we provide clear, evidence-based and honest information to local people and interested parties to support full engagement with the consultation and I am personally unhappy that this mistake has occurred. I can assure you that we will thoroughly recheck the content of the Plain Packs Protect website to ensure it meets the high standard we aim for.

Once again please accept my apologies on behalf of Smokefree South West and other partners of the Plain Packs Protect website. If there is anything else you would suggest we do relating to this then please do let me know?

Regards,

Fiona Andrews

Director of Smokefree South West


Smokefree South West, 149 Whiteladies Road, Bristol, BS8 2RA

Tel: 0117 970 7022 - Fax: 0117 970 6481 - Mob: 07825 318406

www.smokefreesouthwest.org.uk – fiona.andrews@smokefreesouthwest.org.uk

Tobacco remains the single biggest cause of preventable death and disease in the South West

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From: [REDACTED]@dh.gsi.gov.uk [mailto:[REDACTED]@dh.gsi.gov.uk]

Sent: 12 July 2012 16:25

To: Andrews Fiona; Deborah Arnott

Cc: [REDACTED]@dh.gsi.gov.uk; [REDACTED]@dh.gsi.gov.uk

Subject: Fw: Twitter link - plain packs protect website

Dear Fiona and Deborah,

I am writing to you as representatives of the Plain Packs Protects campaign.

The link below suggests that the Health Secretary is listed on your website as a "supporter" of plain packs:

<http://twitter.com/cjsnowdon/status/223403759416508416/photo/1>

I wish to be clear that Health Ministers have an entirely open mind on standardised packaging, and want to know more about the possible benefits and consequences of taking action in this area.

Through the current consultation, the Government is exploring whether action on tobacco packaging has the potential to bring public health benefits over and above those from our current initiatives. Any decisions to take further policy action on tobacco packaging will be taken only after full consideration is given to consultation responses, evidence and other relevant information.

In light of this, I request that Mr Lansley's photograph and quote be removed from your website. If you have any other Government Minister listed as a "supporter" of plain packs without their express consent, I also ask you to remove reference to them from your website as well.

Regards,

[REDACTED]

Tobacco Programme Manager
Department of Health

Tel: 020 7 [REDACTED]
Email: [REDACTED]@dh.gsi.gov.uk

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www.nhs.uk/gosmokefree

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