



Department
of Health

Richmond House
79 Whitehall
London
SW1A 2NS

Tel: 020 7210 4850

TO00000737907

Tobacco Retailers Alliance
PO Box 61705
London SW1H 0XS

29 NOV 2012

Dear Sir/Madam

Thank you for your letters of 1 November to Nick Clegg and Dan Poulter about cigarette packaging. I have been asked to reply.

The UK-wide *Consultation on the standardised packaging of tobacco products* ran from 16 April to 10 August 2012. The consultation has now closed and the Department is carefully considering all the responses that have been received.

The Government wants to make it easier for people to make healthy choices. To do this, it needs to understand whether there is evidence to demonstrate that the plain packaging of tobacco products would have an additional health benefit, over and above existing tobacco control initiatives. The consultation asked whether standardised packaging could improve public health by:

- reducing the appeal of tobacco products to consumers;
- increasing the effectiveness of health warnings on the packaging of tobacco products;
- reducing the ability of tobacco packaging to mislead consumers about the harmful effects of smoking; and
- having a positive effect on smoking-related attitudes, beliefs, intentions and behaviours, particularly among children and young people.

To inform responses to this consultation and any subsequent policy-making, the Department commissioned *Plain tobacco packaging: A systematic review*. The review was supported through the Public Health Research Consortium (PHRC), a network of researchers funded by the Department's Policy Research Programme. The review was undertaken by academics at the University of Stirling, the University of Nottingham and the Institute of Education, London.