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TACKLING TOBACCO,
DRIVING CHANGE

smokefree
Tackling tobacco, driving change

**Government consultation
on standardised tobacco
packaging closes**

August 2012

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Smokefree South West works to tackle tobacco and drive down smoking rates across the South West on behalf of all 14 Primary Care organisations. **Together we aim to accelerate action to make tobacco use less desirable and accessible, and make smoking 'history' for our children.**



Top stories this month...

Over 200,000 people back plain packs!



Over 200,000 people in the UK signed up to show their support for the Plain Packs Protect campaign. This phenomenal level of success comes through joint working from leading health bodies and charities including; Cancer Research UK, BHF, the Royal College of Nursing, Royal College of Midwives, the Faculty of Public Health amongst many others that we would like to thank. You can find out more about the consultation by clicking [read more](#).

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Mel Stride MP voices his support



On July 10th, Mel Stride MP for Central Devon hosted a meeting in Westminster in support of Plain Packs Protect. ITV were also in attendance and featured an interview with Mel and Fiona Andrews as well as a moving feature on a family that has been tragically affected by smoking. Click [read more](#) to see the ITV coverage.

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What happens next?



The Government will examine and evaluate all of the evidence and support received during the consultation before making any decisions on how to progress. Australia has already moved to introduce plain packaging and it is due to come in to law in December this year. Keep up to date with all developments [here](#) or [@plainpacks](#).

**From Fiona
Andrews**

Director of
**Smokefree
South West**



It is a real credit to everyone, and especially those here in the South West, that we have seen such support for a measure that could help move cigarettes out of glamorous, glitzy and expensively designed boxes, protecting future generations from the dangers of smoking.

So many people have played a key role in spreading the message. Examples come to mind such as volunteers in Devon standing for two days at the County Show (in summer rain!) and Torbay's fantastic plain packs shop window, Wiltshire out and about encouraging large scale public support and North Somerset engaging school councils.

All of this has been enhanced behind the scenes. Alliance leads have

done a brilliant job in supporting detailed responses to the consultation from local authorities, clinical commissioning groups and other bodies.

Smokers and non-smokers, young and old, uncles and aunties, parents and grandparents have shown support for plain, standardised packaging looking to protect future generations from a lifetime of addiction and possible premature death.

dates for your diary...



Secondary Care event
Taunton
6th Sept

Commissioners' meeting
Taunton
19th Sept

Stop Smoking Service Managers' meeting
Taunton
26th Sept

ASH Wales conference
Cardiff
10-11th Oct

Advisers' and Administrators' conference
Taunton
29th Nov

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