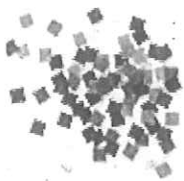


A



[REDACTED] PH3/DOH/GB  
29/10/2012 16:08

To [REDACTED]/PH3/DOH/GB@DOH  
cc  
bcc  
Subject Fw: Consultation on tobacco packaging published today in  
the United Kingdom [SEC=UNCLASSIFIED]

[REDACTED]

----- Forwarded by [REDACTED] PH3/DOH/GB on 29/10/2012 16:08 -----



[REDACTED]@health.gov.  
au  
16/04/2012 12:57

To [REDACTED] PH3/DOH/GB@DOH  
cc  
Subject Re: Consultation on tobacco packaging published today in  
the United Kingdom [SEC=UNCLASSIFIED]

Dear [REDACTED]

Many thanks for your email and congratulations to you and your team. I will read the materials with interest.

Kindest regards,

[REDACTED]

[REDACTED]

Tobacco Reform Section | Tobacco Control Taskforce  
Department of Health & Ageing | Australia

[REDACTED]@dh.gsi.gov.u  
k

To [REDACTED]@dh.gsi.gov.uk  
cc

16/04/2012 20:09

Subje Consultation on tobacco packaging published today in the United Kingdom [SEC=No  
ct Protective Marking]

I am writing to let you know that a consultation on tobacco packaging has been

published today in the United Kingdom.

The consultation is titled "*Consultation on the standardised packaging of tobacco products*" and is available on the Department of Health's website at:  
[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)

The Secretary of State for Health's written ministerial statement to Parliament is available on Parliament's website at:  
[http://www.parliament.uk/documents/commons-vote-office/April\\_2012/16-04-12/7-Health-Tobacco-Packaging-Consultation.pdf](http://www.parliament.uk/documents/commons-vote-office/April_2012/16-04-12/7-Health-Tobacco-Packaging-Consultation.pdf)

The Government has an open mind at this stage about introducing standardised packaging. Through the consultation, the Government wants to understand whether there is evidence to demonstrate that the standardised packaging of tobacco products would have an additional public health benefit, over and above existing tobacco control initiatives. The consultation asks 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.

Through the consultation, the Government is also interested in exploring whether there might be other implications if standardised packaging requirements were introduced, including any potential effect on the illicit tobacco market.

To inform responses to this consultation and any subsequent policy-making, the Department of Health commissioned a systematic review of the evidence on plain tobacco packaging. The review was supported through the Public Health Research Consortium (PHRC), a network of researchers funded by the Department of Health'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. The resulting report has been peer-reviewed in accordance with the Department of Health's Research Governance Framework and is available on the PHRC's website at:

[http://phrc.lshtm.ac.uk/project\\_2011-2016\\_006.html](http://phrc.lshtm.ac.uk/project_2011-2016_006.html)

The consultation will be open for responses from 16 April to 10 July 2012. The Government encourages any person, business or organisation with an interest to

respond.

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.

Please feel free to copy this email to others that may be interested.

Best wishes,

[REDACTED]  
Tobacco Programme Manager  
Department of Health

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

Get off cigarettes with NHS support - call 0800 169 0 169 or visit  
[www.nhs.uk/gosmokefree](http://www.nhs.uk/gosmokefree)

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