



[REDACTED] PH3/DOH/GB

To [REDACTED] DOH@DOH

13/09/2012 18:52

cc

bcc

Subject Fw: Plain packs press release

[REDACTED]

[REDACTED]

Tobacco Programme Manager
Department of Health

Tel: 020 7 [REDACTED]

Email: [REDACTED]@dh.gsi.gov.uk

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----- Forwarded by [REDACTED] PH3/DOH/GB on 13/09/2012 18:52 -----



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

16/04/2012 07:52

To [REDACTED] DOH/GB@DOH

cc [REDACTED]@ash.org.uk

Subject RE: Plain packs press release

Dear [REDACTED] - I thought it might be helpful to you to see the question and the image that people were shown of a plain pack based on the Australian legislation.

plainpack.
Question asked in survey: The image above is an example of a 'plain standardised pack' based on Australian legislation passed last year (Source: ASH, 2012). Thinking about the packaging above, to what extent would you support or oppose the following? Requiring tobacco to be sold in plain standardised packaging with the product name in standard lettering.

I hope this is helpful.
Deborah.

Deborah Arnott
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From: Deborah Arnott
Sent: 15 April 2012 15:57
To: [REDACTED]@dh.gsi.gov.uk
Subject: Plain packs press release

Dear [REDACTED]

Here is the press release we've put out with the opinion polling results – I would be very grateful if you could forward it on to the DH press office as I'm not sure what email address to send it to. (See notes for information on sample size etc.).
Deborah.

ASH News release: for immediate release

Public supports move to put tobacco in plain packaging

To mark the launch of the Government's consultation on tobacco packaging [1] health charity ASH has released a poll to the Observer which shows that there is already a high level of public support for putting tobacco products in plain standardised packaging. A YouGov poll found that overall 62% of adults in England supported this while just 11% opposed the measure. [2]

Deborah Arnott, Chief Executive of ASH, said:

"Plain packaging is the obvious next step now advertising promotion and sponsorship are banned and tobacco displays in shops are on the way out. Cigarettes are not like sweets or toys and should not be sold in fancy colourful packaging to make them appealing to children. Cigarettes are full of toxins and cause fatal diseases: plain, standardised packaging will make this explicit."

Putting tobacco products in plain packaging is essential because once tobacco is out of sight in shops tobacco packs will be the last remaining promotional tool for the tobacco industry. Also 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.

ASH welcomed the comment made by Health Secretary Andrew Lansley in The Times on Friday that: "We don't work in partnership with the tobacco industry because we are trying to arrive at point where they have no business in this country". [3]

Deborah Arnott said the Health Secretary's comments were very encouraging, adding: "The

tobacco industry lost the legal fight against the ad ban and they will lose on plain packaging too. And the argument used by Big Tobacco and its supporters that this would lead to an increase in smuggling is laughable – it's already so easy to copy packaging that its only through covert markings that enforcement officers can tell the difference between authentic and counterfeit cigarette packs. We need to make smoking history for our children and getting rid of the glitzy packaging is the essential next step if we are to succeed." Andrew Lansley's comments also resonate with the public. The YouGov poll found that only 6% of adults in England believe that the tobacco industry can be trusted to "tell the truth".

ENDS

Notes

[1] The Government's consultation is due to be launched on 16th April. The announcement was made today.

For further information on the case for tobacco plain packaging see: the Smokefree Action Coalition Briefing <http://www.smokefreeaction.org.uk/plain-packaging.html>

[2] YouGov Survey. Total sample size was 10,000 adults. Fieldwork was undertaken between 27th February to 16th March 2012. The survey was carried out online. The figures have been weighted and are representative of all adults (aged 18+) in England.

Australia will be the first country in the world to require plain, standardised packaging for all tobacco products from December 2012. See Australian Government Notice:

<http://www.yourhealth.gov.au/internet/yourhealth/publishing.nsf/Content/tobacco-label-passedleg>

[3] The Smokefree Action Coalition is a group of 188 organisations, united in working to reduce the harm caused by tobacco.

. For the full list of members see : <http://www.smokefreeaction.org.uk/about.html>

Contact: Deborah Arnott 020 7739 5902 (w) 079 7693 5987 (m) ISDN available

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