

**From:** [REDACTED]  
**Sent:** 29 November 2013 16:07  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** RE: 3rd Annual Report

[REDACTED]  
I have added 2 bullets in red.

[REDACTED]



Department  
of Health

[REDACTED]  
Tobacco Policy Manager

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**From:** [REDACTED]  
**Sent:** 29 November 2013 15:49  
**To:** [REDACTED]  
**Subject:** 3rd Annual Report

Hi [REDACTED]

Thanks for agreeing to look at this. This is as it stands:

Smoking

- 1.1. Effective tobacco control remains a priority and for the first time since records began, adult smoking rates in England are under 20%. This is in line with our national ambition to reduce rates of smoking by adults in England to 18.5% by the end of 2015. But smoking remains a significant cause of health inequalities and there is much variation in smoking rates across the country.
- 1.2. We continue to implement the Tobacco Control Plan to reduce the harm from tobacco, including for example, high profile marketing campaigns and local authorities, in their new public health role, commissioning stop smoking services to suit local needs:
- We are committed to completing the implementation of legislation to end the display of tobacco in shops. Since 2012, supermarkets (and other large shops) can no longer display tobacco. In 2015 small shops and all businesses selling tobacco to the public will need to cover displays of tobacco
  - Tobacco can no longer be sold from vending machines in England. This has removed a source of cigarettes that underage smokers could access easily. It was estimated that in England, about 35 million cigarettes were being sold to people under age of 18 every year
  - We have asked the eminent paediatrician Sir Cyril Chantler to carry out an independent review of the public health evidence on standardised tobacco packaging to report by March 2014.
  - The Government will introduce standardised tobacco packaging if, following the review and consideration of the wider issues raised by this policy, we are satisfied that there are sufficient grounds to proceed
    - The Department has continued its programme of high profile stop smoking campaigns, including the hard-hitting New Year's health harms 'Mutation' campaign and Stoptober
    - In addition, in July, Public Health England ran a second TV-led marketing campaign on the dangers of secondhand smoke to children to encourage smokers to not smoke in the home or family car, for the health of their family
    - We continue to help those who want to quit. Since January this year, we have distributed over half a million Quit Kits. Local stop smoking services remain popular and effective<sup>[1]</sup>, with smokers four times more likely to quit successfully if they use local Stop Smoking Services than if they choose to go 'cold turkey'

- To discourage smoking, we have some of the highest priced tobacco in Europe and will carry on with our high tax policy. This is coupled with an effective strategy, led by HMRC, to reduce the illicit tobacco trade.

If you can get back to me in the next half hour (it will take me that long to put all the names into the email!), that would be great.



Department  
of Health



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