

[REDACTED]

From: [REDACTED]
Sent: 05 December 2013 17:30
To: [REDACTED]
Subject: RE: Tobacco Products Plain Packaging

Hi [REDACTED] - any update on this?



Department
of Health

[REDACTED]
Senior Press Officer | Public Health
Department of Health, 79 Whitehall, SW1A 2NS
E: [REDACTED]@dh.gov.uk T: [REDACTED]
[@DeptHealthPress](#)

For contact numbers of individual press officers, please [click here](#)
For emergency out of hours queries, call 07050 073581

From: [REDACTED]
Sent: 04 December 2013 14:52
To: [REDACTED]
Subject: FW: Tobacco Products Plain Packaging

[REDACTED]

Just further to below, assuming we get our 'method statement' written, we need to publicise it somehow. We will try to set up some sort of web presence (likely to be very simple and not on DH IT) with a generic e-mail address for people to e-mail. Obviously nobody will notice that by itself, so we'd want DH to draw attention to it. Can you give some thought to how to do this please? I'm told this is the same as was done for Mid Staffs. I guess an easy option would be to tweet with a link?

Thanks,
[REDACTED]

From: [REDACTED]
Sent: 04 December 2013 14:25
To: [REDACTED]
Cc: [REDACTED]@uclpartners.com
Subject: RE: Tobacco Products Plain Packaging

[REDACTED]

We're really hoping to have put something in the public domain very soon (we're trying for end of this week or failing that Monday) which sets out how the review will work and what evidence it wants to gather, with an e-mail address to use. Would you be able to hold on to any queries until we can point people to that statement?

Thanks,
[REDACTED]

[REDACTED]

From: [REDACTED]
Sent: 17 December 2013 11:39
To: [REDACTED]
Cc: Swinson, Clara; [REDACTED]
Subject: RE: Chantler Review - method statement

Thanks- we tweeted from both DH accounts last night and it's already had a few retweets.

C



Department
of Health

[REDACTED]
Senior Press Officer | Public Health
Department of Health, 79 Whitehall, SW1A 2NS
[REDACTED] @dh.gsi.gov.uk [REDACTED]

@DeptHealthPress

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From: [REDACTED]
Sent: 16 December 2013 16:43
To: [REDACTED]
Cc: Swinson, Clara; [REDACTED]
Subject: RE: Chantler Review - method statement

Now live on Kings website:

<http://www.kcl.ac.uk/health/packaging-review.aspx>

Thanks,
[REDACTED]

From: [REDACTED]
Sent: 16 December 2013 16:27
To: [REDACTED]
Cc: Swinson, Clara; [REDACTED]
Subject: RE: Chantler Review - method statement

Has this gone live yet?



Department
of Health

[REDACTED]
Senior Press Officer | Public Health
Department of Health, 79 Whitehall, SW1A 2NS
E: [REDACTED] @dh.gsi.gov.uk T: [REDACTED]

@DeptHealthPress

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From: [REDACTED]
Sent: 16 December 2013 15:08
To: [REDACTED]
Cc: Swinson, Clara; [REDACTED]
Subject: RE: Chantler Review - method statement

Thanks.

Can I also have a line on the trip to Australia? Journalists may ask when he is going, who is meeting with, who will cover the cost etc.

[REDACTED] -- for a tweet, suggest simply: Independent standardised packaging review publishes method statement and terms of reference [link]



Department
of Health

[REDACTED]
Senior Press Officer | Public Health
Department of Health, 79 Whitehall, SW1A 2NS
E: [REDACTED] @dh.gsi.gov.uk T: [REDACTED]

@DeptHealthPress

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From: [REDACTED]
Sent: 16 December 2013 15:03
To: [REDACTED]
Cc: Swinson, Clara; [REDACTED]
Subject: RE: Chantler Review - method statement

Thanks [REDACTED]

Here it is. It includes some explanation of why Kings. It also has my (personal) e-mail address at Kings -- though we haven't actually moved in yet!

Thanks,
[REDACTED]

From: [REDACTED]
Sent: 16 December 2013 15:00
To: [REDACTED]
Cc: Swinson, Clara; [REDACTED]
Subject: RE: Chantler Review - method statement


Thanks -- can I see the text please?

It would be useful also to have a line explaining why it's on the Kings College website, in case journalists ask. Would that be for you or policy to provide?



Department
of Health

[REDACTED]
Senior Press Officer | Public Health
Department of Health, 79 Whitehall, SW1A 2NS
E: [REDACTED] @dh.gsi.gov.uk T: [REDACTED]

 @DeptHealthPress

For contact numbers of individual press officers, please [click here](#)

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From: [REDACTED]
Sent: 16 December 2013 14:57
To: [REDACTED]
Cc: [REDACTED], Swinson, Clara; [REDACTED]
Subject: RE: Chantler Review - method statement

[REDACTED]

Thanks for letting me know -- I'm happy to tweet from the DH account when the web address comes through.

Kind Regards,



Department
of Health

[REDACTED]
Digital Producer, Department of Health,
Richmond House, 79 Whitehall, London SW1A 2NS
E: [REDACTED] [@dh.gsi.gov.uk](mailto:[REDACTED]@dh.gsi.gov.uk) T: [REDACTED]
Follow us on Twitter @DHgovuk

PLEASE NOTE: Do you need to publish on GOV.UK before 8 January?

Please contact the digital team by 13 December at the latest so we can book this in for you.

From: [REDACTED]
Sent: 16 December 2013 14:44
To: [REDACTED]
Cc: [REDACTED], Swinson, Clara; [REDACTED]
Subject: FW: Chantler Review - method statement

[REDACTED]

Please see below. I've been liaising with [REDACTED] on this -- happy to talk it through with you.

From: [REDACTED]
Sent: 16 December 2013 14:37
To: [REDACTED]
Cc: Swinson, Clara; [REDACTED]
Subject: Chantler Review - method statement

[REDACTED]

cc Clara,

Kings College have just told me they can get the plain packaging review method statement (and terms of reference) up on a webpage [this afternoon](#), and will e-mail the address over as soon as they have done so. Great if DH can tweet it to give some wider coverage please (and PHE too?). I'll also e-mail key stakeholders (from a Kings-based

[REDACTED]

From: [REDACTED]
Sent: 13 December 2013 15:48
To: [REDACTED]
Cc: [REDACTED]
Subject: RE: Chantler Review

Thanks – [REDACTED] would know more about this....



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From: [REDACTED]
Sent: 13 December 2013 15:47
To: [REDACTED]
Subject: RE: Chantler Review

Thanks [REDACTED] I'm afraid his has slipped back a little further as Kings aren't yet ready IT-wise. Realistically I think we're looking at next Weds. Sir Cyril asked me to check whether, in addition to a tweet, it would be possible to put something on the DH website? I think it need only be a snippet to give a link. Could you consider and let us know please?

Thanks,
[REDACTED]

From: [REDACTED]
Sent: 12 December 2013 13:53
To: [REDACTED]
Cc: [REDACTED]
Subject: RE: Chantler Review

Hi [REDACTED]

Sounds fine to me. Don't see why we can't tweet it – we have two accounts, one aimed mostly at media and another corporate account. Copying [REDACTED] from the digital team as she may want to replicate anything we do on the latter.

Thanks,



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account) either late on today or early tomorrow morning. (The actual e-mail address for contributions won't go live for another couple of days, but I've reflected that in the method statement itself).

[REDACTED] I've asked Kings to e-mail you and I to say when its gone up on web. Can you pass on the address to recipients of this e-mail please. I'm out with Sir Cyril from about 3 to 5.

Thanks,
[REDACTED]

[REDACTED]
6th Floor Wellington House
SE1 8UG
[REDACTED]

Working hours: 0800-1600 Mon-Fri

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