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From: [REDACTED]@smokefreesouthwest.org.uk] on behalf of [REDACTED]@smokefreesouthwest.org.uk]
Sent: 09 December 2011 16:31
To: [REDACTED]
Subject: Invitation to a Strategic Briefing and Master Classes on 'Tobacco Packaging: The Silent Salesman'
Attachments: Masterclass 16 January (afternoon).pdf; Strategic Briefing 16 January (morning).pdf
Importance: High

Dear [REDACTED]

Invitation to a Strategic Briefing and Master Classes on 'Tobacco Packaging: The Silent Salesman'

16th January 2012: MShed, Bristol

Colourful and slickly designed packs are one of the last remaining avenues for tobacco companies to market tobacco products. At this Strategic Briefing we will consider the recent evidence on the powerful impact of tobacco packaging on smokers and on our children and explore how we might most effectively respond to the forth coming government consultation.

The unique event will offer the opportunity to hear directly from four Professors who at the cutting edge of research around tobacco promotion. Professor Simon Chapman of Sidney University will draw on recent experience from the Australian Government's move to introduce plain packaging. Professor Gerard Hastings will present on some of the compelling evidence on why plain packaging for tobacco is so important and how it will contribute to our future health. During the Master Classes Professor Anna Gilmore from Bath University and Professor Marcus Munafo from Bristol University, Department of Biological Psychology, will outline recent findings from their research on the industry, including the results of using 'eye tracking' technology to explore how consumers respond to packaging and brands.

Tobacco packaging provides the industry with a powerful tool to market their product in an environment where other forms of advertising are restricted.

It is important to note that smoking remains the single biggest preventable cause of death in the UK and that it is essentially our young people that start smoking, not adults.

You are welcome to attend either or both sections of the programme: (Strategic Briefing during the morning and/or set of two Master Classes during the afternoon). Please click on the link below to register. **Please respond by Friday 16th December.**

<http://www.smokefreesouthwest.org.uk/registration/>

I do hope, amongst the very many competing priorities you are no doubt juggling, that you will be able to join us for what promises to be a stimulating Strategic Briefing. If you would like any further information do let me know and we will do our best to provide it?

Kind regards.

[REDACTED]
Smokefree South West

Smokefree South West, 149 Whiteladies Road, Bristol, BS8 2RA

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Tobacco remains the single biggest cause of preventable death and disease in the South West

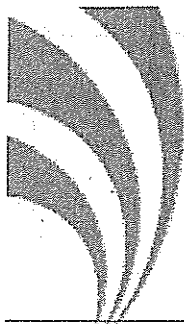
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TACKLING TOBACCO,
DRIVING CHANGE

smokefree
Tackling tobacco, driving change



**Your Invitation to a
MASTERCLASS**

**January 16,
MSHED, Bristol
13.30-16.00**

The Silent Salesman



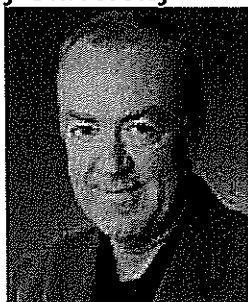
The impact of tobacco packaging & branding on smoking & young people

This Master Class offers a timely opportunity, ahead of the UK consultation on plain packaging of tobacco products, to explore the latest research and experience on the powerful influence of packaging on smokers and young people.

This is a unique opportunity to learn from two leading experts from Australia and the UK.

Featuring:

**Professor Simon Chapman
Sydney University**



**Professor Gerard Hastings
Stirling University**

