

From the Rt Hon Andrew Lansley CBE MP
Secretary of State for Health



POC1_600578

Richmond House
79 Whitehall
London
SW1A 2NS

Tel: 020 7210 3000
Mb-sofs@dh.gsi.gov.uk

[REDACTED]
CBI
Centre Point
103 New Oxford Street
London WC1A 1DU

S. 40(2)

24 MAR 2011

Dear [REDACTED]

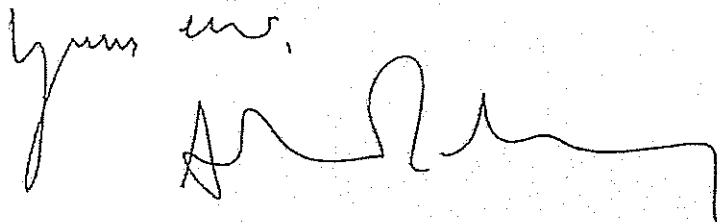
Tobacco Control Plan for England: plain packaging of tobacco products

Thank you for your letter of 10 March about the Tobacco Control Plan for England. I note the concerns that you raise in relation to plain packaging of tobacco products.

I would like to reassure you that while I am determined to improve standards of public health in England, and to improve the health of the poorest fastest, I am also fully committed to the Coalition Government's reducing regulation agenda.

On plain packaging, I think it only right that we consider any avenue with the potential to change young people's perceptions of the social norms around smoking and to influence smoking behaviour. However, I have an open mind and recognise the need to explore fully all the legal and trade implications of options for reducing the promotional impact of tobacco packaging.

I am pleased that you welcome my approach. Given your views on plain packaging, I hope that will take the opportunity to respond to the consultation when it is published later this year.

A handwritten signature in black ink, appearing to read 'Yours m.', followed by a large, stylized signature that is likely 'Andrew Lansley'.

ANDREW LANSLEY CBE

cc Mark Prisk, Minister of State for Business and Enterprise
Baroness Wilcox, Parliamentary Secretary for Business, Innovation and Skills