

From: [REDACTED]

Sent: 20 July 2017 13:30

To: [REDACTED]

Subject: Press release // New Action Plan Reveals Ambitious Tobacco Control Targets For England // Immediate

Good afternoon,

Please find attached for your reference.

Kind regards,

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Press release from ASH Wales Cymru

Embargoed: Immediate

New Action Plan Reveals Ambitious Tobacco Control Targets For England

UK Government has released its Tobacco Control Plan for England, with calls for appropriate funding to support the aim of a 'smokefree generation' already being made by health charities.

The release of the 5-year Plan has ended 18 months of uncertainty after the previous version expired in 2015. It aims to create a 'smokefree generation', meaning a decrease to 5% of the population smoking by 2030. Wales has yet to set a date for when this can be achieved.

The Plan's key targets and commitments are:

- Reduce smoking prevalence among adults from 15.5% to 12% or less
- Reduce the numbers of 15-year olds who regularly smoke from 8% to 3% or less
- Reduce smoking in pregnancy rates from 10.7% to 6% or less
- Maximise the availability of safer alternatives to smoking
- Maintain high duty rates for tobacco products to make tobacco less affordable
- Reduce the inequality gap in smoking prevalence between those in routine and manual occupations and the general population

Chief Executive of ASH in London, Deborah Arnott, said: "ASH congratulates Steve Brine for showing his commitment to tobacco control by getting the new Plan published only weeks after taking over as Public Health Minister. The vision of a "smokefree generation" it sets out is a welcome step change in ambition from the last Tobacco Control Plan for England and should be achievable by 2030."

The Plan calls for an emphasis on local action, rather than national, however this will be in the face of harsh governmental cuts across the country. Public health funding in England will see a real-terms reduction of £600 million a year by 2020/21, on top of an already cut £200 million from the 2015/16 budget. These cuts have hit stop smoking services hard, with these services featuring in the top four for planned cuts by Local Authorities.

Noting this, Deborah Arnott continued: "Funding must be found if the Government is to achieve its vision of a 'smokefree generation'. The tobacco industry should be made to pay a through a licence fee on the 'polluter pays' principle. Tobacco manufacturers are some of the most profitable companies on earth; they can easily afford the costs of radical action to drive down smoking rates."

Chief Executive of ASH Wales Cymru, Suzanne Cass, said: "It's great to finally see England's Tobacco Control Plan and the aspirational targets contained within it. The Welsh Government is currently updating its Plan, with the involvement and support of various health charities and organisations from across Wales, including ASH Wales.

"Those working on Wales' renewed Tobacco Control Action Plan will steadfastly take note of the proposed statistics, advice and information enclosed within England's version and will create attainable yet ambitious targets to continue to improve the health of our nation."

There is strong public support to see the Government commit to tackling smoking, with 76% supporting continued action to limit the deadly habit and 71% supporting a requirement for tobacco manufacturers to pay for the costs of regulation of the industry, such as a retail register (which has already been agreed to be created in Wales).

ENDS

Editor's Notes

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- [The full Tobacco Control Action Plan from the Department of Health](#)
- [ASH in London's full press release, "ASH Welcomes New Tobacco Control Plan for England: Funding needed for it to succeed"](#)

About us

ASH Wales Cymru is the leading organisation working for a smokefree Wales via strong tobacco control policy. We work to raise awareness of the health, social and economic effects of smoking by working with communities, young people and partners across Wales. ASH Wales runs a public facing cessation project called [Smokefree Me](#) and a youth cessation service called [The Filter](#).

NB: Please refer to ASH Wales Cymru as a 'tobacco control campaign group'

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