



Association of Directors of Public Health

The Rt Hon David Cameron MP
Prime Minister
10 Downing Street
London
SW1A 2AA

4th April 2014

Dear Mr Cameron,

I am writing on behalf of the Association of Directors of Public Health to welcome the Report of the Chantler Review on Standardised Packaging and to welcome the announcement that a consultation on standardised packaging regulations will be launched in the very near future.

Given the expertise, status and influence of Directors of Public Health as local leaders for public health, we considered it was important to collate and submit their views, as additional evidence to inform the Chantler Review on standardised packaging – and so in December/January we undertook a survey of all Directors of Public Health in England to elicit their views on the issue of standardised packaging and the likely impact on local communities. The full survey results were submitted to the Chantler Review – and a key outcome was that **100% of those DsPH who responded supported the introduction of standardised packaging and considered the major impact to be to discourage children and young people from taking up smoking, whilst also having a positive impact on encouraging smokers to quit.**

We very much welcome the Government's commitment to early consultation on standardised packaging regulations and would urge that following this the Government will bring in the necessary regulations as soon as possible and in advance of the General Election in 2015.

Yours sincerely,

Dr. Janet Atherton
President, Association of Directors of Public Health

Copied to:

Rt Hon. Jeremy Hunt MP, Secretary of State for Health

Jane Ellison MP, Parliamentary Under Secretary of State for Public Health