



## The Association of Directors of Public Health Public Health Minister Jane Ellison awarded WHO medal

**The Association of Directors of Public Health congratulates Public Health Minister Jane Ellison MP, who has been awarded the WHO Director – General Special Award to mark World No Tobacco Day**

Public Health Minister Jane Ellison MP has been awarded the prestigious [WHO Director-General Special Award](#), in recognition of the outstanding leadership and fortitude she has consistently demonstrated in order to introduce standardised ‘plain’ packaging of tobacco, as well as her continuing commitment to tobacco control.

Standardised packaging, also known as plain, generic or homogenous packaging, refers to packaging that has had attractive promotional aspects of tobacco products removed and the appearance of all tobacco packs is standardised including the colour of the pack.

The introduction of standardised packaging is a significant public health reform, and one that has faced stiff and sustained opposition from the major multinational tobacco companies. Their last legal challenge was defeated by the High Court, allowing the measure to be implemented in the UK on 20<sup>th</sup> May 2016.

The UK has become only the second country in the world, and the first in Europe, to introduce such legislation following the lead of Australia, which implemented the measure in December 2012.

The results of the introduction of standardised packaging in Australia is already seeing impressive results - over a 34 month post-implementation period from December 2012 to September 2015, a [post-implementation review](#) has estimated that the 2012 packaging changes resulted in 108,228 fewer smokers.

The positive example Australia and UK has set is now being followed by other countries looking to introduce the policy, with France and the Republic of Ireland having already passed legislation (implemented in France on 20<sup>th</sup> May 2016, the same day as the UK). The introduction of standardised packaging coincides with the implementation of the EU Tobacco Products Directive, which sets out new rules on tobacco packaging, including that combined (picture and text) health warnings must cover 65% of the front and back of cigarette and roll-your-own tobacco packages.

The introduction of standardised packaging in the UK also coordinates with the theme of this year’s World No Tobacco Day, [Get ready for plain packaging](#). World No Tobacco Day will entreat countries across the world to remove the attractive and promotional material from tobacco packaging that could tempt people, particularly children, into taking up a costly and deadly habit.

ADPH President, Andrew Furber, said:

“The introduction of standardised packaging is extremely significant in improving the nation’s health. The international recognition received today from the World Health Organisation for Jane Ellison’s hard work and dedication to implement this monumental change is very well deserved.”

**ENDS**

**27<sup>th</sup> May 2016**

### Further information

The Association of Directors of Public Health (ADPH) is a Company Limited by guarantee with charity status registered



in England and Wales and is the representative body for Directors of Public Health (DsPH) in the UK. The Association is hosted by the UK Health Forum.

It seeks to improve and protect the health of the population through collating and presenting the views of DsPH; advising on public health policy and legislation at a local, regional, national and international level; facilitating a support network for DsPH; and providing opportunities for DsPH to develop professional practice.

The Association has a rich heritage, its origins dating back more than 150 years. It is a collaborative organisation working in partnership with others to maximise the voice for public health.

[www.adph.org.uk](http://www.adph.org.uk)

**Association of Directors of Public Health**

**May 2016**