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COMMUNITY PRACTITIONERS' &
HEALTH VISITORS' ASSOCIATION

Our Ref: OA/AW

20 November 2002

Penny Allsop
Department of Health
Sent by email to:
tobaccobillregulations@doh.gsi.gov.uk

Dear Ms Allsop

RE: CONSULTATION ON THE DRAFT: TOBACCO ADVERTISING AND PROMOTION (SPONSORSHIP) TRANSITIONAL REGULATIONS; TOBACCO ADVERTISING AND PROMOTION (POINT OF SALE) REGULATIONS; TOBACCO ADVERTISING AND PROMOTION (BRANDSHARING) REGULATIONS

Firstly, the Community Practitioners' & Health Visitors' Association would like to thank you for the opportunity to comment on the above draft regulations and would also like to offer our apologies for the delay in responding to you.

Tobacco Advertising and Promotion (Sponsorship) Transitional Regulations

The CPHVA is in support of the Department of Health plan to reduce tobacco advertising over a pre-determined amount of time so that sponsorship agreements cease by no later than 30 July 2003 and global events by no later than 1 October 2006.

We believe the reduction in sponsorship will have a significant impact on decreasing the incidence of smoking.

Tobacco Advertising and Promotion (Point of Sale) Regulations

The CPHVA is in agreement with the proposal to restrict the size of tobacco adverts and the other restrictions listed within. Any, and all, measures should be taken to protect children from exposure to tobacco promotion.

Tobacco Advertising and Promotion (Brandsharing) Regulations

The CPHVA is in support of prohibition of the branding of non-tobacco goods or vice-versa where the end result will be the promotion of a tobacco product. We support a transitional period of no more than eighteen months.

We hope that you find these comments helpful.

Yours sincerely

Obi Amadi
Lead Professional Officer