

Government launches new tobacco control strategy



01 February 2010

The Government's tobacco control strategy launched on 1 February 2010 heralds the start of the next phase in tobacco control in England. The new strategy includes ambitious, yet realisable, goals to dramatically reduce smoking rates among adults and children.

The primary goals are to:

- Reduce smoking among 11-15 year olds from 6% now to under 1% by 2020
- Reduce adult smoking from 21% now to under 10% by 2020.

The strategy can be found [here](#) on the Department of Health website.

See our press release [here](#).

See the Department of Health's press release [here](#).