



Rt Hon Matt Hancock
Secretary of State for Health and Social Care
39 Victoria St, Westminster
London SW1H 0EU

29 July 2019

Dear Matt

Re: Advancing our health: prevention in the 2020s – consultation document

We are writing on behalf of the Smokefree Action Coalition (SFAC), an alliance of over 300 leading health organisations committed to reducing the harm caused by tobacco, to congratulate you on the publication of the Green Paper. The SFAC was delighted to see the ambition to go 'smoke-free' in England by 2030 set out in the Prevention Green Paper.

This goal is, however, to quote the Green Paper, "*extremely challenging*", particularly if it is to be delivered while at the same time eliminating inequalities. The current tobacco control strategy will not be sufficient, so we welcome the commitment to set out further proposals for achieving a smoke-free 2030 at a later date. Adequate funding will be essential, so we were pleased to note that the Government will be considering options for revenue raising including the 'polluter pays' approach and the possibility of raising funds under the Health Act 2006.

The transnational tobacco companies have been lobbying for a partnership role in achieving the end of smoking, without success to date. Indeed the Conservative Government has been very vocal in living up to its legal obligation as a party to the international tobacco treaty, the WHO Framework Convention on Tobacco Control, to protect our public health policy from the commercial and vested interests of the industry. We are delighted to see that it continues to do so, with the goal positioned as "*an ultimatum for the industry to make smoked tobacco obsolete by 2030*", making clear that what is envisaged is in no way a partnership with the industry.

Delivering a smoke-free England by 2030 is achievable, popular and will make the single most significant contribution to the Ageing Society Challenge mission of 5 extra healthy years of life, while narrowing the gap between the richest and the poorest. We look forward to supporting the delivery of this important goal.

Yours sincerely

A handwritten signature in black ink, appearing to read "D. Arnott".

Deborah Arnott
Chief Executive, ASH

A handwritten signature in black ink, appearing to read "A. Goddard".

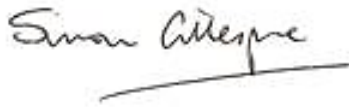
Professor Andrew Goddard
President, Royal College of Physicians



Dr Helen Stokes-Lampard
Chair, Royal College of General Practitioners



Professor Maggie Rae
President, Faculty of Public Health



Simon Gillespie OBE
Chief Executive, British Heart Foundation



Dr Penny Woods
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Sarah Woolnough
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Shirley Cramer CBE
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Health



Professor Jon Bennett
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Ailsa Rutter OBE FKC,
Director, Fresh



Carol Stonham
Chair, Primary Care Respiratory Society



Rachel Spencer-Henshall
Chair, Breathe 2025



Ruth Tennant
Tobacco Lead for the Association of
Directors of Public Health



Professor John Britton CBE
Director, UK Centre for Tobacco and Alcohol
Studies