



Office for Health
Improvement
& Disparities

Global and Public Health Group
Office for Health Improvement and Disparities
Department of Health and Social Care
39 Victoria Street
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[REDACTED]
[REDACTED]
British American Tobacco UK

By email: [REDACTED]

27 March 2024

Dear [REDACTED]

Letter from BAT UK and Imperial Tobacco

Thank you for your correspondence of 29 February 2024 regarding the consultation titled 'Creating a smokefree generation and tackling youth vaping'.

I am responding on behalf of the Permanent Secretary as the Director for Health Improvement with responsibility for tobacco and vaping policy and legislation.

As a party to the World Health Organisation Framework Convention on Tobacco Control (FCTC), the Government is committed to upholding its obligations, in particular those under Article 5.3. Article 5.3 of the FCTC requires that "in setting and implementing their public health policies with respect to tobacco control, Parties shall act to protect these policies from commercial and other vested interests of the tobacco industry in accordance with national law."

The WHO Guidelines for Implementation of Article 5.3 FCTC also state that: "Parties are strongly urged to implement measures beyond those recommended in these guidelines when adapting them to their specific circumstances". In line with national law, the Government can therefore take further action to protect public health policy from the vested interests of the tobacco industry.

The Department of Health and Social Care has published guidance for engagement with the tobacco industry to support adherence to Article 5.3 across the UK Government. It is available here: www.gov.uk/government/publications/protocol-for-engagement-with-stakeholders-with-links-to-the-tobacco-industry/guidance-for-government-engagement-with-the-tobacco-industry. This guidance applies across the tobacco industry, including to vape organisations with links to the tobacco industry.

The consultation was undertaken by the Department of Health and Social Care on an entirely voluntary basis, and is not a mandated element of the legislative process.

This consultation response has been published and process is complete. The Government will not reopen the consultation nor withdraw the consultation response.

In line with obligations under Article 5.3 your correspondence and this reply will be published on the website of the Department of Health and Social Care.

Yours sincerely,



Natasha Burgon
Director, Health Improvement