



Department of Health and Social Care minutes: 1 July 2026

Smoke-free generation implementation meeting group

This meeting was held on 1 July 2026 from 11am to 12pm on Microsoft Teams.

The chair was Natasha Burgon, Director, Health Improvement Directorate.

Minutes were taken by a Department of Health and Social Care (DHSC) official.

Attendees

The attendees were:

- DHSC Deputy Director (Tobacco and Vapes)
- DHSC official (Tobacco and Vapes)
- DHSC official (Tobacco and Vapes)
- DHSC official (Tobacco and Vapes)
- DHSC official (Strategic Communications)
- DHSC official (Marketing)
- DHSC official (Marketing Partnerships)
- Department for Business and Trade official (Retail and Consumer Goods)
- Chartered Trading Standards Institute representative

- Local Government Association representative
- British Retail Consortium representative
- Association of Convenience Stores representative
- Action on Smoking and Health representative
- Cancer Research UK representative
- Scottish Government official (Tobacco Control)
- Welsh Government official
- Department of Health (Northern Ireland) official

Apologies

DHSC Deputy Director (Regional representative)

Royal College of Paediatrics and Child Health representative

1. Welcome

1.1 The chair welcomed all members to the second meeting of the Smoke-free generation (SFG) implementation group.

1.2 The chair noted that there were no amendments to be made to the previous meeting minutes.

1.3 The chair reminded members of the purpose of the group and provided a brief update on departmental and government developments.

2. Enabling secondary legislation

2.1 DHSC provided an overview of secondary legislation, with a focus on the age verification regulations and the age of sale notices regulations.

2.2 It was noted that the 4 nations were working closely and align where appropriate on the secondary legislation changes.

3. Guidance

3.1 Following the last meeting, draft guidance had since been circulated to members of the group.

3.2 DHSC confirmed they plan to publish the guidance over the summer. Members support in disseminating it would be welcomed.

3.3 DHSC confirmed that once the guidance is published, it would be highly unlikely that there would be any changes to the requirements for the age of sales signs.

4. Smoke-free generation public awareness campaign

4.1 DHSC Marketing provided an overview of the SFG campaign and confirmed that the first burst of the campaign is planned for November, with a second burst in January 2027, subject to approvals.

4.2 DHSC Marketing also confirmed that they will also be producing a supporting toolkit alongside the campaign for stakeholder partners to use.

4.3 DHSC Marketing confirmed that they have got some insight from the smoking cessation campaign which they will share with the group.

4.4 There will be a more substantive update on plans at the next meeting in September.

5. Strategic communications

5.1 DHSC provided an update on strategic communications and upcoming milestones.

5.2 DHSC confirmed they are keen to attend stakeholder forums to speak to partners and members directly at key communications announcements.

6. Any other business

6.1 No other business was raised.

7. Close

7.1 The chair thanked attendees for their collaborative approach and contributions and closed the meeting. The next meeting will be held in September.