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**Sent:** 22 November 2017 16:41  
**To:** Martin Dockrell  
**Cc:** [redacted]  
**Subject:** Prioritising investment in local stop smoking services

Dear Mr Dockrell

I am contacting you on behalf of PAGB (Proprietary Association of Great Britain) to share a paper intended to support local areas in making the case of prioritising investment in local stop smoking services as local budgeting decisions take place.

As you will know, earlier this year the Government published its latest [tobacco control plan](#). The plan explicitly highlights that quit support is highly cost-effective, noting that smokers who use these services are up to four times more likely to quit successfully than those who choose to quit without help. However, no additional funding was outlined for these services, which have already experienced significant cut backs across England, particularly where stop smoking services are not considered a local priority.

The attached paper is intended to help local areas make the case for prioritising investment in stop smoking services locally. The paper first summarises the short term benefits from investment and then details the significant long term cost savings that can be realised, through six case studies, the methodology behind which has been included in the paper.

Our hope is that the paper provides a helpful tool for local areas seeking to demonstrate the possible health benefits and cost savings that investments in stop smoking services can have in the short, medium and long term.

Should you have any questions regarding the paper, please do get in contact.

Kind regards

[redacted]

(Sent on behalf of [redacted], [redacted], PAGB)

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