

# SHOULD GOVERNMENT CONTROL YOUR PERSONAL CHOICE?

## TOBACCO

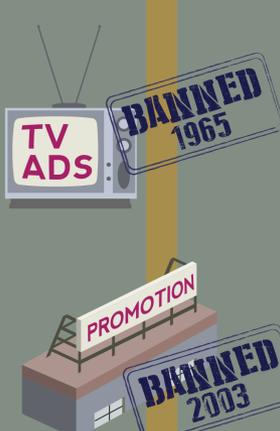


## ALCOHOL



## H.F.S.S.

(HIGH FAT, SALT & SUGAR FOODS)



"WE NEED URGENT ACTION FROM THE GOVERNMENT TO MAKE SURE TIGHTER REGULATIONS ON ALCOHOL ADVERTISING ARE IMPLEMENTED."

TOM SMITH,  
HEAD OF POLICY AT ALCOHOL CONCERN



"...WITH OPTIONS INCLUDING A TIME WATERSHED FOR ADVERTISING OF PRODUCTS HIGH IN SUGAR, FAT AND/OR SALT."

ANDY BURNHAM,  
SHADOW SECRETARY OF STATE FOR HEALTH

"IF WE WERE REALLY BOLD, WE MIGHT EVEN BEGIN TO THINK OF HIGH-CALORIE FAST FOOD IN THE SAME WAY AS CIGARETTES – BY SETTING STRINGENT LIMITS ON ADVERTISING, PRODUCT PLACEMENT AND SPONSORSHIP OF SPORTS EVENTS,"

– PROFESSOR TERENCE STEPHENSON,  
PRESIDENT OF THE ROYAL COLLEGE OF PAEDIATRICS AND CHILD HEALTH

## SPORTS



## SPONSORSHIP

TOTAL BAN 2005



"SELF-REGULATION OF ALCOHOL ADVERTISING ISN'T WORKING WHEN IT ALLOWS DRINK BRANDS TO DOMINATE SPORTING EVENTS"

PROFESSOR SIR IAN GILMOUR,  
CHAIR OF THE AHA

"DISASSOCIATE PHYSICAL ACTIVITY WITH OBESITY VIA BANNING JUNK FOOD SPORTS SPONSORSHIPS."

ACTION ON SUGAR



## PACKAGING RULES



VOLUNTARY HEALTH WARNINGS 1970s & 1980s

"AT LEAST ONE THIRD OF EVERY ALCOHOL PRODUCT LABEL SHOULD BE GIVEN OVER TO A MANDATORY EVIDENCE-BASED HEALTH WARNING SPECIFIED BY AN INDEPENDENT REGULATORY BODY"

ALCOHOL HEALTH ALLIANCE



WARNINGS LEGISLATED IN 1991

"BY THE TIME TOBACCO PLAIN PACKAGING IS ESTABLISHED, IT WILL BE TOO LATE FOR THE OTHERS TO PUSH BACK AS THE PRECEDENT WILL BE SET."

ERIK BLOOMQUIST, AN ANALYST AT BERENBERG



PARLIAMENT VOTING ON PLAIN PACKS IN MARCH 2015



## TAX

88%

REGULAR

77%

PREMIUM

ON A TYPICAL PACK OF 20 PREMIUM CIGARETTES 77% OF THE RRP IS TAX – FOR SOME LESS EXPENSIVE BRANDS, IT IS 88%

IN THE UK, FOR AVERAGE PRICED SPIRITS NEARLY 80% OF THE COST IS TAX, AND FOR WINE NEARLY 60%



"A SUGARS TAX SHOULD BE DEVELOPED TO INCREASE THE COST OF SUGAR-RICH FOOD AND DRINKS."

PROFESSOR PHILIP JAMES

"SUGAR IS DANGEROUS EXCLUSIVE OF ITS CALORIES, JUST LIKE ALCOHOL. CHILDREN ARE THE PRIMARY TARGETS OF MARKETING CAMPAIGNS, AND THE LEAST ABLE TO RESIST THE MESSAGING. THAT MAKES SUGARY DRINKS LIKE THE "ALCOHOL OF CHILDHOOD", WHICH MAKES THEM OBESE. "

– PROFESSOR ROBERT LUSTIG, ACTION ON SUGAR



## LESSONS FROM AUSTRALIA

### EVIDENCE ON PLAIN PACKAGING

"THE REASON THEY'RE LEAPING UP AND DOWN AND SCREAMING NOW, NOW! NOW! IS THAT THE EVIDENCE OF THE EFFECTIVENESS OF THE IDEA IS NOW COMING IN. AND IT SIMPLY DOESN'T WORK: IT DOES NOT DO WHAT IT IS CLAIMED IT SHOULD DO. REGARDLESS OF WHAT YOU THINK ABOUT THE DESIRABILITY OF CURTAILING COMMERCIAL FREEDOM IN THE CAUSE OF REDUCING SMOKING RATES, PLAIN PACKAGING SIMPLY DOESN'T REDUCE SMOKING RATES."

TIM WORSTALL, ADAM SMITH INSTITUTE