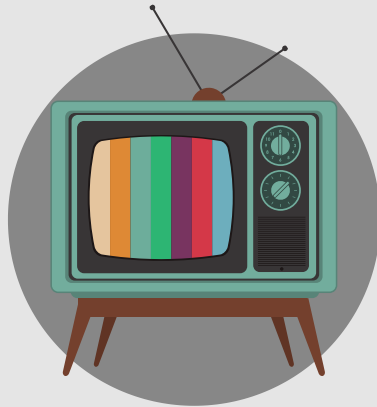


# Key dates in tobacco regulation

## 1962 — 2020



**Further information about the early history of tobacco is available at:**

[www.tobacco.org/History/history.html](http://www.tobacco.org/History/history.html)

## **1962**

The first Royal College of Physicians (RCP) report, "[Smoking and Health](#)", was published. It received massive publicity. The main recommendations were: restriction of tobacco advertising; increased taxation on cigarettes; more restrictions on the sales of cigarettes to children, and smoking in public places; and more information on the tar/nicotine content of cigarettes. For the first time in a decade, cigarette sales fell.

The Tobacco Advisory Committee (subsequently Council, and now known as the Tobacco Manufacturers' Association) - which represents the interests of the tobacco industry - agreed to implement a code of advertising practice for cigarettes which was intended to take some of the glamour out of cigarette advertisements. The code was based on the former ITA code governing cigarette advertisements on TV (before they were removed in 1964, with the co-operation of the ITA)

## **1964**

The US Surgeon General produced his first report on "[Smoking and Health](#)". Its conclusions corroborated those of the RCP and the US Surgeon General has produced annual reports since 1967 on the health consequences on smoking.

Doll and Hill published the results of a nationwide prospective survey on "[mortality in relation to smoking: 10 years' observations in British Doctors](#)". Between 1951 and 1964 about half the UK's doctors who smoked gave up and there was a dramatic fall in lung cancer incidence among those who gave up as opposed to those who continued to smoke.

## **1965**

After considerable debate, the government used the powers vested in it under the terms of the 1964 Television Act to [ban cigarette advertisements on television](#). This was after consultation with the ITA.

## **1966**

The government asked the tobacco industry to withdraw cigarette coupon schemes. It refused.

**1967**

The first **World Conference on Smoking and Health** was held in New York.

Kenneth Robinson, Minister for Health, announced in Parliament the Government's intention to "introduce legislation in due course to take powers to ban cigarette coupon schemes, to control or ban other promotional schemes and to limit other forms of advertising". This action was never in fact taken.

**1968**

The **Health Education Council** (HEC - later reorganised as the Health Education Authority, or HEA) was established by Government to replace the existing Central Council for Health Education in England and Wales. The **Scottish Health Education Unit** (SHEU, later SHEG, now HEBS - Health Education Board for Scotland) was established to cover similar activities in Scotland.

**1969**

The Health Education Council's first anti-smoking campaign was launched: posters asking, "Why learn about lung cancer the hard way?" appeared.

The Radio Times implemented its own ban on cigarette advertising.

Finnair claimed to be the world's first airline providing non-smoking accommodation.

**1970**

The Director-General of the World Health Organisation (WHO) presented a report to the 23rd World Health Assembly on "The limitation of smoking". The paper was prepared by Professor Charles Fletcher of the Hammersmith Hospital, and Dr Daniel Horn. It called for an end to cigarette advertising and promotion, among other recommendations. As a result, the WHO Assembly banned smoking at meetings and affirmed the health hazards in strong terms.

**1971**

Sir Keith Joseph, Secretary of State for Health, affirmed the government's intention to control tobacco use through voluntary agreement with the tobacco industry.

First voluntary agreement between the tobacco industry and the government drawn up. Its provisions included: all cigarette

packs for sale in the UK should carry the words "Warning by HM Government: Smoking can damage your health"; all press and poster ads were to carry the reference: "Every pack carries a Government health warning"; and the industry agreed to establish a scientific liaison committee consisting of industry and DHSS-nominated scientists to explore less dangerous forms of smoking and to devise a way of measuring tar/nicotine levels.

Publication of the second RCP report, "Smoking and Health Now". It endorsed the WHO report. This report also received widespread publicity and caused a permanent drop of 5% in cigarette consumption. A clear socio-economic divide in cessation had emerged: people in the "professional" classes were giving up smoking, while people in the "manual" and "unwaged" groups were not.

**Action on Smoking and Health (ASH)** was set up under the auspices of the RCP to make non-smoking the norm in society and to inform and educate the public about the death and disease caused by smoking. Its first president was Lord Rosenheim, President of the RCP; its Chairman Professor Charles Fletcher, its Hon Secretary Dr Keith Ball, and its first director Dr John Dunwoody.

Following a campaign by ASH, London Transport increased the proportion of carriages in underground trains reserved for non-smokers from 50% to 75%, and banned smoking on single-deck buses.

Rank Leisure was the first of the major UK cinema chains to **provide smoke-free seating** in most of its cinemas.

## 1972

132 MPs voted in favour of a ban on cigarette advertising, 73 against. In an extension of the existing voluntary agreement, the industry agreed to: include "health hints" on cigarette packs (e.g. "if you do smoke, leave a long stub"); cover up specific brand advertisements at televised sporting events; ensure that all brand ads at sports events carried a health warning; ensure that cinema cigarette advertisements, and those sent through the post, carried a reference to the health warning.

## 1973

The government announced that a new Independent Scientific Committee on Smoking and Health (ISCSH) was to replace the standing liaison committee. Its first priority was to produce guidelines for, and administer the testing of, tobacco substitute and additive materials.

The **first tar/nicotine tables**, in which information on the tar and nicotine levels in all generally available cigarettes was given, were published. The lowest was 4 mg and the highest 38mg. The average tar yield of cigarettes then on sale was 20.6mg.

ASH introduced a "Butt of the Month" award for specific cigarette advertisements with citations for "outstanding services to national ill-health". The first award went to Consulate, a menthol cigarette advertised with the slogan "gives you a taste of the country". ASH pressure led to the withdrawal of an inadequately tested part-substitute for tobacco.

# 1974

**UK Regulation:** Dr David Owen, minister for health, announced in Parliament that he had asked the industry to agree to: allocate some of its advertising budget to health education; abolish cigarette advertising in the cinema; print tar group descriptions on packs and advertisements; use a stronger and more prominent health warning; abolish coupon schemes; and consider curbing tobacco sponsorship of sport. The industry later rejected most of these requests.

**Publications:** ASH published an expert report on smoking cessation clinics, calling for more effort to support these ventures. No health authority action was forthcoming.

The second edition of the tar tables was published, dividing cigarettes into high, middle-to-high, middle, low-to-middle and low tar categories.

**Key Stats:** The **first national smoking survey** in the UK shows that 46% of adults aged 16 and over smoke.

**Campaigns:** As holder of a single share, ASH put several questions concerning smoking and health forward at Rothmans AGM. Since then, ASH representatives attend most tobacco AGMs for the same purpose.

**Business:** British Rail and British Airways increased the proportion of accommodation for non-smokers.

**Tobacco Industry:** The ASH "Butt of the Summer" award was given to Kensitas, with its slogan "You get more out of life with Kensitas". ASH suggested this should continue: "You get lung cancer. You get heart disease. You get emphysema." The manufacturers eventually withdrew the ad.

Imperial Tobacco withdrew two brands called "Rapier" and "Stiletto" after ASH wrote to its Chairman congratulating him on choosing such apt names for products associated with death.



Adult smoking rate for Great Britain (16+)

## 1975

**UK Regulation:** Code of Advertising Practice of cigarettes to be taken out of the hands of the industry and to be monitored by the Advertising Standards Authority; to place tar groupings on packs and advertising. Imperial Tobacco, which then controlled two-thirds of the UK market, **agreed unilaterally** to remove brand names and logos from racing cars taking part in UK races.



*Adult smoking rate for Great Britain (16+)*

Following discussions with the industry and the department of Health, the ASA agreed to **devise a new, stricter code** governing cigarette advertising.

In response to the government's 1974 proposals, the industry agreed to: withdraw advertising from U certificate cinema programmes; to end the advertising of free samples.

**Publications:** The ISCSH's **first report** on tobacco substitutes and tobacco additives was published.

**Key stats:** The total number of deaths from lung cancer decreased during 1975 for the first time for more than half a century, in men only: the number of deaths among women continued to increase.

A survey by ASH showed that 86% of tobacconists were selling cigarettes to children.

**Campaigns:** In a submission to the Royal Commission on Civil Liability and Compensation ASH called for tobacco manufacturers and retailers to be made legally liable for compensation in respect of death or illness caused by smoking.

Two Thames TV documentaries on smoking in successive weeks made 160,000 people (5% of the audience) give up, according to a Gallup poll.

## 1976

**UK Regulation:** Cigarette taxation **increased** by 3.5p in the Budget. "Specific" and "ad valorem" taxes, a two-tier system designed to ease tax harmonisation within the EEC, were introduced.

Robert Kilroy-Silk MP presented a Private Member's bill to bring tobacco substitutes and additives under the 1968 Medicines Act. Dr Owen announced the government's intentions to place tobacco substitutes and additives under the remit of the 1968 Medicines Act.

The ASA implemented its own new code of advertising practice governing cigarettes which had been agreed in August 1975. The long-standing Marlboro cowboy and Rothmans pilot campaigns were immediately withdrawn as a result.

**Publications:** Professor Sir Richard Doll and Mr Richard Peto published the results of **their 20-year prospective study** of nearly 35,000 doctors' smoking habits. They concluded that one in three smokers dies from their habit.

**Campaigns:** The BBC programme Nationwide launched a widespread campaign to "Stop smoking with Nationwide" which continued for several months.

The Health Education Council launched an anti-smoking campaign aimed at young people.

A DHSS and NOP poll showed that 70% of the population - a majority of both smokers and non-smokers - favoured further restrictions on smoking in all public places.

The inaugural meeting of the all-party Parliamentary Group for action on smoking and health was held at the House of Commons. ASH's new patron, HRH the Duke of Gloucester, opened the meeting.

**Tobacco Industry:** "**Death in the West**", Peter Taylor's hard-hitting documentary about the illness and death suffered by American cowboys who smoke, and the contrast with the Philip Morris "Marlboro cowboy" image, is shown once on Thames TV. Philip Morris immediately takes out an injunction to prevent further showings of this film. In 1979, in an out-of-court settlement with Thames, Philip Morris acquires all the film shot for this film, whether or not it was used in the finished programme.



Adult smoking rate for  
Great Britain (16+)



## 1977

**UK Regulation:** A new voluntary agreement with the tobacco industry stipulated: a slightly strengthened health warning to appear on packs and ads; advertising of high tar brands to be stopped immediately, and middle-to-high tar brands by 1978; no new brands in these categories to be introduced; a new, stronger code of advertising practice to be introduced; and a code of practice for sponsorship to be discussed with the Minister for Sport.



Adult smoking rate for Great Britain (16+)

David Ennals, Secretary of State for Social Services, announced that the Independent Scientific Committee on Smoking and Health, under the chairmanship of Professor Hunter, had given a limited go-ahead for the marketing of two tobacco substitutes, **NSM and Cytrel**. These products were incorporated into cigarettes which were still mostly made up of tobacco. The cigarettes were marketed as "safer" and eventually withdrawn after prolonged and vigorous protests from ASH and other groups on the grounds that the advertising was utterly misleading.

**Publications:** The third report of the RCP, "Smoking or Health", was published. It provided an authoritative summary of research on smoking and disease, and made the strongest calls yet for government action to control smoking.

**Campaigns:** The Health Education Council launched a TV campaign focusing on the rights of non-smokers and smoking by women.

ASH submitted evidence to the Royal Commission on the National Health Service, recommending a "health levy" on cigarettes to pay for the cost of treating smoking-related diseases.

# 1978

**UK Regulation:** The Independent Broadcasting Authority publishes a Code of Advertising Standards which regulates all commercial TV and radio broadcasting. Cigarettes and cigarette tobacco are "unacceptable products" not to be advertised on commercial radio.

Only high-tar cigarettes are affected by this year's **Budget**, which levies 7 pence on a packet of 20 with a tar yield of 20mg or more, from September.

**Clause 1 of the Finance Bill**, which provides for extra taxation on high tar cigarettes is debated in Parliamentary Committee and despite a campaign against the clause by the tobacco industry, it is adopted.

A House of Commons Early Day Motion, tabled by Sir George Young and signed by 54 MPs, calls for a ban on tobacco advertising.

Tyne and Wear County Transport Committee agrees to make all public transport in the area smoke-free.

**Publications:** A major article in the BMJ discusses the evidence that passive smoking is harmful to health.

**Campaigns:** The Central Middlesex Hospital in London holds a successful "Smoking Action Week", with film shows, cessation counselling and public meetings. The hospital becomes the first in Britain to implement a 1977 Department of Health Circular requiring hospitals to introduce a smoking policy.

ASH asks the DHSS to set up a new independent authority to control tobacco advertising and promotion.



Adult smoking rate for Great Britain (16+)

## 1979

**UK Regulation:** Main post offices are **made smoke-free**.

Laurie Pavitt MP presents a Bill, supported by ASH, to legislate against tobacco advertising and promotion.

**Publications:** The publication of a major WHO report, "**Controlling the smoking epidemic**", receives widespread press coverage.

**Key Stats:** OPCS figures show a sharp rise in women's deaths from lung cancer over the past ten years.

**Campaigns:** The Coronary Prevention Group is set up. Its aim is to encourage diet and lifestyle changes in order to reduce coronary heart disease, including reduction of smoking.

David Simpson becomes Director of ASH.

Sir George Young, Under-Secretary of State at the DHSS, receives press commendation for his commitment to the smoking and health issue.



39.5%

Adult smoking rate for  
Great Britain (16+)

## 1980

**UK Regulation:** The Government announces a new voluntary agreement with the tobacco industry, which was only in force for a very short time. Four new health warnings are introduced, and more space is allocated to them on posters. The industry agrees to cut its expenditure on poster advertising by 30%. It also agrees to take steps not to put posters within view of schools, although the clause is vaguely worded. ASH, the British Medical Association (BMA) and a number of MPs describe the agreement as weak and ineffective. ASH vows that its long-term campaign to see all tobacco advertising banned by law will continue.

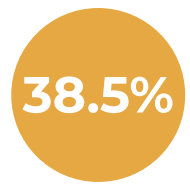
**Publications:** The second Independent Scientific Committee on Smoking and Health (ISCSH) report attracts criticism for refusing to recommend the publication of carbon monoxide yields of cigarettes.

"Which" magazine publishes the carbon monoxide yields of 19 brands of cigarette in this month's issue and urges the Government to make this information generally known.

**Campaigns:** The Social Services Committee, reporting to the Government on perinatal mortality, asks for all tobacco advertising to be banned and for other legislative methods to control tobacco use.

A BBC "Horizon" programme, "**Smoker's Luck**", wins press acclaim. It highlighted some of the less well-known effects of smoking such as gangrene, as well as presenting the advantages of giving up smoking.

**Tobacco Industry:** The BBC programme "Panorama" reports on the tobacco industry, revealing that the chairman of the Tobacco Advisory Council is on the Sports Council, as well as showing in depth how the industry refuses to acknowledge publicly that smoking kills. The industry's third world marketing policies are also subjected to intensive scrutiny.



Adult smoking rate for  
Great Britain (16+)

# 1981

**UK Regulation:** Cigarette tax is increased by 14 pence on a packet of 20 in this year's main Budget, the biggest percentage price rise since 1947.

Sir George Young, Parliamentary Under-Secretary of State for Health, is **moved** to the Department of the Environment after it becomes clear that he will support and actively campaign for a ban on tobacco advertising and other legislation to control tobacco use. Patrick Jenkin, the Health Minister at the time, is also **moved away** from the Department of Health.

**Publications:** Publication of "**The Ladykillers: Why smoking is a feminist issue**", by Dr Bobbie Jacobson, former Deputy Director of ASH. The book attracts widespread press coverage for its detailed treatment of why tobacco use, and tobacco advertising, is a particular issue for women.

**Campaigns:** A **conference to mark ASH's 10th anniversary** attracts widespread press coverage. Over the previous 10 years, smoking has declined to the extent that most people in the UK do not smoke.

The TUC **endorses an anti-smoking campaign** to help union members give up.



*Adult smoking rate for Great Britain (16+)*

# 1982

**UK Regulation:** The Government announces two new voluntary agreements on advertising and sponsorship. The sponsorship agreement permits the industry to raise the prize money offered in sporting events to £6 million. All advertisements for these events will have to carry a health warning. The advertising restrictions have yet to be decided, but the industry announces its intention to spend £3 million a year on health promotion activities. The agreements are denounced as ineffective by ASH and the BMA.

The Government announces a new voluntary agreement with the tobacco industry to regulate advertising and promotion. Advertising materials at point-of-sale and over a certain size will have to carry a health warning and video cassettes will not be allowed to carry cigarette advertising. Health warnings are modified and the rotation system which formerly applied is discontinued. The industry offers to reduce expenditure on poster ads and cinema ads by 50% and 40% respectively. The industry also offers to pay £11 million over the three and a half years the agreement is to run to fund the Health Promotion Research Trust, which will offer grants to research a wide variety of health-related topics, except anything connected with tobacco use. This draws widespread and bitter criticism from the media and public alike with one prominent surgeon commenting: "It's like entrusting moral education about organised crime to the Mafia."

**Publications:** The report of the enquiry on the fire at Goodge Street Underground station calls for smoking to be banned on the Underground immediately.

ASH publishes a guide for health practitioners interested in tobacco control.

**Campaigns:** The BMA asks the Government to ban all forms of tobacco advertising.

**Tobacco Industry:** BAT Industries apologises to the Government after Martina Navratilova is seen wearing tennis kit with the "Kim" logo on it at Wimbledon. The row over this incident leads to considerable media debate about the effectiveness of the voluntary agreement system.



Adult smoking rate for Great Britain (16+)



Smoking prevalence among children for England (11-15)

## 1983

**UK Regulation:** Laurie Pavitt MP presents a Bill asking for all tobacco advertising to be banned.

**Publications:** ASH Scotland publishes "The Scottish Epidemic", which outlines the cost of smoking in human life and illness in each Parliamentary constituency, local government region and Health Board area in Scotland.

The **third report** of the Independent Scientific Committee on Smoking and Health is published. It recommends the progressive reduction of tar levels in cigarettes over the next four years.

The fourth Royal College of Physicians Report, 'Health or Smoking?', is published. For the first time, the report examines the health risks of passive smoking, but as before, it provides a wealth of data to support its assertion that over 100,000 people die every year from smoking-related illness in the UK, and it calls for an end to tobacco advertising and promotion.

**Campaigns:** Launch of Glasgow 2000, a campaign to make Glasgow smoke-free by the year 2000.



35%

Adult smoking rate for Great Britain (16+)



12%

Smoking prevalence among children for England (11-15)

# 1984

**UK Regulation:** Following a fire at Oxford Circus tube station, possibly caused by a cigarette, London Regional Transport **bans smoking** on all Underground trains.

Roger Sims MP presents a Bill to **ban tobacco sponsorship** of sporting events.

**Publications:** **Publication** of a major work on the politics of tobacco. "The Smoke Ring", by prominent and respected campaigning journalist Peter Taylor, is a devastating account of how the industry contrives to remain powerful and in business in the face of widespread knowledge about the death and disease it causes. A "Panorama" programme screened the same day gives massive publicity to the book and its findings.

A major review **article** in the American Journal of Epidemiology confirms the link between smoking and cervical cancer.

**Campaigns:** **National No Smoking Day** is launched as a major UK event, subsequently run on the second Wednesday of March every year. The day aims to encourage and support smokers who want to quit.

The London Transport Passenger Committee and the Evening Standard newspaper launch a campaign to get all of London's transport made smoke-free.

The BMA launches a major campaign with the aim of introducing a wide range of smoking control measures, including a ban on tobacco advertising.

The improved "Give Up Smoking" (GUS) kit, for use in GPs' surgeries, is launched by ASH and the HEC.



34.5%

Adult smoking rate for Great Britain (16+)



13%

Smoking prevalence among children for England (11-15)



## 1985

**UK Regulation:** London Regional Transport **bans smoking** on all Underground stations wholly or partly underground.

The Department of Health and Social Security issues guidelines asking health authorities to introduce smoking policies in a health premises.

**Publications:** The BMA's report on **investment in tobacco firms** by, among others, church and health organisations, is greeted by widespread embarrassment and remorse from the bodies in question.

Publication of "The Big Kill", a series of booklets which provides data on the number of people in the England and Wales killed by tobacco, broken down by parliamentary constituency, area health authority and administrative boundary.

The BMA publishes a report which refutes the tobacco industry's justification for advertising.

ASH publishes a guide: "Tobacco advertising: what you can do". This lists the restrictions that are meant to apply to tobacco advertising and gives names and addresses for where to complain if these restrictions are breached.

**Campaigns:** The HEC's latest TV ad campaign tells women that lung cancer is now killing almost as many women as breast cancer.

On the 20th anniversary of cigarette advertising being banned on TV, ASH writes to the Home Secretary asking him to make the BBC and IBA observe their responsibilities under the law and stop transmitting tobacco advertising in the form of tobacco-sponsored sport.

Launch of "Project Smoke-Free", a major regional initiative against smoking in the North-West of England.

**Tobacco Industry:** The BMJ denounces the tobacco industry-funded Health Promotion Research Trust as **"taking money from the Devil"**.



*Adult smoking rate for Great Britain (16+)*



*Smoking prevalence among children for England (11-15)*

# 1986

**UK Regulation:** Announcement of the **new voluntary agreement** on tobacco advertising and promotion. A ban on tobacco advertising in cinemas and six new health warnings are introduced. Tobacco advertising in certain women's magazines with 200,000 readers, at least a third of whom are aged 16-24, is banned and so is advertising for brands with a tar level of 18mg and above. The industry agrees to spend £1 million per year on publicity to make it clear that children under 16 must not be sold cigarettes.



Adult smoking rate for Great Britain (16+)

Passing of the **Protection of Children (Tobacco) Act** which made it illegal to sell **any** tobacco product to children aged under 16 - previously the law applied only to smoking tobacco.



Smoking prevalence among children for England (11-15)

Tobacco advertising is **banned from Tyne and Wear metro** after a survey showed that tobacco advertising was more prevalent in working-class areas served by the network than in middle-class areas.

**Publications:** BMA publishes 'Great Expectations', a study of the tobacco industry's marketing tactics worldwide. There is a large amount of press coverage.

A major review of existing research on passive smoking published in the BMJ lends further weight to medical evidence linking passive smoking with lung cancer in non-smokers.

It is revealed that in 1956, 30 years ago, the government refused to accept the link between smoking and lung cancer, despite being presented with hard medical evidence on the issue.

**Key stats:** The World Health Organisation's Statistics Annual for 1986 shows that Britain has the world's worst death rates from lung cancer and heart disease.

**International:** Being subjected to other people's tobacco smoke "violates the right to health of non-smokers who must be protected against this noxious form of environmental pollution" - **resolution passed at the 39th World Health Assembly**.

**Campaigns:** For the first time, the Sports Council **declares that it is opposed** to the sponsorship of sport by the tobacco industry.

**Tobacco Industry:** The HEC announces that it will withhold grants from researchers and academics who receive any funding from the tobacco industry-supported Health Promotion Research Trust.

# 1987

**UK Regulation:** Mr Roger Sims MP, introduces a Private Member's Bill on smoking in public places and it is debated in Parliament. The Bill is eventually withdrawn, despite some support from the Department of Health and Social Security.

Following the King's Cross underground fire, in which 31 people died, London Underground **immediately bans smoking** throughout the network and bans tobacco advertising. British Rail also bans smoking on a section of commuter line which runs through a deep tunnel in Central London.

**Key stats:** An Institute of Directors poll revealed that 75% of managers would be willing to ban or restrict smoking at work if asked to do so by employees.

A survey of tobacco-sponsored sport on television shows that the industry receives the equivalent of 700 30-second commercials a year, 99% of it on the BBC.

**Campaigns:** Launch of the **"Look after your heart"** campaign, designed to reduce deaths from heart disease. Cutting smoking prevalence and introducing smoking policies at work will be an important part of the campaign.

Launch of a new pro-health campaign, the **Public Health Alliance**. One of its objectives is to expose and clarify the relationships between people in a position of authority and the tobacco, alcohol and pharmaceutical industries.

Launch of the European Commission's **"Europe Against Cancer"**, initially a three-year campaign to raise awareness of risky behaviour such as smoking and dietary habits.

With the support of ASH, the Institute of Environmental Health Officers calls for smoking to be banned in restaurants and other eating places.

The BMA calls for an end to the duty-free allowance of cigarettes.

**Business:** The Cannon-ABC chain of cinemas **makes all its premises totally smoke-free** after a successful trial smoking policy.

Independent Television ceases transmission of all tobacco-sponsored sports events.



Adult smoking rate for Great Britain (16+)



Smoking prevalence among children for England (11-15)

# 1988

**UK Regulation:** The Government announces that it is to **ban Skoal Bandits** and other forms of sucking tobacco from sale in the UK, with effect from March 1990.

Sheffield City Council announces that it will introduce a smoking policy affecting 33,000 council workers.

Liverpool City Council Trading Standards officers become the first in the UK with the power to prosecute shopkeepers for illegally selling cigarettes to children.

The Royal Navy announces that it is to **end its 200-year practice** of supplying shore-based staff with cheap cigarettes.

**EU Regulation:** The EC **proposes** to introduce new upper limits on tar levels in cigarettes throughout Europe, and to legislate on health warnings to appear on tobacco packaging and advertisements.

**Publications:** At the inquest into the deaths of 31 people in the King's Cross Underground station fire in November 1987, a forensic scientist says that the fire was **probably caused** by a smoker's discarded match.

Publication of the Independent Scientific Committee on Smoking and Health's Fourth Report, known as the "**Froggatt Report**". It concludes that there is a 10-30% increased risk of developing lung cancer if you are a non-smoker exposed to other people's smoke, and recommends making non-smoking the norm at work and in all public places where separate adequate provision for non-smokers is not possible.

**Key stats:** Latest Government figures show that although fewer than one third of UK adults now smoke, the decline in prevalence is slowing down. Between 1984 and 1986 there was no significant decline in the number of women smoking at all.

**International:** A USA court makes worldwide history by **awarding damages** against a tobacco firm to the family of Rose Cipollone, a smoker who died of lung cancer. The tobacco company launched an appeal against the award.

**Tobacco Industry:** The Tobacco Advisory Council is forced to withdraw press ads, a video and a booklet intended to show that tobacco smoke at work is not a problem. The materials, based on research conducted at Imperial College London, which the TAC part-funded, apparently represented the research findings somewhat misleadingly.



Adult smoking rate for Great Britain (16+)



Smoking prevalence among children for England (11-15)

## 1989

**UK Regulation:** Birmingham City Council announces proposals for a package of tobacco control measures that would make all indoor public places and transport smoke-free by the year 2000.

**EU Regulation:** Despite Britain's opposition, the European Council of Health Ministers **votes to legislate** for stricter, larger health warnings on tobacco packs and advertising throughout Europe. The Ministers also adopted a directive setting the maximum permissible tar level in cigarettes at 15mg by the end of 1992 and 12mg by the end of 1997.

It is announced that from October 1991, it will be against the law to advertise tobacco on television anywhere in the EC. This will have the effect of banning cigar and pipe tobacco commercials from British TV.

**Campaigns:** A poll shows that 79% of smokers think that National No Smoking Day is a good idea and around 5 million smokers will try and give up on the day.

David Simpson, Director of ASH, is **awarded an OBE** in the Queen's Birthday Honours List.

Establishment of **ASH Workplace Services**, a consultancy set up to meet the growing demand for expert advice on introducing smoking policies at work.

The first national Smokebusters Conference for children takes place in London.

The HEA launches its £10 million teenage smoking campaign, targeting young people between the ages of 11 and 13. The campaign will run for five years.

**Business:** Richard Branson, Chairman of the Virgin Group, bans all tobacco advertising and promotion from his companies, at an estimated cost of £2 million over the next five years.



31%

Adult smoking rate for Great Britain (16+)



9%

Smoking prevalence among children for England (11-15)

## 1990

**EU Regulation:** Members of the European Parliament **vote in favour of banning tobacco advertising.**

**Key stats:** A draft US report leaked to the press suggests that 3000 US citizens die each year from lung cancer caused by passive smoking.

**Publications:** A study of children's attitudes to other people smoking, part-funded by ASH Scotland, is published to widespread publicity. It shows that most children are vehemently anti-smoking.

The Sunday Times, using material supplied by ASH, publishes a **major article revealing BAT Industries' third world marketing activities.** This leads to questions being asked by ASH and other shareholders at the BAT AGM.

OPCS figures show that although lung cancer incidence is declining among men, it is still increasing among women, and in some areas it has overtaken breast cancer as the most common cancer among women.

A **major medical study** linking lung cancer in non-smokers to childhood passive smoking is published.

Widespread publicity is given to a British Journal of Addiction study showing that **more than half the children who smoke daily are able to buy single cigarettes from tobacconists.**

ASH and the HEA publish "Beating the Ban", an analysis of tobacco-sponsored sports coverage on the BBC. Children interviewed for the report are under the impression that cigarette advertising is allowed on TV, because they have seen logos and brand names.

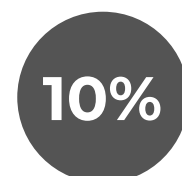
**Campaigns:** **Parents against Tobacco is launched.** A coalition of MPs, TV and radio personalities, activists and members of the public, it aims to press for more effective legislation to protect children from tobacco. Its founder members include Esther Rantzen and Richard Branson.

BMA, ASH and the Coronary Prevention Group call for a 32p rise in cigarette tax at the next Budget, to bring prices back into line with 1987 levels.

**International:** Virgin Atlantic launches the **first smoke-free flights to the USA.**



Adult smoking rate for Great Britain (16+)



Smoking prevalence among children for England (11-15)

# 1991

**UK Regulation:** The government announces a series of new, larger health warnings for tobacco packaging, in line with EC requirements. This is the **first time that health warnings are legally required**, as opposed to covered in the voluntary agreements. There will be two health warnings on the packs from now on instead of one and they will include "Smoking kills" and "Protect children: don't make them breathe your smoke". They will cover 6% of the relevant face of the pack. The minimum requirement under the terms of the Directive is 4%.



Adult smoking rate for Great Britain (16+)



Smoking prevalence among children for England (11-15)

Cigarette tax is raised by approximately 16p in the Budget. The Chancellor says: "**There are strong health arguments for a big duty increase in tobacco.**"

Publication of a **new voluntary agreement** which has provision for the legally required new health warnings on advertisements. Other provisions include: a reduction in the number of shopfront advertisements; minor tightening of the rules surrounding direct mailing and extension of the controls on advertising in women's magazines.

**EU Regulation:** **EC directive** making tobacco advertising on television illegal comes into force.

**Publications:** Publication of the Government Green Paper, 'The Health of the Nation'. The **proposals include** reducing overall smoking prevalence by one third, to 22% in men and 21% in women, as well as a reduction by 30% of deaths from coronary heart disease and stroke in under-65s by the year 2000.

Publication of an ASH report revealing that nearly seven million women aged between 15 and 24 are exposed to cigarette advertising in the pages of women's magazines, despite the voluntary agreement intended to prevent such exposure.

**Key stats:** Publication of 'The Smoking Epidemic: Counting the cost' by the Health Education Authority. This is a detailed survey of deaths from tobacco-related disease around the country. In the UK, 111,000 people die every year from smoking-related lung and other cancers, stroke, heart disease, arterial disease, chronic bronchitis and emphysema. The survey also has data on the cost of treating these illnesses to the NHS.

**Tobacco Industry:** A landmark court decision in Australia is welcomed by tobacco control bodies worldwide: a judge rules that the Tobacco Institute of Australia's advertisements, implying that there was no proven case that passive smoking was dangerous, were "**misleading and deceptive.**"

## 1992

**UK Regulation:** The Children and Young Persons (Protection from Tobacco) Act 1991 comes into force. This tightens up existing legislation on the sale of cigarettes to children under 16. The new law makes it illegal to sell single cigarettes and also requires warning notices, stating that it is illegal to sell tobacco to anyone under the age of 16, to be displayed at all points of sale including vending machines.

13p is added to the price of a packet of cigarettes (a 5% increase in the real price) **in the Budget**

The first transdermal nicotine patch is **available on prescription** in the UK.

Hackney becomes the first London Borough to introduce a comprehensive smoking policy.

As a result of discussion between the BMA, OPCS and Coroner's working party the Home Office agree that doctors **can include** smoking as a cause of death on death certificates.

**EU Regulation:** MEPs in the European Parliament **vote in favour** of banning tobacco advertising.

**Publications:** The Government's White Paper, 'The Health of the Nation', is published. It attracts widespread criticism for failing to recommend a ban on tobacco advertising but offers a greater target for prevalence reduction (to 20% in men and women by 2000) and a 40% reduction in cigarette consumption by the same year. For the first time, licensed taxi drivers are promised legislation to enable them to ban smoking in their vehicles if they want to.

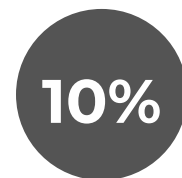
Publication of the Royal College of Physicians' fifth report on tobacco, '**Smoking and the Young**'.

A legal opinion obtained by ASH confirms that non-smokers who suffer from passive smoking at work may be able to sue their employer for the damage caused to their health.

The Department of Health publishes for consultation and comment a report by its Chief Economic Adviser, Clive Smee, which reviews the evidence that tobacco advertising affects consumption and that advertising bans reduce consumption.



Adult smoking rate for Great Britain (16+)



Smoking prevalence among children for England (11-15)



# 1993

## UK Regulation:

The Government publishes **new regulations** which strengthen health warnings on tobacco products other than cigarettes, by requiring that “each packet carries one of six health warnings for rolling tobacco, or one of four health warnings for cigars, cigarillos and pipe tobacco, in addition to the general warning”.

Nicotine patches are removed from the list of drugs which may be prescribed by GPs under the NHS.

The Chancellor of the Exchequer announces that he intends to **increase excise duty** on tobacco products by at least 3% on average each year in future Budgets.

Labour MP for Rother Valley, Kevin Barron, announced that he would introduce a **Private Members' Bill** to ban tobacco advertising. The First Reading was on 16 December.

## Key stats:

Dr John Britton publishes a study into childhood asthma and smoking during pregnancy which finds that 39% of children whose mothers smoked 25 or more cigarettes a day during the child's first five years wheezed, compared to 29% of children whose mothers never smoked.

The Health Education Authority publishes 'The Smoking Epidemic: A Prescription for Change' which assesses the impact of smoking in terms of GP consultations, prescriptions and outpatient visits and puts the total annual cost of smoking to the NHS in England & Wales at £610 million.

Sir Richard Doll reveals the latest results in his **forty-year study** of doctors. Smokers are three times more likely to die in middle-age than non-smokers and up to 1 in 2 smokers may eventually die from their habit.

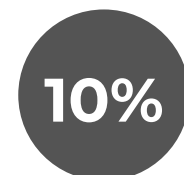
The United States Environmental Protection Agency publishes its **final report on passive smoking**. This states that in the US 3000 lung cancer deaths a year can be attributed to passive smoking and classifies environmental tobacco smoke as a class A (known human) carcinogen.

## Tobacco Industry:

Imperial Tobacco, Gallaher and Rothmans International **lose their case** in the European Court to reduce the size of the health warnings on cigarette packets.



Adult smoking rate for Great Britain (16+)



Smoking prevalence among children for England (11-15)

# 1994

**UK Regulation:** On 11 February the House of Commons gives an unopposed **Second Reading** to Kevin Barron's Private Members' Bill to ban tobacco advertising after a procedural vote is carried by 227 votes to 17.

Kevin Barron's Private Member's Bill to ban tobacco advertising **fails at its Report Stage** in the House of Commons on 13 May. 108 amendments and 5 new clauses are tabled, a tactic which ensures that the Bill runs out of time.

**Publications:** A **report on mortality from smoking in developed countries** by Professors Peto and Lopez estimated that tobacco smoking will kill around one million of today's UK teenagers and children in middle age, and one million in old age, if the current smoking patterns continue.

The latest figures from Sir Richard Doll's study of smoking and death among British doctors found that the risks of smoking are twice as high as previously thought. It now seems that about half of all regular cigarette smokers will eventually be killed by their habit.

A report, **Poor Smokers**, is published by the Policy Studies Institute which highlights a growing policy dilemma in that tobacco taxes help reduce smoking among the majority but have little or no effect on those who smoke most and can least afford it: Britain's poorest families.

A Parliamentary committee report on sports sponsorship and television coverage recommended that no further sporting events sponsored by tobacco companies should be broadcast once existing contracts have expired. The Heritage Secretary, Stephen Dorrell, rejected the report.

**Campaigns:** The Government launched a three-year national anti-smoking campaign in England. The £13.5 million project is aimed at adults and particularly parents who are risking their children's health by exposing them to passive smoking.

**Tobacco Industry:** In the High Court Mr Justice Popplewell quashes the **refusal of legal aid** to over 200 smokers wishing to sue tobacco manufacturers for damages. The application is to be reconsidered.



Adult smoking rate for Great Britain (16+)



Smoking prevalence among children for England (11-15)

# 1995

**UK Regulation:** A new agreement on tobacco sponsorship of sport comes into effect.

A Crown Court judge upholds a magistrate's ruling that non-smoking areas should be provided as a condition of granting children's certificates in pubs.

**Publications:** A major American study concludes that passive smoking is a cause of heart disease in non-smokers.

A study reveals that the Government is receiving around £108m a year in tax revenue from illegal sales of cigarettes to children.

A BMA study shows that three out of four of the most heavily advertised brands of cigarettes are among the top four brands smoked by 11-14 year olds.

**Campaigns:** A Campaign for Smoke-Free Family Restaurants was jointly launched by the Health Education Authority and the National Asthma Campaign. The campaign aims to persuade restaurateurs and cafe owners catering for families to provide segregated areas for smokers.

**Tobacco Industry:** ASH complains to the ASA about a **gift catalogue promoting Benson & Hedges cigarettes** on the grounds that it breached the voluntary agreement on tobacco advertising by encouraging people to smoke.

Beryl Roe, a former employee of Stockport Council **is awarded £25,000** in compensation in an out of court settlement for the ill-health she experienced after being exposed to secondhand smoke in the workplace for several years.



Adult smoking rate for Great Britain (16+)



Smoking prevalence among children for England (11-15)

# 1996

**UK Regulation:** Guernsey's State Parliament becomes the first government in the British Isles to impose a ban on tobacco advertising.

**Publications:** A survey commissioned by ASH and five other health organisations found that many children still link sports such as motor-racing to cigarette advertising. The survey also revealed that children are particularly susceptible to nicotine addiction.

**Key stats:** Data released by the Health Education Authority reveal that the annual death toll from smoking-related diseases in the UK is now at least 120,000.

**Campaigns:** The Government launches a 3-year anti-smoking campaign aimed at teenagers.

**International:** US President Bill Clinton declares nicotine an addictive drug and grants the Food and Drug Administration authority to regulate nicotine. The FDA also recommends action to limit tobacco advertising and sponsorship.

**Tobacco Industry:** The American tobacco company Liggett breaks ranks with the rest of the tobacco industry and agrees to reach a multi-million dollar out of court settlement with tobacco control litigants. The company agrees to pay 5% of its pre-tax profits towards tobacco-related health care costs.

Cambridge University accepts sponsorship from BAT to pay for a professorship in international relations in honour of BAT's former chairman, Sir Patrick Sheehy.

The Medical Research Council accepts £147,000 from BAT to study the relationship between nicotine and Alzheimer's disease. The decision is widely condemned by the medical community.

The Advertising Standards Authority upholds complaints about a Philip Morris advertising campaign which had claimed that the health risks from passive smoking were no greater than drinking chlorinated water or eating biscuits.



Adult smoking rate for Great Britain (16+)



Smoking prevalence among children for England (11-15)

## 1997

**UK Regulation:** The new Labour Government **announces its commitment** to ban tobacco advertising and tackle smoking among young people. Tessa Jowell is appointed as minister with responsibility for public health - the first time that public health has been recognised at ministerial level.



Adult smoking rate for Great Britain (16+)

The Health Secretary, Frank Dobson, **announces** that the government will ban tobacco sponsorship of sport but that sporting bodies would be given time to find alternative sponsors.

**EU Regulation:** The European Council of Health Ministers votes to ban tobacco advertising throughout the European Union. The landmark Directive, agreed by the narrowest of margins, will prohibit “any form of commercial communication with the aim, or direct or indirect effect, of promoting a tobacco product”.



Smoking prevalence among children for England (11-15)

**Key stats:** The latest ONS survey reveals a 1% increase in smoking prevalence among teenagers aged 11-15. In 1996, 13% of secondary schoolchildren were regular smokers.

The **1996 General Household Survey** reveals a rise in smoking prevalence among British adults for the first time since the Government began collecting data on smoking in 1972. Among men prevalence rose from the 1994 figure of 28% to 29%, and among women there was an increase from 26 to 28%.

**Tobacco Industry:** In an unprecedented move, US tobacco company Liggett Group proposes a deal to settle outstanding litigation which includes a formal acknowledgement that smoking is addictive and can cause cancer.

The US tobacco companies agree a deal with lawyers representing 40 US states. Under the terms of the settlement, **the industry agrees to pay approx. £368.5bn over 25 years** to pay for the healthcare costs incurred by treating people with smoking-related illnesses. In return, the deal would stop further class action lawsuits and impose a limit on the amount of money required to pay future individual claimants.

In the US state of Florida, a landmark lawsuit filed on behalf of 60,000 non-smoking flight attendants is settled out of court. The \$300m settlement marks the first time that the tobacco industry has agreed to pay for damage caused by passive smoking.

As part of the evidence submitted to a class action lawsuit in the US, the president of RJ Reynolds, Andrew Schindler, **swears under oath that he did not believe tobacco was any more addictive than coffee or carrots.**

# 1998

**EU Regulation:** The EU Directive to ban tobacco advertising and sponsorship is formally adopted by the EU member states.

**Publications:** The Government publishes a **White Paper on tobacco control**. It includes new targets to reduce smoking prevalence among adults and children; an NHS smoking cessation programme; a “clean air” charter aimed at the hospitality trade and plans to further restrict smoking in the workplace, through an Approved Code of Practice.

The Government-appointed Scientific Committee on Tobacco and Health (SCOTH) publishes its review of the evidence on passive smoking and other health effects of tobacco use. The committee concludes that exposure to passive smoking is a cause of lung cancer and heart disease in adults, while children exposed to tobacco smoke are at increased risk of cot death, asthma and other respiratory diseases, and middle ear disease.

ASH publishes **research** to show that smokers who switch to low tar cigarettes in the belief that they are safer, are being misled by advertising which promotes these products as being ‘mild’ or ‘light’. The research showed that machines used to denote tar and nicotine levels do not give a true measurement of the amount of tar and nicotine consumed by the typical smoker.

**International:** The newly elected Director General of the World Health Organization, Gro Harlem Brundtland, calls for a world-wide ban on tobacco advertising. WHO sets a target for the reduction of European smokers to under 20% of the adult population by the year 2015.

The US Senate votes against the proposed tobacco settlement that had been agreed in principle by the tobacco companies and states’ attorneys general in June 1997.

A US judge **rules** that the Environmental Protection Agency wrongly declared environmental tobacco smoke (i.e. passive smoking) a dangerous carcinogen. The EPA said it would appeal the ruling.

**Tobacco Industry:** Tobacco executives admit at a US Congressional hearing that **nicotine is addictive and that smoking is harmful**. The statements were in contrast to their testimony before the same committee in 1994.

Internal tobacco industry documents released to an American court show that **BAT knew at least twenty years ago** that nicotine was addictive.



Adult smoking rate for Great Britain (16+)



Smoking prevalence among children for England (11-15)

## 1999

- UK Regulation:** The Government **announces plans** to introduce a ban on tobacco advertising on 10 December 1999.
- EU Regulation:** A **new directive on tobacco regulation is adopted** by the European Commission. The directive is designed to replace existing laws on health warnings and tar yields. In addition, it calls for disclosure of all ingredients and additives and the prohibition of misleading descriptors such as “mild” and “light”.
- Publications:** ASH and the BMA **launch a report** revealing the link between smoking and impotence. It is estimated that up to 120,000 young men are impotent because of smoking. ASH and Imperial Cancer Research Fund (ICRF) launch a **report on tobacco additives** which shows that some additives increase the potency of nicotine and enhance the palatability of tobacco smoke.
- Tobacco Industry:** The High Court **grants an injunction** by the tobacco industry to stop the implementation of the proposed UK regulations to ban tobacco advertising.

The Court of Appeal overturns the High Court judgement on the advertising regulations, but the industry announces that it will take the matter to the House of Lords. The Appeal Court orders that the regulations cannot be implemented until the matter is heard by the House of Lords.

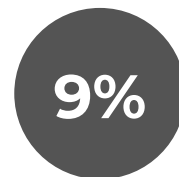
BAT announces that it is to **merge with Rothmans** in a deal worth £5.28 billion. The deal means that the new merged company will be the world’s second largest tobacco company with 16% of the estimated global market of around 5.5 trillion cigarettes, just behind the world’s leading company, Philip Morris which has a 17% share.

A court in California orders Philip Morris to pay \$50 million in **damages to Patricia Henley** a lung cancer victim. The award is subsequently reduced to \$25m. The release of thousands of internal industry documents revealing that Philip Morris and other tobacco companies knew about the harmful effects of smoking but concealed the knowledge, is believed to have influenced the jury in this case.

A jury in Florida **finds tobacco companies guilty** of making a “defective and addictive” product, and for conspiring to hide the dangers of smoking. The class action, known as the Engle case after the lead plaintiff Howard Engle, is the first to go to trial.



Adult smoking rate for Great Britain (16+)



Smoking prevalence among children for England (11-15)

## 2000

**UK Regulation:** The UK government publishes its Tobacco Advertising and Promotion Bill which aims to ban all forms of tobacco advertising throughout the UK.

Launch of Zyban (bupropion), the first non-nicotine stop smoking aid to receive a licence.

**EU Regulation:** Acting on the recommendation of the Advocate General, the European Court of Justice annuls the tobacco advertising directive. The Court states that only tobacco advertising that crosses national boundaries, such as TV, radio and Internet advertising should be a legitimate matter for European legislation.

**Publications:** Publication of the House of Commons Health Committee report into the tobacco industry concluding that almost every area of tobacco the industry is under-regulated or poorly regulated. It calls for the establishment of a Tobacco Regulation Authority. MPs conclude that their “past records of denial and obfuscation [by the tobacco industry] militate against any claims they may make towards scientific objectivity.”

Documents released by the World Health Organization reveal that the WHO was infiltrated by tobacco industry employees who systematically undermined the organisation’s campaigns on tobacco control.

The Royal College of Physicians publishes a report on nicotine addiction which ranks cigarettes on a par with heroin for their addictiveness and calls for greater regulation of tobacco.

**Tobacco Industry:** ASH and a group of investigative journalists release documents which suggest that BAT has been involved in tobacco smuggling as part of a global effort to recruit new smokers. The expose is published in detail in the Guardian newspaper.

As part of its response to the Health select Committee’s inquiry into the tobacco industry, the government orders an investigation into the allegations that BAT is involved in tobacco smuggling.

The European Commission files a RICO (Racketeer Influence Corrupt Organisations) action against Philip Morris and RJ Reynolds in the US courts. The action is designed to recover excise duties which the EU alleges were lost as a result of industry involvement in tobacco smuggling.



Adult smoking rate for Great Britain (16+)



Smoking prevalence among children for England (11-15)



## 2001

**UK Regulation:** The Department of Health announces that **nicotine replacement therapies** are to be made more widely available, both by prescription and on general sale.

Following the failure of the government to include a bill to ban tobacco advertising in the Queen's Speech after the June general election, the Liberal Democrat peer, Tim Clement Jones, **introduces an identical bill** in the House of Lords.

**EU Regulation:** **EU directive** requiring bigger, bolder health warnings on tobacco packaging becomes law. Measures to be phased in from 30 September 2002 include increasing the size of health warnings to cover 30% and 40% of the main pack faces; a reduction in maximum tar yields from 12% to 10%, with maximum yields imposed for nicotine and carbon monoxide; removal of misleading descriptors such as "light" and "mild"; and a requirement by tobacco companies to disclose ingredients and additives by brand.

A new European Union directive that would place some restrictions on tobacco advertising is published. Under the proposals all press and radio advertising for tobacco would be banned, as would tobacco sponsorship of sport for events which take place in more than one EU country.

**Publications:** **A study of 300 employees** in Glasgow shows that non-smoking workers exposed to passive smoking at work suffer up to 10% reduced lung function.

**Key stats:** A major survey of the lifestyles of 11-16 year olds across Europe **reveals that Britain's teenagers are near the top** of the league table for the use of illicit drugs, alcohol and tobacco. In the UK, 20% of teenagers said they were regular smokers by age 13.

**Campaigns:** **Health experts call for changes** to the regulations governing smoking cessation aids, noting that it is far easier for people to have access to, and to continue using tobacco than it is to get aids to help them quit. Certain groups in particular such as pregnant women, young people under the age of 18, and people with existing heart problems are discouraged from using nicotine replacement therapy.

**Tobacco Industry:** New evidence of **tobacco companies' involvement** in smuggling is published by a consortium of investigative journalists. The report covers the activities of BAT, Philip Morris, RJ Reynolds and others, and gives insight into the Racketeer Influenced and Corrupt Organizations Act (RICO) action filed against the companies.



27%

Adult smoking rate for Great Britain (16+)



10%

Smoking prevalence among children for England (11-15)

## 2002

**UK Regulation:** The **bill to ban tobacco advertising**, which began as a Private Member's bill in the House of Lords, is passed by parliament. In order to comply with the EU tobacco advertising directive, the date for the phasing out of tobacco sponsorship of Formula One motor racing is brought forward from Oct 2006 to July 2005.

**EU Regulation:** The **EU Directive on tobacco advertising** is adopted. It is limited in scope, covering only trans-border advertising and sponsorship. However, it allows for Member States to adopt stronger measures.

**Publications:** The BMA publishes a report **calling for a ban on smoking in public places**. It states that voluntary measures are not adequate to protect people from the effects of second-hand smoke.

A **survey** carried out by ASH, the No Smoking Day charity and Cancer Research UK reveals that smokers are not only disillusioned with smoking but also highly over-optimistic about whether they are likely to quit, and how long it will take.

The International Agency for Research on Cancer (a division of the World Health Organization) publishes a **report** confirming that passive smoking is a cause of lung cancer in non-smokers. Canadian research reveals that **graphic images** showing the effects of smoking are effective in putting people off smoking. Since the introduction of images on cigarette packs sold in Canada, 44% of smokers said the pictures had increased their motivation to quit.

**Tobacco Industry:** A New York judge **dismisses a federal lawsuit** by the European Union alleging US tobacco giants Philip Morris and R.J. Reynolds sponsored cigarette smuggling in Europe.

An Australian court **dismisses BAT's defence** in a lung cancer case after the lawyers for the victim showed that BAT destroyed documents that could have had a bearing on the outcome of the case. BAT **launches its first corporate social responsibility report**. To coincide with this, ASH **publishes a critique of BAT**, highlighting areas not covered by BAT's own report such as the scale of death arising from the sales of its products.

Cancer Research UK launches draft code of practice urging universities and research bodies to reject tobacco industry funding. The charity says that it will not fund research at institutions receiving money from the tobacco industry.



Adult smoking rate for Great Britain (16+)



Smoking prevalence among children for England (11-15)

## 2003

**UK Regulation:** The first phase of the **Tobacco Advertising and Promotion Act** is implemented. This ends tobacco advertising on billboards and in the print media, and bans direct mail, internet advertising and new promotions.

**EU Regulation:** **New, large health warnings** start to appear on cigarette packs as required by the EU tobacco product directive. The stark messages include: "Smoking clogs the arteries and causes heart attacks and strokes" and the first warning about addiction: "Smoking is highly addictive, don't start."

**Publications:** The Chief Medical Officer, Sir Liam Donaldson, issues a challenge to the UK government to **ban smoking in public places**. In his Annual Report, Sir Liam said such action would "put this country at the forefront of international best practice in tobacco control".

**International:** A ban on smoking in **all workplaces including bars** is introduced in New York City. A poll shows the law is supported by 70% of voters.

The World Health Organisation's Framework Convention on Tobacco Control is **adopted** by the 171 member states of the World Health Assembly. The agreed final text covers taxation, smoking prevention and treatment, smuggling, advertising and product regulation. In order to become a binding agreement, it requires ratification by a minimum of 40 countries.

**Tobacco Industry:** Imperial Tobacco signs a **Memorandum of Understanding with Customs & Excise** in an attempt to drive down illegal smuggling of cigarettes. The move follows the suspension of seven employees in connection with an investigation into **alleged smuggling at Reemtsma**, Imperial's German subsidiary.

The first British tobacco litigation case to reach the courts begins in Edinburgh. **Alfred McTear**, a former 60-a-day smoker died in 1993, aged 49. Shortly before his death he launched a civil action against Imperial Tobacco which his wife subsequently pursued on his behalf. Giving evidence to the court, Imperial Tobacco's Chief Executive **Gareth Davis** denied the links between smoking and lung cancer.

A website listing controversial documents that were supplied to a government inquiry into the tobacco industry is launched to the public. The site – [www.tobaccopapers.com](http://www.tobaccopapers.com) - includes briefings, brainstorming session notes and outline advertising campaigns for tobacco companies. The documents reveal the tactics used to lure young people and manipulate adult smokers.



26%

Adult smoking rate for Great Britain (16+)



9%

Smoking prevalence among children for England (11-15)

## 2004

**UK Regulation:** The tobacco advertising point of sale regulations are **upheld** and enter into force on 21 December. The only permitted brand advertising is now one single A5 sized ad or ad with equivalent overall dimensions. One third of the surface area must include a health warning.

The **Scottish First Minister** announces that Scotland will introduce a total ban on smoking in workplaces and public places.

**Publications:** The Government publishes “**Choosing Health**”, a public health White Paper which proposes a ban on smoking in the majority of workplaces and public places but stops short of a total ban.

The BMJ publishes the latest results of the famous “**doctors’ study**” that has tracked the smoking habits and mortality rates of almost 35,000 British male doctors from 1951 to 2001. The 50<sup>th</sup> anniversary study shows that the risks for persistent cigarette smoking are even higher than previously estimated: about half to two thirds of all persistent smokers will eventually be killed by their habit.

**Campaigns:** The British Heart Foundation’s hard-hitting anti-smoking **campaign** showing fat oozing out of a smoker’s artery is hailed as a success. One month after the campaign launch, the BHF report that 10,000 people had contacted the NHS smoking helpline and 62,000 had visited the website in response to the advertisements.

**International:** Ireland **becomes the first country in the world** to ban smoking in workplaces and public places. Despite dire predictions of failure by sections of the hospitality trade, the ban is widely accepted, and compliance reaches 97%.

**Norway is the second country to implement a ban on smoking in all public places (March), followed by New Zealand (Dec).**

**Tobacco Industry:** Philip Morris International **offers to pay \$1 billion** to the European Union in a landmark deal to avoid lawsuits over allegations that it colluded in the smuggling of cigarettes into the EU. The company continues to deny any involvement in the illegal trade in cigarettes.

The US Government’s civil racketeering case against the tobacco industry, originally filed under the Clinton Administration, **finally gets under way**. The government is seeking \$280 billion from the “ill-gotten gains” it says the industry earned by selling to people who became addicted before the age of 21.



Adult smoking rate for Great Britain (16+)



Smoking prevalence among children for England (11-15)

## 2005

**UK Regulation:** The Government publishes the Health Bill which sets out proposals for making all premises which are open to the public, including workplaces smokefree. Despite widespread support for a comprehensive smoking ban, the Bill proposes that exemptions be made for private members' clubs and for pubs that do not serve food, however these exemptions were later removed. The measures will apply to England only as responsibility for health policy is devolved in Wales, Northern Ireland and Scotland.



Adult smoking rate for Great Britain (16+)

The final part of the Tobacco Advertising and Promotion Act 2002, banning tobacco sponsorship of global sports such as Formula One motor racing, comes into effect. An EU Directive banning cross-border tobacco advertising and sponsorship takes effect at the same time.



Smoking prevalence among children for England (11-15)

The Scottish Parliament passes the Smoking, Health and Social Care (Scotland) bill which will ban smoking in all workplaces and public places. The law is due to come into force on 26 March 2006.

The Northern Ireland Minister announces that smoking will be banned in every workplace by April 2007.

**Publications:** The British Medical Journal publishes new data to show the estimated number of deaths caused by secondhand smoke in the UK. According to Professor Konrad Jamrozik, passive smoking is responsible for an estimated 617 deaths per year in the workplace, including 54 deaths a year among people employed in the hospitality industry. Approximately 10,000 people die each year from passive smoke exposure in the home.

**Key stats:** A YouGov Poll commissioned by Cancer Research UK and Action on Smoking and Health (ASH) finds that 67% of respondents across the UK believed that all pubs and bars should be smokefree by law.

**International:** The first global health treaty – the Framework Convention on Tobacco Control – enters into force on 27 February 2005, after being ratified by 40 countries. The treaty requires countries to commit to implementing a range of measures such as a ban on tobacco advertising, measures to protect people from secondhand smoke, tax rises, and large clear health warnings on all tobacco products.

**Tobacco Industry:** A parliamentary select committee investigation into tobacco smuggling accuses the tobacco companies of not doing enough to tackle smuggling which costs the UK taxpayer £3 billion a year in lost taxes.

## 2006

**UK Regulation:** Report Stage and **Third Reading of the Health Bill** in the House of Commons. An amendment to make all workplaces and enclosed public places smokefree is passed by 384 votes in favour and 184 votes against. The exemption of pubs that do not serve food and private members' clubs from smokefree legislation is removed.

Scotland **becomes the first country of the United Kingdom** to implement smokefree legislation. Smoking is now banned in virtually all workplaces and enclosed public places including pubs and clubs.

Health Bill receives Royal Assent and becomes **Health Act 2006**.

The Government launches a consultation on proposals to include picture warnings on tobacco products.

The Government issues proposals to **raise the minimum age** for the purchase of tobacco from 16 to 18.

**EU Regulation:** The **Advocate General** of the European Court of Justice issues an Opinion arguing that the German government challenge to the EU Directive banning tobacco advertising is without foundation.

**Publications:** ASH issues **guidance on varenicline** - a new stop smoking drug launched in the UK under the brand name Champix. This is intended as an interim measure to help health professionals until the official guidance by NICE is produced.

**Campaigns:** ASH joins health and fire-safety groups in the start of a new campaign for Reduced Ignition Propensity ("fire-safer") cigarettes. **The RIP Coalition** is working towards the adoption by the European Commission of standards that would require all cigarettes sold in Europe to be self-extinguishing, in order to reduce deaths and injuries from fires.

**International:** The first Conference of the Parties (nations) of the Framework Convention on Tobacco Control (FCTC) is **held in Geneva**. The treaty has now been ratified by 40 countries, bringing it into force and committing over 140 countries signatories to its full implementation.

New York's Mayor, Michael Bloomberg, **announces** that he is to give US\$125 million to worldwide tobacco control programmes.



Adult smoking rate for Great Britain (16+)



Smoking prevalence among children for England (11-15)

## 2007

### UK Regulation:

England goes **smokefree**. Early results show that within the first two weeks of the smokefree law, compliance rates reach 97%.

The **law raising the legal age for purchase of tobacco** from 16 to 18 comes into effect.

The government announces that it will be compulsory for cigarette manufacturers to include **picture warnings** on the packs of cigarettes. Implementation to be phased in from October 2008.

The Chancellor announces that the **VAT on stop smoking aids** will be reduced to the lowest level (5% instead of 17.5%) from 1 July to coincide with the implementation of the indoor smoking ban.

**Smokefree legislation is implemented** in Wales (2<sup>nd</sup> April) and in Northern Ireland (30<sup>th</sup> April).

### Publications:

**NICE releases guidance on the use of varenicline** (Champix) as a stop-smoking aid.

### Key stats:

The Department of Health **announces** that 98% of businesses in England inspected between July 1st and the end of September, were found to be compliant with the new smokefree law, and 84% were displaying the correct signage.

A **YouGov poll** shows that 25% of adults in England say they will visit pubs more often once the smoking ban comes into effect.

The **World Health Organization** states that by the year 2030, 80% of the predicted 8.3 million tobacco deaths each year will be in developing countries. By 2015 tobacco deaths will be 50% higher than HIV deaths and will account for 10% of total deaths worldwide.

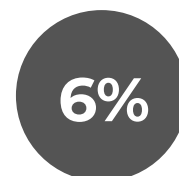
The US Centers for Disease Control and Prevention announces that the decades-long decline in smoking by Americans has stalled for the past 3 years. It is the first time smoking rates have leveled off in 40 years. It coincides with a reduction in state spending since 2000 on helping smokers quit and discouraging children taking up smoking.

### International:

US film producer **Walt Disney** announces that it will no longer permit smoking scenes in family-oriented films and that it will discourage smoking in films distributed by affiliated companies. After just six weeks of being smokefree, the **European Parliament abandons its smokefree policy** and reintroduces smoking rooms.



Adult smoking rate for Great Britain (16+)



Smoking prevalence among children for England (11-15)

## 2008

**UK Regulation:** The smoking ban is **extended to Mental Health Units**.

**EU Regulation:** The European Commission **announces** that, in order to reduce the risk of fires, all cigarettes sold in the EU will have to be self-extinguishing by 2011.

**Key stats:** The latest **General Household Survey** shows that smoking rates among British adults declined by 2% overall between 2005 and 2006 from 24% to 22%. Among routine and manual groups smoking prevalence also fell by 2% from 31% in 2005 to 29% in 2006.

According to market analysts Nielson, cigarette sales in England dropped by 6.3% following the smoking ban in July 2007.

**Publications:** A WHO report - **the Global Tobacco Epidemic** - estimates that unless governments act now tobacco could cause one billion deaths by 2030.

The National Institute of Health and Clinical Excellence (NICE), the official health advisory body in England, **updates** its guidance on stop smoking therapies for specific groups including pregnant women and children.

ASH launches '**Beyond Smoking Kills**', a report to mark the 10<sup>th</sup> anniversary of the Government's White Paper 'Smoking Kills', which makes recommendations on tobacco policy for the next decade.

**International:** Third Conference of the Parties of the FCTC **adopts Articles** on tobacco advertising, packaging, labelling and measures to prevent tobacco industry interference in health policies.

France **bans smoking in public places**. 11 out of 16 German states ban smoking in public places.

Turkey's parliament **approves a ban** on smoking in public places.

**Tobacco Industry:** The Nigerian government announces a multi-billion dollar **lawsuit against three major tobacco firms**. The government is seeking more than \$44 billion (USD) in compensation for the costs of treating smoking-related diseases.

**Following a price fixing investigation** by the Office of Fair Trading involving British tobacco companies and supermarkets, Gallaher and five retailers agree to pay penalties amounting to nearly £200 million. The investigation against Imperial Tobacco, the Co-operative group, Morrisons, Safeway, Shell and Tesco continues.



21.5%

Adult smoking rate for Great Britain (16+)



6%

Smoking prevalence among children for England (11-15)



## 2009

### UK Regulation:

Health Act 2009 receives Royal Assent. From April 2012 large shops in England, Wales and Northern Ireland will be **prevented** from displaying tobacco products and cigarette sales from vending machines will be prohibited. Small shops have until 2015 to comply with the display ban.

Above inflation tax increases on tobacco are announced in the Annual Budget.

MSPs in Scotland **vote in favour** of new tobacco control measures to restrict sales of tobacco products to young people. The measures include banning cigarette vending machines and point of sale displays of tobacco products.

### EU Regulation:

The European Commission adopts a proposal for a Council Recommendation calling on all Member States to **bring in laws** to protect their citizens from exposure to tobacco smoke by 2012

EU Member States **agree to raise taxes on tobacco products** sold in the bloc, starting in 2014, in a bid to protect public health and boost government revenue.

### Publications:

ASH release a **report** showing that if a protocol on tobacco smuggling were to be adopted it could reduce smuggling in the UK by up to 80%.

ASH publishes **research** showing that young people are being misled by the colours and branding on cigarette packs. This supports the case for plain packaging.

### Key stats:

Figures from the Office for National Statistics' General Household Survey 2007 show the lowest ever number of smokers and a record 59% of the population have never taken up smoking.

According to data from the TREND Tobacco Index which is based on actual audits of retail sales among a panel of locations worldwide, global tobacco sales fell by 19.3% compared with the same quarter in 2008.

### Tobacco Industry:

Tobacco manufacturer Reynolds American acquires **Niconovum**, a Swedish company that makes products that help smokers quit.



21%

Adult smoking rate for Great Britain (16+)



6%

Smoking prevalence among children for England (11-15)

## 2010

### UK Regulation:

The Chancellor raises **tobacco duty** by 1% above inflation (15p on 20 cigarettes) and makes a commitment to increase duty by 2% above inflation from 2011 to 2014.

The government launches a new Public Health White Paper and commits to consulting on plain packaging of tobacco products.

### Publications:

The Department of Health publishes “**A Smokefree Future – A Comprehensive Tobacco Control Strategy for England.**” This includes a commitment to reviewing the case for standardised (plain) packaging of tobacco products.

ASH launches “**The smoke-filled room: How Big Tobacco influences healthy policy in the UK.**” The report shows how the tobacco industry used front groups to shape UK and EU policy.

**A study by the policy think tank**, the Policy Exchange, argues for a 5% rise in tobacco duty, noting that taxes on smoking raise £10 billion a year but the cost to the economy is £13.74 billion.

According the NHS Information Centre, record numbers of people in England **successfully stopped smoking using NHS support.**

### Key stats:

A study measuring the health impact of the smokefree legislation in England **reveals** that there were 1200 fewer emergency admissions to hospital for heart attack (a drop of 2.4%) in the 12 months following the 2007 law.

The Scottish Household Survey **found** that 24.3% of adults said they smoked in 2009, compared with 30.7% in 1999. Using population figures from the General Register Office for Scotland this equates to 227,107 people who stopped smoking over the past decade.

A YouGov poll commissioned by the Faculty of Public Health **found that 74% of Britons support** banning smoking in cars carrying children.

A study shows children’s exposure to secondhand smoke in England **has declined by nearly 60% between 1996 and 2006.**



Adult smoking rate for Great Britain (16+)



Smoking prevalence among children for England (11-15)



Percentage of women smoking at 'time of delivery' in England

## 2011

### UK Regulation:

The Coalition Government announces a **new Tobacco Plan for England** which sets out national ambitions to reduce smoking rates among all adults to 18.5% or less by the end of 2015, with other specific targets for pregnant women and 15-year-olds. The plan also commits to removing the display of tobacco products from shops and to holding a public consultation on plain packaging.



*Adult smoking rate for Great Britain (16+)*

The Chancellor **increases tobacco duty by 2% above inflation** in the budget. The tobacco tax structure is also modified in order to narrow the gap between the highest and lowest priced brands of cigarettes.



*Smoking prevalence among children for England (11-15)*

Alex Cunningham, a Labour MP, tables a **Smoking in Private Vehicles Bill** under the Ten Minute Rule which calls for a ban on adults smoking in cars where children are present.

### Key stats:

According to the Office for National Statistics' **General Lifestyle Survey** almost twice as many working-class people smoke in England – 29% compared to 15% of those in managerial or professional groups.



*Percentage of women smoking at 'time of delivery' in England*

### Campaigns:

On World No Tobacco Day ASH receives **an award from the World Health Organisation (WHO)** in recognition of its role in helping to mobilise civil society engagement in development of the Framework Convention on Tobacco Control.

Cancer Research UK calls for the EU to adopt standardised (plain) packaging with graphic pictorial health warnings on all tobacco products in a briefing presented in Brussels. The briefing - titled "Spotlight on the FCTC" - argues that tobacco packaging should be used by governments to communicate the dangers of tobacco use rather than being used as a marketing tool by the tobacco industry.

### International:

Australia will become the **first country to introduce standardised (plain) packaging laws** following a Senate vote. The new packaging laws are now due to come into effect in December 2012, six months later than the original time frame. The legislation bans the use of company logos and requires all cigarette packets to be a dark green colour.

### Tobacco Industry:

The world's four biggest cigarette companies: Philip Morris, BAT, Imperial Tobacco and Japan Tobacco Inc. **drop** their legal challenge to the ban on the display of tobacco products in shops in England.

## 2012

**UK Regulation:** The **Health and Social Care Act** receives royal assent, introducing legal duties to reduce health inequalities for councils and NHS organisations. From April 2013 local authorities will be responsible for delivering public health services, including smoking cessation services.

Regulations **prohibiting the display of tobacco in large stores** under the Health Act 2009 come into force. A large store is a store with a floor area exceeding 280 square meters and is based on the definition in the Sunday Trading Act 1994. Small shops have until April 2015 to comply with the legislation.

**EU Regulation:** The EU Commission publishes a **draft revised Tobacco Products Directive**. One of the proposals is to increase the size of health warnings to 75% for both the front and back of cigarette packets and to make picture warnings mandatory throughout the EU.

The Chancellor **raises tobacco duty by 5% above inflation**, following a pledge made in the Government's Tobacco Control Plan to make tobacco less affordable.

**Key stats:** **Data released by HM Revenue & Customs** shows that there was a further fall in tobacco smuggling in the UK during 2010/11. An estimated 9% of cigarettes consumed were illicit compared to 11% in 2009/10.

**Campaigns:** ASH organises a seminar on smoking and pregnancy in conjunction with charities and other organisations. This leads to the formation of the **Smoking in Pregnancy Challenge Group** designed to integrate efforts to reduce smoking in pregnancy.

The Department of Health **launches the first mass quit smoking attempt** dubbed "Stoptober" for the month of October. Smokers attempting to quit are supported by TV and radio advertising, daily messaging service and roadshows.

**International:** A protocol to **combat the global problem** of tobacco smuggling and illicit trade was adopted at the 5<sup>th</sup> Conference of the Parties of the Framework Convention on Tobacco Control.

Australia becomes the **first country in the world** to require tobacco products to be sold in plain, standardised packaging, following a High Court decision rejecting a legal challenge by the tobacco industry.

20.5%

Adult smoking rate for Great Britain (16+)

4%

Smoking prevalence among children for England (11-15)

12.8%

Percentage of women smoking at 'time of delivery' in England

## 2013

**UK Regulation:** The Scottish Government **launches its Tobacco Control Strategy** which includes a target to reduce adult smoking prevalence to 5% by 2034.

Public Health England is **established as an executive agency of the Department of Health** to protect and improve the nation's health and wellbeing and reduce health inequalities.

The MHRA **announces that electronic cigarettes will be regulated**. Once licensed, e-cigarettes will be available for sale as over-the-counter medicines.

The Health Secretary **announces that the Government will not be proceeding with standard packaging** until evidence on the impact of the measure in Australia has been assessed.

The Government announces that it will **introduce an amendment to the Children and Families Bill**, which will give the Secretary of State the power to introduce standardised packaging through regulations.

**EU Regulation:** The EU Parliament Environment and Public Health (ENVI) committee **votes to accept the EU Commission's proposal to increase health warnings** to cover 75% of cigarette pack surfaces along with other measures such as a ban on flavourings and slim cigarettes.

Members of the European Parliament **reach a provisional deal** on a revised European Union Tobacco Products Directive (EU TPD).

**Publications:** NICE issues **guidance on tobacco harm reduction**. This supports the use of licensed nicotine containing products to help smokers not currently able to quit to cut down and as a substitute for smoking.

**Key stats:** Researchers from Imperial College London, ASH and CRUK estimate that **600 children start smoking every day in the UK**.

The Parliamentary Under-Secretary of State for Health, Jane Ellison, announces that paediatrician Sir Cyril Chantler will carry out an **independent review** of the public health evidence on standardised packaging of tobacco products.

**Tobacco Industry:** British American Tobacco becomes the first tobacco company to **launch disposable e-cigarettes** in the UK under the brand name 'Vype'.



18.8%

Adult smoking rate for Great Britain (18+)



3%

Smoking prevalence among children for England (11-15)



12.2%

Percentage of women smoking at 'time of delivery' in England

## 2014

### UK Regulation:

MPs **back plans in the Children and Families Bill** to ban smoking in cars carrying children in a free vote.

The **Children and Families Act 2014** is granted Royal Assent. The Act is the primary legislation making it an offence for an adult to buy cigarettes for anyone under 18 (proxy purchasing) and giving the Government powers to introduce regulations requiring standardised packaging for tobacco products, making it an offence to smoke in a private vehicle carrying children and making it an offence to sell e-cigarettes to children under 18.

Tobacco tax is **increased by 2% above inflation** in this year's budget and Chancellor George Osborne makes a commitment to sustain the increase each year until the end of the next parliament.

Regulations to make it illegal to smoke in cars carrying children in England are tabled.

### EU Regulation:

The European Parliament **approves** the revised Tobacco Products Directive.

### Publications:

Sir Cyril Chantler **publishes his independent** review into standardised packaging, concluding that if standardised packaging were introduced, it would have a positive impact on public health.

**Research conducted** by a team led by Prof Robert West at UCL has found that smokers attempting to quit without professional help are approximately 60% more likely to succeed if they use electronic cigarettes rather than willpower alone or over-the-counter nicotine replacement therapies such as patches or gum.

### Key stats:

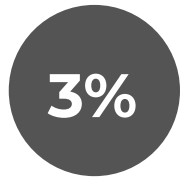
The Health and Social Care Information Centre releases statistics on **NHS Stop Smoking Services April 2013-March 2014**. The report finds that the number of people attending Stop Smoking Services has reduced for the second consecutive year, but that quit rates have remained the same.

Figures released by Public Health England reveal the potential benefits that standardised packaging of tobacco products could bring, not only for health, but in savings of around £500 million for local communities.

**Research commissioned by ASH** finds that English local authorities spend £600m every year on social care for people with health problems caused by smoking.



*Adult smoking rate for Great Britain (18+)*



*Smoking prevalence among children for England (11-15)*



*Percentage of women smoking at 'time of delivery' in England*

## 2015

**UK Regulation:** A vote on **regulations to ban smoking in cars with children** present in England from 1 October is passed by 342 to 74.

Standardised packaging regulations are passed in the **House of Commons** by 367 votes to 113. They are also agreed in the **House of Lords** and the legislation will come into force from May 2016.

A **ban on displaying tobacco in small shops** comes into force throughout the UK. This completes implementation of the regulations that were initially brought in for large shops in 2012.

The Scottish Public Health Minister announces a proposal to ban the sale of electronic cigarettes to under 18-year-olds.

Chancellor George Osborne announces **£200 million cuts** to public health budgets.



17.2%

*Adult smoking rate for Great Britain (18+)*



11%

*Percentage of women smoking at 'time of delivery' in England*

**EU Regulation:** The European Commission proposes EU join the Protocol to Eliminate Illicit Trade in Tobacco Products under the World Health Organisation's Framework Convention on Tobacco Control.

**Publications:** Public Health England publishes **major review of the evidence** on electronic cigarettes concluding that they are significantly less harmful than smoking.

ASH launches **Smoking Still Kills** – key recommendations of the report include a new tobacco control strategy and levy on the tobacco industry.

**International:** US smoking rate **hits a record low** standing at 16.4% in 2014.

New research in Australia finds a **decline in smoking prevalence** since the introduction of plain packaging.

## 2016

**UK Regulation:** The Chancellor announces plans to consult on the introduction of a Minimum Excise Tax on cigarettes and to require the licensing of tobacco manufacturing equipment.

**EU Regulation:** The European Union Tobacco Products Directive (TPD) and UK law on standardised packaging **come into effect** on the 20<sup>th</sup> May. The TPD places limits on the sale and merchandising of tobacco and tobacco related products in the EU.

**Publications:** ASH publishes **The Stolen Years: The Smoking and Mental Health Action Report**, revealing that smoking accounts for the single largest difference in life expectancy between people with mental health conditions and the general population. Those with mental health conditions die on average 10-20 years earlier. The Mental Health & Smoking Partnership is formed to take forward the recommendations.

The Royal College of Physicians publishes the report '**Nicotine without smoke: Tobacco harm reduction**' concluding that electronic cigarettes are a safer alternative to smoking and are beneficial to public health.

A **report** published by the House of Commons Health Committee on the Impact of the Spending Review on Health and Social Care recognises that *"cuts to public health budgets set out in the Spending Review threaten to undermine the necessary upgrade to prevention and public health set out in the Five Year Forward View"*.

**Key stats:** Figures from the Office for National Statistics' **Adult Smoking Habits 2016 survey** show the lowest ever recorded prevalence of smoking in the UK. The national rate among adults in 2016 was 15.8%, down from 17.2% in 2015, meaning the UK had the second-lowest rate in Europe.

Figures **published** by NHS Stop Smoking Services show a further 15% decline in number of smokers seeking help to quit from the Stop Smoking Services in England. However, the successful quit rate remained similar to previous years.

**Tobacco Industry:** The Appeals Court **rejects the tobacco industry's appeal** against the UK law requiring standardised packaging of cigarettes and hand-rolled tobacco.



Adult smoking rate for Great Britain (18+)



Smoking prevalence among children for England (11-15)



Percentage of women smoking at 'time of delivery' in England



## 2017

### UK Regulation:

The Government releases its new *Tobacco Control Plan for England: Towards a Smokefree Generation*. The Plan sets out new ambitions including to reduce prevalence among adults to 12% or less by 2022, to reduce the prevalence of smoking in pregnancy to 6% or less by 2022 and to make all mental health inpatient services sites smokefree by 2018.

15.1%

Adult smoking rate for Great Britain (18+)

The chancellor *renews the tobacco tax escalator* for the remainder of the current parliament. This increases duty rates on all tobacco products by 2% above (RPI) inflation and on hand rolling tobacco by 3% above (RPI) inflation.

10.8%

Percentage of women smoking at 'time of delivery' in England

The *Tobacco and Related Products Regulations 2016*, implementing the EU Tobacco Products Directive, comes into full effect.

### EU Regulation:

On May 20<sup>th</sup> & 21<sup>st</sup> the *EU Revised Tobacco Products Directive* brings standardised packaging and minimum pack size laws into full effect across the UK.

### Publications:

The *largest ever analysis* of data on e-cigarettes in the UK finds no evidence that they are leading young people into smoking. The study, a collaboration between UK Centre for Tobacco and Alcohol Studies, Public Health England, ASH, and the DECIPHer Centre at the University of Cardiff is an analysis of five large-scale surveys conducted from 2015-2017 encompassing over 60,000 11-16 year-olds.

Evidence *published* by Action on Smoking and Health and Cancer Research UK shows an increasing number of local authorities making cuts to stop smoking budgets, from 16% of local authorities making cuts in 2014, rising to 39% in 2015 and 59% in 2016.

### Key stats:

ASH research into the *social care costs of smoking* shows that local authorities in England face a bill of £760m a year, up from £600m in 2012, to help people with smoking-related illness stay in their own homes (domiciliary care). Individuals also face a bill of about £630 million to cover the cost of their own care.

## 2018

**UK Regulation:** Matt Hancock is appointed Health Secretary in government reshuffle, taking over from Jeremy Hunt who held the role from 2012.

**EU Regulation:** The UK is the 40th country to ratify the **Illicit Trade Protocol**, a global treaty aimed at tackling the illicit tobacco trade, bringing the Protocol into effect.

**Key stats:** On World No Tobacco Day (31st May), ASH **publishes data** showing that smoking costs communities in England £12.6 billion a year. The figures show the additional pressure that smoking is putting on the NHS and social care services including annual costs of £2.5 billion to the NHS, and over £760 million to local authorities from smoking-related social care needs.

**Publications:** A report published by ASH and Cancer Research UK, '**Feeling the Heat: The decline of stop smoking services in England**', finds that budgets for stop smoking services were cut in 50% of local authorities in 2017, and that a specialist stop smoking service is now provided by only 61% of local authorities in England.

PHE publishes a report on e-cigarettes, '**Evidence review of e-cigarettes and heated tobacco products 2018**', which reaffirms findings that vaping is at least 95% less harmful than smoking.

The RCP publishes a report '**Hiding in Plain Sight: Treating tobacco dependency in the NHS**', which advocates for the NHS to play a greater role in the treatment of tobacco dependence.

The House of Commons Science and Technology Select Committee **publishes a report** concluding that e-cigarettes are being overlooked as a smoking cessation tool and should not be treated in the same way as conventional cigarettes.

**International:** The World Trade Organisation (WTO) **upholds Australia's plain tobacco packaging law**, rejecting a complaint brought by Cuba, Indonesia, Honduras and the Dominican Republic.



Adult smoking rate for Great Britain (18+)



Percentage of women smoking at 'time of delivery' in England

## 2019

**UK Regulation:** NHS England publishes the [NHS Long Term Plan](#), which commits to providing NHS funded smoking cessation support to all patients admitted to hospital, pregnant women and their partners, and people in mental health inpatient settings in addition to local authority commissioned services.

The Department of Health and Social Care publishes [‘Advancing our health: prevention in the 2020s’](#) Green Paper consultation, which includes a commitment to make England smokefree by 2030. The consultation commits to looking at a ‘polluter pays’ approach to funding tobacco control alongside further measures.

Seema Kennedy MP is appointed Public Health Minister in April 2019. She is replaced by Jo Churchill MP following Boris Johnson’s Government reshuffle.

**EU Regulation:** The EU introduces a new [‘Track and Trace’](#) system requiring all cigarette packs manufactured in, or imported into, the EU (including the UK) to be marked with unique codes enabling identification and tracing of any cigarettes which are being sold illegally.

**Publications:** ASH and CRUK publish [‘A changing landscape: stop smoking services and tobacco control in England’](#) which finds that Government cuts to public health budgets mean that only 52% of local authorities offer universal specialist stop smoking services. 12 years on from England going smokefree, ASH publishes [YouGov survey data](#) showing the majority of adults in England support government activity to limit smoking or think Government should do more.

The World Bank publishes a report – [‘Confronting Illicit Trade in Tobacco: A Global review of Country experiences’](#) – showing that taxes on tobacco products are effective at reducing smoking prevalence, increasing government revenue and tackling illicit trade, contrary to arguments put forward by the tobacco industry. The report cites the UK as example of best practice.

Industry watchdog STOP (Stopping Tobacco Organizations and Products) publishes the first ever [global index](#) to track tobacco industry influence over public health policy. The UK comes top out of 33 countries but identifies further areas for improvement.

**Tobacco Industry:** Former Rothmans employee, Simon Neale, [begins legal action](#) against BAT after being diagnosed with inoperable lung cancer. During his 4 years with Rothmans Mr Neale was given 1200 cigarettes per month and became heavily addicted.

## 2020

**UK Regulation:** Jo Churchill is reappointed Public Health Minister with Matt Hancock reappointed Secretary of State for Health in the post-election reshuffle.

The Government **commits to continuing the tax escalator on cigarettes at 2% above inflation (RPI)**, with an additional 4% increase for hand rolled tobacco for one year. This means an increase of 27 pence per pack of 20 cigarettes and an extra 67 pence for a 30g pouch of tobacco. The Government also increases minimum excise tax, meaning that the lowest price for a pack of 20 cigarettes is £8.23.

The Government **increases the public health grant** by £80 million above inflation for 2020/21, equating to a 2.6% real term increase. This still leaves the grant at 22% lower on a real term per capita basis than in 2015/16 and says nothing about future allocations.

Face-to-face stop smoking consultations are **temporarily halted** in England as a result of the coronavirus (COVID-19) pandemic.

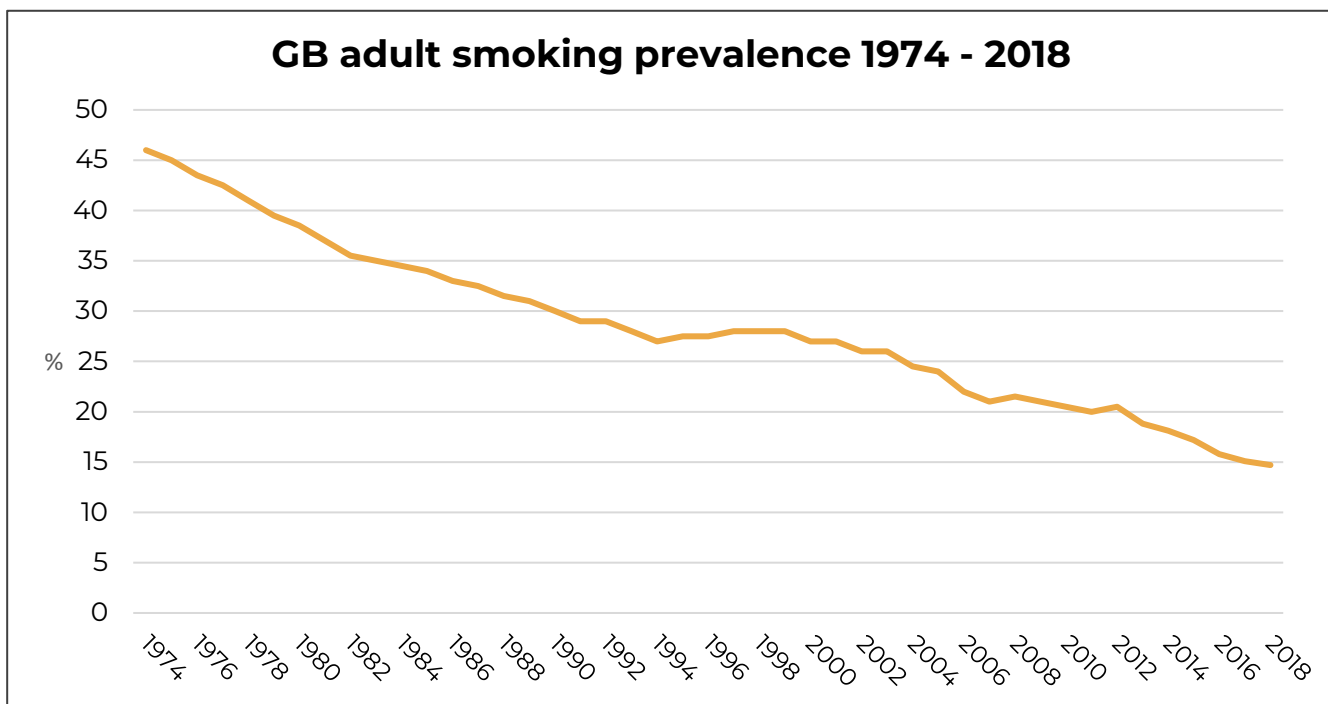
**Publications:** ASH and CRUK publish **'Many Ways Forward: Stop smoking services and tobacco control work in English local authorities'** which finds a third of local authorities (31%) no longer provide a specialist stop smoking service due to funding cuts, threatening the Government's target of reaching a smokefree England by 2030.

**Tobacco Industry:** The Guardian and Channel 4's Dispatches publish leaked **Philip Morris International documents** revealing its 'normalisation' strategy and proposals for a £1 billion 'Tobacco Transition Fund' that tobacco companies would be able to influence the spending of, in return for relaxation of advertising rules on heated tobacco products and e-cigarettes. In an **Adjournment Debate** led by the APPG on Smoking and Health the Government reaffirms its commitment to Article 5.3 of the WHO FCTC.

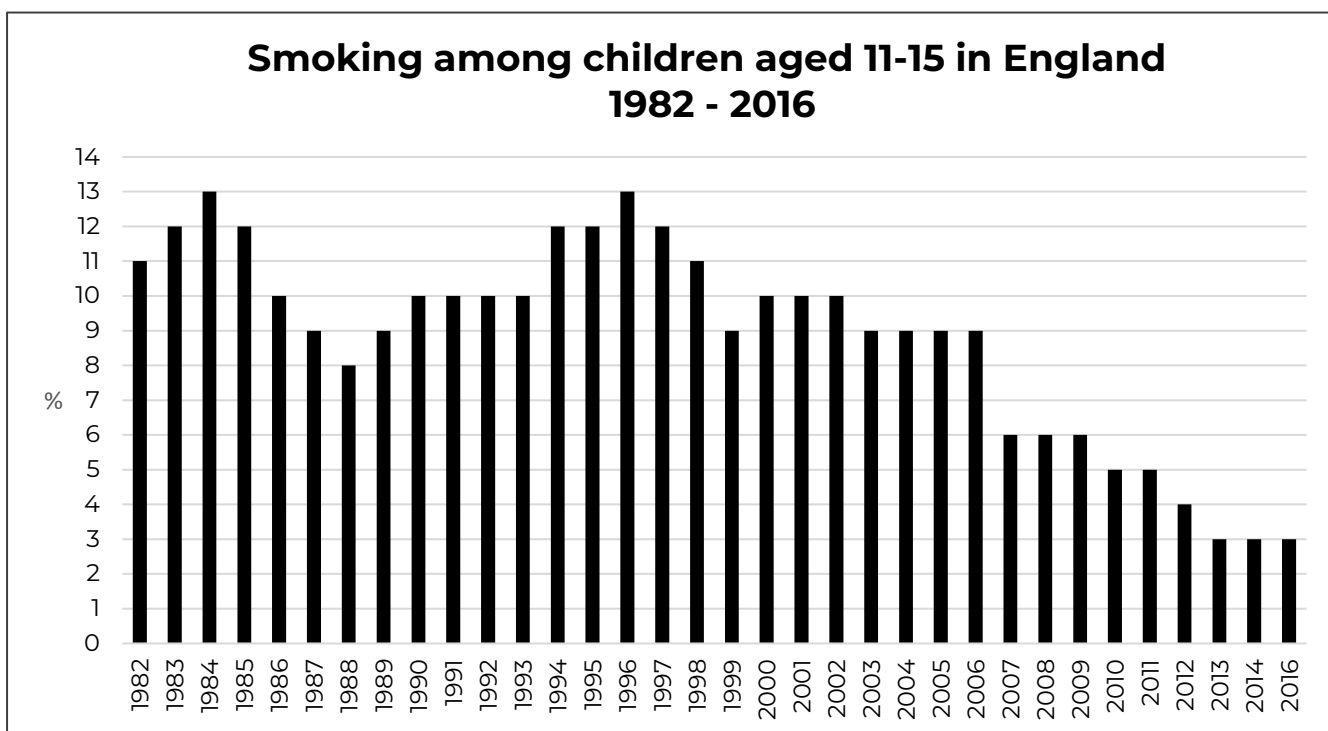
**Campaigns:** ASH and partners launch a **campaign for a Smokefree 2030**, with the publication of a **Roadmap** setting out what the Government needs to do to deliver on its ambition to make England smokefree by 2030.

ASH and partners launch the **'Quit for Covid'** campaign to encourage smokers to stop smoking to reduce their risk from coronavirus. **Data from China** shows that smokers are 1.5 times as likely to progress to the severe stage of COVID-19 as never smokers.

## Tables

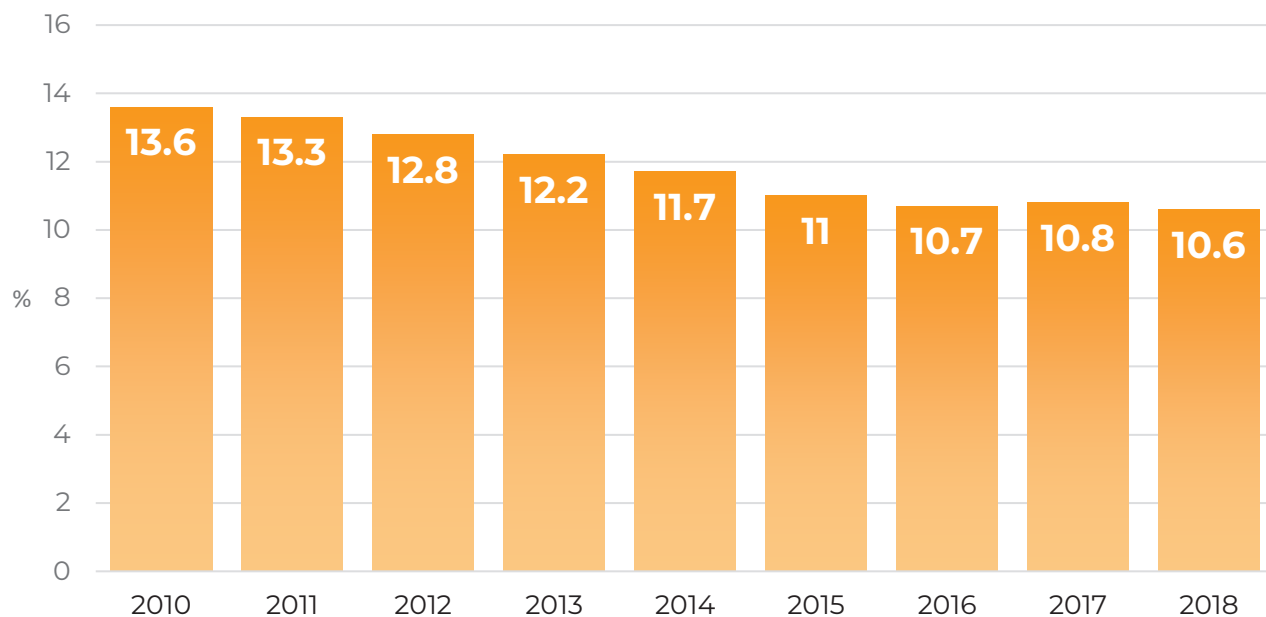


Note: Data for 1974 – 2012 refers to GB adults aged 16+. Data from 2013 onwards refers to UK adults aged 18+.



Note: There is no data for 2015 due to funding cuts.

### Smoking at time of delivery (SATOD) 2010 - 2018



## Data sources

### Adult smoking

1. **Data for 1974 – 2012:** Cancer Research UK. Cigarette Smoking Prevalence (GB): 1974-2012.

Note: Data for 1975-1977, 1979-1981, 1983-1985, 1987-1989, 1991-1993, 1995-1997, 1999 estimated by CRUK: actual GB smoking prevalence data not collected in these years.

2. **Data for 2013 – 2018:** Office for National Statistics. [Adult smoking habits in the UK: 2018](#)

### Childhood smoking

3. **Data for 1982 – 2014:** Cancer Research UK. Regular Cigarette Smoking Prevalence (England), Children: 1982-2014.

Note: There is no data for 2015 due to funding cuts.

4. **Data for 2016:** NHS Digital. [Smoking, drinking and drug use among young people in England – 2016. 2017.](#)

### Smoking in pregnancy

5. **Data for 2010 – 2017:** Public Health England. [Local Tobacco Control Profiles: Smoking status at time of delivery](#)
6. **Data for 2018:** NHS Digital. [Statistics on Women's Smoking Status at Time of Delivery: England - Quarter 4, 2018-19](#)

For more information on the issues raised, visit [ash.org.uk](http://ash.org.uk)