



Implementing inserts in cigarette and hand rolling tobacco packs

Fresh response 19th January 2026

Placement of pack inserts in packaging

Cigarette packaging

For flip-top cigarette packaging, we propose that loose inserts are placed between the cigarette bundle and the inner frame of the packet. The inserts should be easily removable and not attached to the rest of the packaging in any way.

Do you agree or disagree with the proposed placement of inserts for flip-top cigarette packaging? (Optional)

- **Agree**
- Disagree
- Don't know

For soft pack cigarette packaging, we propose that quit messaging is folded lengthwise twice and added in the side of the package.

Do you agree or disagree with the proposed placement of inserts for soft pack cigarette packaging? (Optional)

- **Agree**
- Disagree
- Don't know

For shoulder hinged cigarette packaging, we propose that the inserts are placed inside the pack, on top of the bundled cigarettes.

Do you agree or disagree with the proposed placement of inserts for shoulder hinged cigarette packaging? (Optional)

- **Agree**
- Disagree
- Don't know

If you have any comments on the proposed placement of inserts for cigarette packaging, please include them here. (Optional, maximum 500 words)

- Fresh welcomes this consultation and we are responding in the context of our submission to the previous consultation in October 2023 where we demonstrated strong North East support for the introduction of pack inserts. Latest figures for 2024 suggest 73% of North East adults support pack inserts (YouGov 2024). It is clear from international research that the policy increases quit attempts.

- We are also responding in the context of our clear North East Declaration for a Smokefree Future. This declaration from Fresh, the Association of Directors of Public Health North East and the North East and North Cumbria NHS Integrated Care Board states that: *“A smokefree future, free of the death and disease from tobacco, is needed, wanted and workable. This would improve the health and wealth of our region’s most disadvantaged communities more than any other measure”*. We are focussing our efforts to achieve zero smoking and would welcome national commitment to this ambition. (<https://www.fresh-balance.co.uk/news/partners-supporting-north-east-declaration/>)
- We agree with the proposed placement of inserts for cigarette packaging and our priority recommendation here is that the placement of inserts should be based on where they will be most visible and impactful. It is also beneficial that the inserts can be removed and retained to continue serving as a quitting reminder.
- There is support from former smokers to introduce this measure. North East mum-of-three Sue Mountain started smoking aged 11. She underwent laser treatment aged 48 after a biopsy revealed she had laryngeal cancer in 2012. The cancer then returned in 2015 and then again in 2017 but she is now cancer free. At the time of the previous consultation on pack inserts (October 2023) she said:

“When you smoke, you tell yourself you know all the risks but you’re addicted and deep down you don’t ever really believe it will actually happen to you.

“Without those reminders it’s too easy to put it off to another day. That is why the Government needs to be reminding people not just to quit smoking but how to quit smoking. They need to be doing it wherever and whenever they can – on TV, on posters, on the radio and on cigarette packs. Otherwise it’s just too easy to ignore.”
- Tobacco smoking is our biggest preventable killer and leading cause of health inequalities. Tobacco products should therefore be subject to the strictest regulations. As well as introducing pack inserts for cigarettes and hand-rolling tobacco and progressing with the vital measures included in the Tobacco and Vapes Bill, we believe there is much more that the Government can do to help people to quit smoking, prevent uptake and protect people from exposure to secondhand smoke.
- This includes the development of roadmap towards a smokefree country with measures including a levy on the tobacco industry, increased investment in education and awareness campaigns and further regulations on products themselves e.g. ‘dissuasive cigarettes’ where health warnings are printed directly onto cigarette sticks.

Hand rolling tobacco packaging

For wrap-around hand rolling tobacco packaging, we propose that instead of a pack insert, the same quit messaging is printed on the inner surface of the flap. The messaging must be positioned below the text health warning as the text health warning is positioned at the top edge of the pack when the pack is fully opened. The quit messaging must be visible, and not covered by packaging seals.

Do you agree or disagree with the proposed placement of messaging for wrap-around hand rolling tobacco packaging? (Optional)

- Agree

- Disagree
- Don't know

If you have any comments on the proposed placement of messaging for wrap-around hand rolling tobacco packaging, please include them here. (Optional, maximum 500 words)

- Ensuring that hand rolling tobacco (HRT) or roll your own (RYO) is as tightly regulated as cigarettes remains a key advocacy priority. Tobacco in all its forms is lethal therefore we need to work towards the goal of reaching all tobacco users with effective tobacco control policies, particularly given the growth in non-cigarette tobacco use (<https://www.ucl.ac.uk/news/2024/mar/non-cigarette-tobacco-smoking-soared-over-last-decade>).
- There is clear evidence on who uses hand-rolling tobacco and why (<https://academic.oup.com/ntr/article/24/12/1937/6652483>). RYO smokers are more likely to be younger, male, more addicted, from deprived areas, and less inclined to quit than cigarette smokers. Research among 18-35 year old users of RYO suggests that lower price, better taste, the pleasure of rolling, the ability to customise roll-ups and the erroneous belief that RYO was less harmful than cigarettes are all drivers for use.
- For all these reasons, pack inserts in hand-rolling tobacco need to be just as visible as they are in cigarette packaging.
- We are conscious that the printing of messaging directly onto wrap-around hand-rolling tobacco packaging means that the smoker does not have the option of retaining a loose insert as with other types of tobacco packaging and therefore the shelf life of the insert as a reminder to quit is reduced. This potential disadvantage is something that could be considered further when making the final decision, given how important it is to reach smokers of hand-rolling tobacco with this policy.
- The consultation gives the example of Australia, where loose inserts are added to the tobacco or glued onto the pouch. While the current UK proposal has been reached because it is likely to be more practical for manufacturers, we believe the final decision should be made based on what is likely to be most effective in helping smokers to quit and we would encourage further consideration of potential options.
- While we agree with the current approach of using the same pack insert messages in hand-rolling tobacco packs as for cigarette packs, albeit in a different format, an area for further research is whether HRT users need additional messaging to counter the myths driving their use of HRT.

For hand rolling tobacco packaged in cylinders and standing pouches, we propose that the inserts are placed inside the packs with the tobacco.

Do you agree or disagree with the proposed placement of inserts for cylinder and standing pouch packaging of hand rolling tobacco? (Optional)

- Agree
- Disagree
- Don't know

If you have any comments on the proposed placement of inserts for cylinder and standing pouch packaging of hand rolling tobacco, please include them here. (Optional, maximum 500 words)

- Our answer to this question is the same as above, although we would point out that the proposal for cylinder and standing pouch packaging is preferable to the proposal for wrap-around packaging given that the insert can be removed and retained in the former.

Shape and size of pack inserts

Cigarette packaging

For flip-top and shoulder hinged cigarette packaging, we propose that the inserts are sized based on the pack's outer dimensions, but reduced by 8mm in both width and height.

Do you agree or disagree with the proposed sizing of inserts for flip-top and shoulder hinged cigarette packaging? (Optional)

- Agree
- Disagree
- Don't know

For soft pack cigarette packaging, we propose that the inserts must measure 48mm wide by 95mm high, and when folded, 16mm wide and 95mm high.

Do you agree or disagree with the proposed sizing of inserts for soft pack cigarette packaging? (Optional)

- Agree
- Disagree
- Don't know

If you have any comments on the proposed sizing of inserts for cigarette packaging, please include them here. (Optional, maximum 500 words)

- We agree with the proposed sizing of inserts for cigarette packaging. Our primary stipulation is that the size of the insert is sufficient to be both noticeable and impactful by the primary audience i.e. those who smoke tobacco.

Hand rolling tobacco packaging

For wrap-around hand rolling tobacco packaging, we propose the printed quit messaging must measure 115mm wide by 63mm high.

Do you agree or disagree with the proposed sizing of messaging for wrap-around hand rolling tobacco packaging? (Optional)

- Agree
- Disagree

- Don't know

If you have any comments on the proposed sizing of messaging for wrap-around hand rolling tobacco packaging, please include them here. (Optional, maximum 500 words)

- Notwithstanding our concerns about not being able to remove and retain a pack insert, we agree with the proposed sizing of printed quit messaging for wrap-around hand-rolling tobacco packaging. Our primary stipulation is that the size of the messaging is sufficient to be both noticeable and impactful by the primary audience i.e. those who smoke tobacco.
- This is particularly relevant for those who smoke hand-rolling tobacco given that they may be doing so because of inaccurate beliefs it is safer option and/or to minimise the cost of smoking.

For hand rolling tobacco packaged in cylinders and standing pouches, we propose that the inserts must measure 55mm wide by 80mm high.

Do you agree or disagree with the proposed sizing of inserts for cylinder and standing pouch packaging of hand rolling tobacco? (Optional)

- Agree
- Disagree
- Don't know

If you have any comments on the proposed sizing of inserts for cylinder and standing pouch packaging of hand rolling tobacco, please include them here. (Optional, maximum 500 words)

- We agree with the proposed sizing of inserts for cylinder and standing pouch packaging of hand-rolling tobacco packaging. Our primary stipulation is that the size of the insert is sufficient to be both noticeable and impactful by the primary audience i.e. those who smoke tobacco.
- This is particularly relevant for those who smoke hand-rolling tobacco given that they may be doing so because of inaccurate beliefs it is safer option and/or to minimise the cost of smoking.

Shape of loose inserts and printed messaging

We propose that loose inserts and printed messaging are rectangular in shape. They must not be bevel shaped or embellished in any way.

Do you agree or disagree with the proposed shape of the inserts? (Optional)

- Agree
- Disagree
- Don't know

If you have any comments on the proposed shape of inserts, please include them here.
(Optional, maximum 500 words)

- We agree that the loose inserts and printed messaging should be rectangular in shape and must not be bevel shaped or embellished in any way.
- There have been instances where tobacco manufacturers have been able to use the appearance of tobacco packaging as a promotional tool e.g. to make them appear more attractive. It will be vital for the pack inserts regulations to be drafted in such a way as to prevent this from happening.

Material to use for pack inserts

Cigarette packaging

For all cigarette packaging, we propose that loose inserts must be recyclable and coated with a clear, protective matt finish. The clear coating must not prevent the insert from being recycled.

Do you agree or disagree with the proposed material of inserts for cigarette packaging?
(Optional)

- Agree
- Disagree
- Don't know

For flip-top and shoulder hinged cigarette packaging, we propose that the inserts must be printed on 180gsm paper.

Do you agree or disagree with the proposed paperweight of inserts for flip-top and shoulder hinged cigarette packaging? (Optional)

- Agree
- Disagree
- Don't know

For soft pack cigarette packaging, we propose that the inserts must be printed on 80gsm paper, to allow for the folding required.

Do you agree or disagree with the proposed paperweight of inserts for soft pack cigarette packaging? (Optional)

- Agree
- Disagree
- Don't know

If you have any comments on the proposed material and paperweight of inserts for cigarette packaging, please include them here. (Optional, maximum 500 words)

- We agree with the proposed material and paperweight of inserts for cigarette packaging.

- As the consultation document points out, it will be vital that loose inserts must be recyclable and that any coating applied to the insert must not prevent it from being recycled. The ability to recycle the loose insert in normal household waste should be made clear to the consumer, e.g. by printing this onto the insert.
- Ideally the material and paperweight of the insert would also allow it to be kept by the person who smokes after the cigarette package itself has been discarded. This would lengthen the amount of time that the insert could serve as a reminder to quit smoking. Such a message could also be placed on the loose insert, e.g. 'keeping this insert can support you in your quitting journey'.
- As we said in our previous consultation response, the inserts must not have an impact on the flavour or other characteristics of the tobacco products. We have seen product innovation that allows cards to be added to tobacco packs which 'add a burst of flavour' as a means of circumventing flavour bans (<https://www.havanahouse.co.uk/product-category/tobacco/hand-rolling-tobacco/tobacco-flavouring/rizla-menthol-flavour-cards/>). We recommend that robust safeguards are put in place to prevent pack inserts from being used in a similar way.
- Recycling of pack inserts should be considered within the context of the harms of tobacco on the environment at every level of the supply chain. Cigarette butts are the most littered item worldwide: they are not recyclable and their material means that they are a danger to wildlife, leaching toxic chemicals into the environment including waterways. The so-called 'filters' within the butts also serve no purpose in protecting people from tobacco related harm, and a key advocacy priority is to ban all filters.
- The most effective way of reducing smoking related environmental harm is to reduce smoking prevalence. The introduction of pack inserts – along with other measures – will contribute to this goal.

Hand rolling tobacco packaging

For wrap-around hand rolling tobacco packaging, we propose that quit messaging must be printed directly onto the packaging and the pouch must be coated with the same protective finish that is currently used.

Do you agree or disagree with the proposed material of messaging for wrap-around hand rolling tobacco packaging? (Optional)

- Agree
- Disagree
- Don't know

If you have any comments on the proposed material of messaging for wrap-around hand rolling tobacco packaging, please include them here. (Optional, maximum 500 words)

- As highlighted earlier, we are conscious that the printing of messaging directly onto wrap-around hand-rolling tobacco packaging means that the smoker does not have the option of retaining a loose insert as with other types of tobacco packaging. This potential disadvantage is something that could be considered further when making the

final decision, given how important it is to reach smokers of hand-rolling tobacco with this policy.

- The consultation gives the example of Australia, where loose inserts are added to the tobacco or glued onto the pouch. While the current UK proposal has been reached because it is likely to be more practical for manufacturers, we believe the final decision should be made based on what is likely to be most effective in helping smokers to quit and we would encourage further consideration of potential options.

For hand rolling tobacco packaged in cylinders and standing pouches, we propose that loose inserts must be recyclable and coated with a clear, protective matt finish. The clear coating must not prevent the insert from being recycled. We propose that the inserts must be printed on 200gsm paper.

Do you agree or disagree with the proposed material and paperweight of inserts for cylinder and standing pouch packaging of hand rolling tobacco? (Optional)

- Agree
- Disagree
- Don't know

If you have any comments on the proposed material and paperweight of inserts for cylinder and standing pouch packaging of hand rolling tobacco, please include them here. (Optional, maximum 500 words)

- As with our answer relating to inserts in cigarette packaging:
 - We agree with the proposed material and paperweight of inserts for cylinder and standing pouch packaging of hand-rolling tobacco.
 - As the consultation document points out, it will be vital that loose inserts must be recyclable and that any coating applied to the insert must not prevent it from being recycled. The ability to recycle the loose insert in normal household waste should be made clear to the consumer, e.g. by printing this onto the insert.
 - Ideally the material and paperweight of the insert would also allow it to be kept by the person who smokes after the cigarette package itself has been discarded. This would lengthen the amount of time that the insert could serve as a reminder to quit smoking. Such a message could also be placed on the loose insert, e.g. 'keeping this insert can support you in your quitting journey'.
 - As we said in our previous consultation response, the inserts must not have an impact on the flavour or other characteristics of the tobacco products. We have seen product innovation that allows cards to be added to tobacco packs which 'add a burst of flavour' as a means of circumventing flavour bans (<https://www.havanahouse.co.uk/product-category/tobacco/hand-rolling-tobacco/tobacco-flavouring/rizla-menthol-flavour-cards/>). We recommend that robust safeguards are put in place to prevent pack inserts from being used in a similar way.

- Recycling of pack inserts should be considered within the context of the harms of tobacco on the environment at every level of the supply chain. Cigarette butts are the most littered item worldwide: they are not recyclable and their material means that they are a danger to wildlife, leaching toxic chemicals into the environment including waterways. The so-called ‘filters’ within the butts also serve no purpose in protecting people from tobacco related harm, and a key advocacy priority is to ban all filters.
- The most effective way of reducing smoking related environmental harm is to reduce smoking prevalence. The introduction of pack inserts – along with other measures – will contribute to this goal.

Messaging and imagery on pack inserts

Loose pack inserts

The proposed messaging and imagery of loose pack inserts applies to:

- all cigarette packaging
- cylinder hand rolling tobacco packaging
- standing pouch hand rolling tobacco packaging

We propose that the loose inserts are printed on both sides, with quit messaging on one side. On the other side, we propose that the loose inserts have a QR code and web address to a smoking cessation website, as well as the 4 nation healthcare logos. For soft pack cigarette packaging, part of the back of the insert would also have the text health warning on it.

Do you agree or disagree with the proposed messaging and imagery that would be included on loose inserts? (Optional)

- **Agree**
- Disagree
- Don't know

We propose that the loose inserts are printed in portrait orientation.

Do you agree or disagree with the proposed printing orientation of loose inserts? (Optional)

- **Agree**
- Disagree
- Don't know

If you have any comments on the proposed messaging or printing orientation of loose inserts, please include them here. (Optional, maximum 500 words)

1/2: Our response to this question is joined with our response to the next open text question on proposed messaging or printing orientation of messaging for wrap-around hand rolling tobacco packaging, given that the content is the same.

On messaging:

- We are reassured that these messages have been developed in collaboration with the University of Stirling and are based on experience in Canada and Australia.
- The eight themes proposed resemble well-established evidence-based key messages that motivate a range of people to quit smoking. We have some comments for consideration on three of the eight proposed messages based on our insight and experience – for word count reasons, these can be found in the next question box.
- A more general point is to avoid use of the term ‘can’ when talking about the potential benefits of quitting smoking, e.g. rephrasing ‘quitting can benefit your health’, to ‘quitting improves your health.’ Tentative language can reduce motivational impact.
- We welcome the evidence-based reference to vaping as a stop smoking aid. This will provide much needed reassurance to those who are unsure about the role of vapes in smoking cessation. We would welcome the Government putting more emphasis on the benefits of vaping as a quitting aid in wider communications, alongside the availability of other stop smoking support.
- We agree that the messages should appear equally across packaging so people who smoke are exposed to as many messages as possible
- We would also suggest that these messages are reviewed at regular intervals and opportunities considered to add in new messaging as appropriate as new evidence emerges and to maximise the saliency of the messages e.g. highlighting the benefits of reducing exposure to secondhand smoke after quitting, or reducing the risk of developing dementia, or the availability of new stop smoking aids.
- To make the policy of pack inserts most effective, we need sustained media campaigns, including on TV, radio and online, to mirror these messages, remind people of the risks of smoking and benefits of quitting, and where possible have real people telling their stories. Our Smoking Survivors campaign does just this, featuring North East people, and campaign evaluation has shown this to be highly effective.

Wrap-around hand rolling tobacco packaging

We propose that the printed messaging on wrap-around hand rolling tobacco packaging includes:

- quit messaging
- a QR code and web address to a smoking cessation website
- the 4 nation healthcare logos

This is the same messaging as shown on the loose inserts.

Do you agree or disagree with the proposed printed messaging for wrap-around hand rolling tobacco packaging? (Optional)

- **Agree**
- Disagree
- Don't know

We propose that the messaging printed on wrap-around hand rolling tobacco packaging must be printed in landscape orientation.

Do you agree or disagree with the proposed printing orientation of printed messaging for wrap-around hand rolling tobacco packaging? (Optional)

- Agree
- Disagree
- Don't know

If you have any comments on the proposed messaging or printing orientation of messaging for wrap-around hand rolling tobacco packaging, please include them here. (Optional, maximum 500 words)

2/2: Our response to this question is joined with our response to the previous open text question.

- On messaging, we have some comments for consideration on three of the eight proposed messages:
 - Quitting in older age: there is potentially an over-emphasis here on 'later life.' Our insights from focus groups suggest that some smokers in their late 40s or 50s (especially heavier smokers who started young) may already feel a sense of fatalism that any health damage is already done. This can be determined by the length of time someone has smoked (pack years) rather than just age. One option would be to swap out the words 'Even in later life...' to 'No matter how long you've smoked...' which could be more inclusive to "middle age".
 - Perseverance: we would recommend the heading be rephrased to 'Every quit attempt increases your chance of success.' We also wonder whether the suggested phrase '*Relapsing back to smoking can be a normal part of the quitting process*' could be misinterpreted as affirming the act of carrying on smoking, or to give people a reason/ justification to do so. To counter the sense of fatalism from previous failed quit attempts, a reword could be 'Many people need to try more than once – the important thing is to keep going.'
 - Cravings: while people do like hearing about easy tips and there is a place for these, we feel there should also be reference to evidence-based quitting methods such as quit aids which are important to help ease cravings, particularly to help in the first few weeks of a quit attempt, cross-referenced with the valuable 'stop smoking aids' proposed message.

On signposting to support:

- In principle, the messaging on the back of the loose inserts looks reasonable. We recognise that there is a need for a four-nations approach therefore content can't be too specific to particular geographical areas.
- However, as flagged in the previous consultation, not everyone has access to online information, particularly those in priority groups for smoking cessation, so we need to ensure that they have alternative means of seeking support.
- Alongside the QR code and website link, the following message could be considered: 'Or speak to your local GP, pharmacist or health professional' which will reinforce the

role of the wider NHS in relation to providing very brief advice and referral into further stop smoking support.

- We have significant expertise in the North East of England around what works in stop smoking messaging and we would be delighted to arrange a meeting with the relevant team at DHSC to discuss any element of this further.

Across all messaging, we encourage the Government to explore options to ensure that people who smoke but don't speak English as their first language are still provided with adequate support to be able to quit, particularly since many will be in priority population groups e.g. living in social housing or on low incomes.

The proposed printing orientation makes sense for ease of reading.

If you have any comments on the consideration of inks for loose inserts and printed messaging, please include them here. (Optional, maximum 500 words)

- We were concerned to read that during the research stage of policy development, DHSC heard from tobacco manufacturers that said they could only print two colours, therefore the quit messaging has been designed with this in mind.
- We would suggest that quit messaging needs to be designed with supporting smokers to stop in mind, rather than the printing capacity of tobacco manufacturers.

Equal use of messaging

We propose that across all cigarette and hand rolling tobacco packaging, the different insert messages should appear in, or on, equal numbers of retail packages. This applies to different brand families, brands and packaging sizes and types.

Do you agree or disagree with the proposed equal use of messaging? (Optional)

- **Agree**
- Disagree
- Don't know

If you have any comments on the proposed equal use of the messaging, please include them here. (Optional, maximum 500 words)

- We agree with the proposed equal use of messaging given the equally lethal nature of all tobacco products.
- We recommend that a monitoring framework is put in place for this policy, both to ensure that tobacco manufacturers are fully complying with their obligations as well as to gain further insight into which messages work best with different groups of people e.g. users of hand-rolled tobacco.
- As highlighted earlier, we would also suggest that these messages are reviewed at regular intervals and opportunities considered to add in new messaging as appropriate as new evidence emerges and to maximise the saliency of the messages e.g.

highlighting the benefits of reducing exposure to secondhand smoke after quitting, or the links between smoking and dementia, or the availability of new stop smoking aids.

Access to pack inserts messaging

We propose that manufacturers will access the pack insert messaging through an online platform called DH eXchange. Manufacturers currently access the combined health warnings through this platform.

Do you agree or disagree with the proposed method of providing manufacturers with access to the messaging? (Optional)

- **Agree**
- Disagree
- Don't know

If you have any comments on the proposed method of providing manufacturers with access to the messaging, please include them here. (Optional, maximum 500 words)

- The proposed method of providing manufacturers with access to the messaging appears to be reasonable.

Implementation timelines

We propose that manufacturers have a maximum of 12 months after the regulations are made to implement the requirements in legislation.

Do you agree or disagree with the proposed implementation timelines? (Optional)

- **Agree**
- Disagree
- Don't know

If you have any comments on the proposed implementation timelines, please include them here. (Optional, maximum 500 words)

- We believe that 12 months should be the absolute maximum implementation timeline. We note that pack inserts have been introduced relatively easily and cheaply in Canada and, more recently, Australia, therefore this should make the transition easier for the UK market given that it is the same tobacco companies that dominate sales.

Any other comments

If there are any cigarette or hand rolling tobacco packaging types we haven't included in this consultation, please include them here. (Optional, maximum 500 words)

- While we are proud in the UK of our robust standardised packaging regulations, it is clear from this consultation process that there is still much room for improvement in

terms of standardisation, as we have said in many previous consultation responses including the January 2025 consultation on standardised packaging for other tobacco products.

- Areas for strengthening include:
 - Extending the standardised packaging regulations to other tobacco products e.g. cigarillos, cigars, heated tobacco products, noting an increase in non-cigarette tobacco smoking (<https://www.ucl.ac.uk/news/2024/mar/non-cigarette-tobacco-smoking-soared-over-last-decade>).
 - Tightening the existing regulations on cigarettes and hand-rolling tobacco packaging, given that there are currently multiple different types of each.
 - Future-proofing current and potential packaging regulations to prevent tobacco manufacturers from making packaging changes that could reduce the effectiveness of pack inserts.
- We note that the consultation document references the previous standardised packaging consultation which closed on 28th January 2025 and that the Government will publish its analysis of the information in due course. We hope that this will take place soon given that it is one year since the consultation closed.

If you have any further comments on the proposals in this consultation, please include them here. (Optional, maximum 500 words)

- We strongly support the Government in proceeding with this policy as soon as it is able. In order to maximise the effectiveness of pack inserts, we believe the policy needs to be introduced as part of a fully-funded, comprehensive and long-term national tobacco control plan which provides the roadmap the Government's ambition of a smokefree country.
- The roadmap should include the following evidence-based policies, many of which enjoy strong support from the public and retailers as well as cross-party support:
 - The vital measures outlined in the Tobacco and Vapes Bill including the smokefree generation legislation, improved vapes regulations and tobacco licensing
 - A 'polluter pays' levy on tobacco manufacturers to fund effective tobacco control. Four manufacturers are responsible for over 95% of UK tobacco sales, making an estimated £900m per year in UK profit. As the Chief Medical Officer for England has previously commented, the tobacco industry kills for profit.
 - Further regulations on tobacco products themselves e.g.
 - 'dissuasive cigarettes' as has been introduced in Canada, whereby each stick would carry its own information and would be an additional reminder to quit smoking as well as reducing the attractiveness of smoking.

- A ban on so-called filters, given that they serve no purpose in ‘filtering’ any toxins from tobacco and they pose a significant threat to the environment.
- Sustained investment in mass media campaigns to motivate and support smokers to quit.
- We encourage the Government to work closely with Trading Standards to ensure the appropriate offences are stitched into the pack inserts regulations. Based on advice from Trading Standards, we recommend an offence is included which relates to the sale or supply of a tobacco product without the correct insert, so that Trading Standards can take enforcement action against the person selling. A useful working example of this is the Tobacco and Related Products Regulations 2016 where there is an offence to produce as well as to supply a product in breach of regulations.
- We noted that, for this consultation, the Government worked with a design agency to examine the current packaging and to consider practical options for introducing pack inserts and that this involved surveying and interviewing tobacco manufacturers. We would like assurance that WHO FCTC Article 5.3 was followed at all times during these discussions and that it will continue to be followed during further policy development.
- We also note that in the Government’s response to the 2023 consultation ‘Mandating quit information messages inside tobacco packs’ it said that it intended to incorporate pack inserts into the internal packaging of products and that for cigarettes, the intention was to change to a slide and shell pack design in line with Canada. However, further research suggested that this would require a move away from the most common type of cigarette packaging in the UK so this will not be pursued. We would also like assurance that this decision was made in line with what will be most effective in helping smokers to stop rather than following a request from tobacco manufacturers.

Please attach any other information to support your submission. (File upload)