



Department of Health

20/08/2014

DE00000878559

Dear Mr Buck,

Thank you for your request of 1 August 2014 under the Freedom of Information Act (2000). Your exact request was:

"In reference to a complaint from the smokers rights group, Forest, to the Advertising Standards Authority regarding an anti-smoking advert which states, "Every 15 cigarettes will cause a mutation", you met with the ASA on 24th January this year.

The minutes from this meeting have not been made available by the ASA. Please can you provide the minutes. This information is necessary to help provide clarity on how the decision not to uphold the complaint, was arrived at."

The Department does not hold this information.

The Department's tobacco control policy team did not meet with the Advertising Standards Authority to discuss the advertisement statement "every 15 cigarettes will cause a mutation" on 24 January 2014.

However, you may wish to contact Public Health England, who lead on public health social marketing campaigns and who may hold information relevant to your request.

Details on how to do so can be found on the following website:

<https://www.gov.uk/government/organisations/public-health-england>

If you have any queries about this email, please contact me. Please remember to quote the reference number above in any future communications.

If you are dissatisfied with the handling of your request, you have the right to ask for an internal review. Internal review requests should be submitted within two months of the date of receipt of the response to your original letter and should be addressed to:

Head of the Freedom of Information Team
Department of Health
Room 520
Richmond House
79 Whitehall,
London
SW1A 2NS

Email: freedomofinformation@dh.gsi.gov.uk

If you are not content with the outcome of your complaint, you may apply directly to the Information Commissioner (ICO) for a decision. Generally, the ICO cannot make a decision unless you have exhausted the complaints procedure provided by the Department. The ICO can be contacted at:

The Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Yours sincerely,

Peter Camilleri

Freedom of Information Officer
Department of Health

freedomofinformation@dh.gsi.gov.uk