



Public Health  
England

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## By email

Our ref: 13/04/jb/141

Your ref:

S Rogers

[request-159836-cf8549c1@whatdotheyknow.com](mailto:request-159836-cf8549c1@whatdotheyknow.com)

29 May 2013

Dear S Rogers

## Re: Stop smoking marketing budget

Thank you for your email of 30 April 2013 received via [whatdotheyknow.com](http://whatdotheyknow.com) in which you asked for information about how Public Health England (PHE) will spend its marketing budget.

Your letter has been handled as a request for information under the Freedom of Information (FOI) Act and in accordance with section 1(1)(a) of the Act I can confirm that Public Health England (PHE) holds this information. I have set out your questions below in bold have addressed each in turn.

**Please provide a breakdown of how this budget will be spent by period (by year, quarter or month) and by activity (creative production vs spend on purchasing space/airtime etc).**

The table on the following page gives a breakdown of projected spend for the Smokefree campaign by activity in financial year 2013/14. All figures are subject to change as detailed plans are developed throughout the year.

<b>‘Always on’ activity</b>	<b>£330,000</b>
Always on Strategy development	50,000
PR	100,000
Digital - social media	30,000
Digital - search and display	150,000
<b>Products and Services</b>	<b>£860,000</b>
CRM strategy (website, contact centre, text, apps, direct mail, Quit Kit)	100,000
Text programme running costs (12 week & 28 day programme)	130,000
Text programme updates	15,000
Re-design helpline and webchat scripts	15,000
Website hosting and maintenance (Smokefree and resource centre)	100,000
Move to new cross-Government platform and website refresh	250,000
New product development - (including research and testing)	250,000
<b>Secondhand Smoke Campaign</b>	<b>£1,520,000</b>
Media	1,310,000
PR	50,000
Local & partnership work	100,000
Website update	15,000
Fulfilment	45,000
<b>Stoptober Campaign</b>	<b>£5,650,000</b>
Creative development	500,000
Media	3,550,000
PR	100,000
Stoptober packs & digital product	500,000
Local & partnership work	600,000
Fulfilment	370,000
Follow up comms	30,000
<b>New Year Campaign</b>	<b>£5,010,000</b>
Creative development	700,000
Media	2,550,000
PR	50,000
Product - Quit Kits	1,450,000
Local & partnership work	100,000
Website update	60,000
Fulfilment	70,000
Follow up comms	30,000
<b>Total</b>	<b>£13,370,000</b>

**Please provide details of what specific campaigns are planned.**

This year we have planned campaigns on secondhand smoke, Stoptober and a quitting campaign in the New Year. Details of all PHE marketing activity, including specific Smokefree campaigns, can be found in the 2013/2014 Marketing plan which can be viewed and downloaded here:

<https://www.gov.uk/government/publications/public-health-england-marketing-plan-2013-14>

**Please supply copies of the department's cost-benefit analysis or other supporting documentation used to justify this level of expenditure on more quitting-smoking campaigns.**

Around 8.5 million people in England smoke. Smoking continues to be the major preventable cause of premature death and major disease, causing 80,000 deaths and costing the NHS an estimated £2.7 billion each year. The government's ambition is to reduce smoking prevalence from 21% to 18.5% by 2015, approximately 210,000 fewer smokers a year.

There is a wealth of international evidence for the impact of marketing on reducing smoking prevalence. Econometric modelling has demonstrated a clear relationship between tobacco control marketing activity and people quitting smoking. The gross one year payback of tobacco marketing activity in 2009 was £43m, in terms of savings to the NHS.

This results in a one-year return on marketing investment (ROMI) of £2.07 for every pound of public money spent, and a three-year return of £4.58 for every pound spent (based on 2009 figures).

**Please supply information on what activities PHE is undertaking to support or promote the uptake of electronic cigarettes.**

PHE is undertaking no activities to support or promote the uptake of electronic cigarettes. We are awaiting the outcome of the assessment being carried out by the Medicines and Healthcare Products Regulatory Agency (MHRA) on these products - looking in particular at how different levels of nicotine affect the body. We'll use this research to help us decide whether we will support, promote or discourage their use.

Public Health England is a new executive agency of the Department of Health which took up its full responsibilities on 1 April 2013. PHE works with national and local government, industry and the NHS to protect and improve the nation's health and support healthier choices and address inequalities by focusing on removing barriers to good health.

Bodies that have moved into PHE include the Health Protection Agency, National Treatment Agency, Public Health Observatories, UK National Screening Committee and NHS cancer and non-cancer screening programmes, Cancer Registries, Quality Assurance Reference Centres, Strategic Health Authorities, Specialised

Commissioners and parts of the Department of Health, including Public Health Marketing.

I hope you have found this information helpful. If you have any queries regarding the information that has been supplied to you, please refer them to me in the first instance. If you are dissatisfied with this response and would like a copy of the PHE complaints procedure then please contact Mr George Stafford, Complaints Manager at the address above.

Please note that you have the right to an independent review by the Information Commissioner's Office if a complaint cannot be resolved through the PHE complaints procedure. The Information Commissioner's Office can be contacted by writing to Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF.

Yours sincerely

Jonathan Bennett  
Freedom of Information Coordinator