

**FOI 1112 394**

**Summary Issue – Plain Packaging Campaign**

**This information relates to Smoke Free South West**

<b>Question</b>	<b>Response</b>
1) The total budget Smokefree South West have allocated for advocating plain packaging of cigarettes in this financial year, and any other financial years..	Total budget in financial year 2011/12: £468,462.06. No future budgets have been allocated to plain packaging.

<b>Question</b>	<b>Response</b>
2) How much of this budget is being spent on each of the elements,	
i) billboards,	£100,398.00
ii) digital advertising (including website design) and	£127,685.77
iii) community events (including related payments to staff),	£99,146.00
plus any other social marketing avenues not mentioned by Fiona Andrews.	£141,232.29

<b>Question</b>	<b>Response</b>
3) The total amount of money provided by the Department of Health, over and above regular annual funding, specifically for the Smokefree South West plain packaging campaign	Smokefree South West is not in receipt of any funding from the Department of Health either in terms of annual funding or projects and campaigns.

The information provided in this response is accurate as of Monday 12 March 2012

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