



Notification Number: 2002/135/UK

Tobacco Advertising and Promotion Bill

Date received : 28/03/2002
End of Standstill : 01/07/2002 (30/09/2002)
Issue of comments by : Netherlands
Issue of detailed opinion by : Germany

Message

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Message 001

Communication from the Commission - SG(2002) D/50666
Directive 98/34/EC

Notifikation - Notifizierung - Γνωστοποίηση - Notificación - Notification - Notifica - Kennisgeving -
Notificação - Ilmoitus - Anmälan : 2002/135/UK.

Fristerne indledes ikke - Kein Fristbeginn - Καμμία έναρξη προθεσμίας - Does not open the delays - No abre el
plazo - N'ouvre pas de délais - Non fa decorrere la mora - Geen termijnbegin - Nao inicia o prazo - Määräaika ei
ala tästä - Inleder ingen frist.

(MSG: 200200666.EN)

1. Structured Information Line

MSG 001 IND 2002 0135 UK EN 01-07-2002 28-03-2002 UK NOTIF 01-07-2002

2. Member State

United Kingdom

3. Department Responsible

Department of Trade and Industry
Standards and Technical Regulations Directorate

3. Originating Department

Department of Health



4. Notification Number

2002/135/UK-XOOM

5. Title

Tobacco Advertising and Promotion Bill

6. Products Concerned

Products carrying advertisements for tobacco products

7. Notification Under Another Act

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8. Main Content

The Bill bans advertising and promotion (including sponsorship) of tobacco products, with limited exceptions. The Bill covers direct advertising (for example, posters, billboards and press advertising) and other forms of promotion, such as direct marketing and free distributions. The ban covers all media including paper, electronic communications (such as the internet) and video. It does not cover television and radio, which are already subject to regulations under the Broadcasting Acts or other measures. Some provisions, notably those dealing with indirect advertising by so called brand sharing and distributions for a nominal sum, are purely enabling.

The UK will fulfil its obligation under Article 12 of Directive 98/34/EC (as amended) when this measure is officially published

9. Brief Statement of Grounds

Smoking is the main cause of premature death and preventable ill health in the United Kingdom, causing well over 100,000 deaths each year. A comprehensive ban on tobacco advertising is likely to reduce tobacco consumption and therefore reduce smoking related deaths and ill health. On the basis of research evidence it is expected that a comprehensive ban on tobacco advertising and promotion will result in a reduction in tobacco consumption of around 2.5% in the long run. Anything less far-reaching would leave considerable scope for promotion of tobacco products, as has been demonstrated in other countries. Research shows that tobacco companies are keen to exploit whatever avenues they can to increase the prevalence of smoking among young people in particular.

Where there are common provisions, the Bill is in line with the proposed Directive on the approximation of the laws, regulations and administrative provisions of Member States relating to the advertising and sponsorship of tobacco products.

The UK's notification is without prejudice to its view that the Bill does not contain any technical regulations.

10. Reference Documents - Basic Texts

Tobacco Advertising and Promotion Bill

11. Invocation of the Emergency Procedure

No



12. Grounds for the Emergency

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13. Confidentiality

No

14. Fiscal measures

No

David O'Sullivan
General Secretary
European Commission