

We will:

- ♦ Support effective public awareness campaigns like Be Clear on Cancer, working closely with charities to raise awareness of the signs and symptoms of killer diseases.
- ♦ Keep public health within local government, where it is effectively joined-up with preventive community services.
- ♦ Restrict the marketing of junk food to children, including restricting TV advertising before the 9pm watershed, and maintain the effective 'Five a Day' campaign.
- ♦ Encourage the traffic light labelling system for food products and publication of information on calorie, fat, sugar and salt content in restaurants and takeaways.
- ♦ Reduce smoking rates, including by completing the introduction of standardised packaging for tobacco products. We will introduce a tax levy on tobacco companies so they fairly contribute to the costs of health care and smoking cessation services, subject to consultation on the detailed design and practicalities.
- ♦ Carefully monitor the growing evidence base around electronic cigarettes, which appear to be a route by which many people are quitting tobacco, and ensure restrictions on marketing and use are proportionate and evidence-based. For example, we support restrictions on advertising which risks promoting tobacco or targets under 18s, such as those introduced in 2014, but would rule out a statutory ban on 'vaping' in public places.
- ♦ Introduce Minimum Unit Pricing for alcohol, subject to the outcome of the legal challenge in Scotland, and support the greater use of Local Authority powers and criminal behaviour orders to help communities tackle alcohol-related crime and disorder.
- ♦ Pass a Nature Act to increase access to green spaces and a Green Transport Act to cut air pollution.

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## 5.7 Help for carers

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The number of family carers is rising, including in the 'sandwich generation' who find themselves trying to care for their children and their parents at the same time. Carers are unsung heroes and we need to do more to help them. We have already invested £400m in carers' breaks, but we can and must go further.

We will:

- ♦ Introduce an annual Carer's Bonus of £250 for carers looking after someone for 35 hours or more each week.
- ♦ Work to raise the amount you can earn before losing Carer's Allowance from £110 to £150 a week.