



IT'S NOT WORTH THE PAPER IT'S WRITTEN ON.

Everyone, us included, wants to prevent minors from starting to smoke. So, given the importance of the issue, why is the Department of Health consulting on a proposal which, **a)** has no evidence to support it and, **b)** common sense says won't work?

In 2008, the same policy was rejected when it was found to have no credible evidence. So what has emerged since, to suggest that it will work this time?

The best the Department can come up with is a series of individually flawed consumer surveys, none of which is evidence of the type demanded by the government's own Better Regulations rules.

They also propose using a panel of 'experts' and their subjective opinions on what people *might* do. But these

opinions can't be taken seriously if the panel has a vested interest in tobacco control.

But whilst none of this 'evidence' is worth the paper it's written on, the policy itself has some very serious unintended consequences.

A single, plain pack style would make counterfeiting even more attractive to organised crime because the packs would be cheaper to produce and harder to detect. Does this not concern the Department of Health?

So, a proposal which sets out to prevent minors from smoking could end up doing the opposite by helping increase illicit trade. For their sakes, shouldn't the Department of Health properly assess the risks?