

PRESS RELEASE



Date: 21st June 2012
From: Local MP Caroline Spelman
MP for the Meriden Constituency
FOR IMMEDIATE RELEASE

Picture attached of Caroline Spelman MP, Diane Moylan and Glynis Harrison

CAROLINE SPELMAN SUPPORTS 'THE ANSWER IS PLAIN' CAMPAIGN

Local MP Caroline Spelman met constituents Diane Moylan and Glynis Harrison at Westminster last week (Wednesday 27th June) to discuss Cancer Research UK's 'The Answer is Plain' campaign, which calls for all branding to be removed from tobacco packaging. Diane and Glynis are Ambassadors for Cancer Research UK and were keen to share research which shows that striking logos and distinctive packet designs make cigarettes more appealing to children.

Diane from Castle Bromwich and Glynis from Smiths Wood travelled to London to meet with Caroline because they feel strongly about the devastating consequences of smoking, having had family members affected by illness associated with tobacco. This was Diane's second visit to Parliament to meet Caroline. She first came in November 2010 to raise her concerns about the early diagnosis of cancer.

Diane said: "We must protect our children from the dangers of tobacco. I don't want children being subjected to clever marketing techniques from an industry that has to recruit 100,000 new smokers each year to replace those who die from smoking."

Glynis explains: 'I am passionate about being a Campaigns Ambassador for Cancer Research UK after losing two brothers-in-law in their 50s to smoking-related cancers and having breast cancer myself in 2007, although I am a non-smoker. I believe that we must do everything we can to discourage children and young people from smoking and committing themselves to a lifetime of coughing and spluttering, and, inevitably, cancer.'

Caroline said: "I was really pleased to be able to meet with Diane and Glynis in Parliament to discuss the 'answer is plain' campaign'. I was particularly shocked to hear the statistics that 50% of young people who start smoking under the age of 20 will reduce their lives by 20 years. If tobacco packaging encourages young people to smoke then we have to take action. The Government is currently consulting on whether to force tobacco companies to use plain packs at the moment and I await the outcome with great interest."

People in the Meriden constituency are being urged to sign Cancer Research UK's campaign petition at www.theanswerisplain.org before the Government closes its consultation on plain cigarette packaging on the 10th July.

For more information please contact:

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NOTES TO EDITORS

Polling figure from YouGov Plc. Total sample size was 4099 adults. Fieldwork was undertaken between 30th March - 2nd April 2012. The survey was carried out online. The figures have been weighted and are representative of all UK adults (aged 18+).

Over 220,000 people have now watched Cancer Research UK's hard-hitting short film that illustrates children's attraction to slickly designed cigarette packs at www.theanswerisplain.org.uk. You can find out more about how the video was made on the 'more information' page.

The Cancer Research UK-funded report 'The packaging of tobacco products' (Ford, A. 2012) is available at www.cancerresearchuk.org/tobacco.

Cancer Research UK is the world's leading cancer charity dedicated to saving lives through research

- The charity's groundbreaking work into the prevention, diagnosis and treatment of cancer has helped save millions of lives. This work is funded entirely by the public.
- Cancer Research UK has been at the heart of the progress that has already seen survival rates double in the last forty years.
- Cancer Research UK supports research into all aspects of cancer through the work of over 4,000 scientists, doctors and nurses.
- Together with its partners and supporters, Cancer Research UK's vision is to beat cancer.