

Freedom of Information Act 2000 disclosure log entry

Reference

18-19116

Date sent

20/07/2018

Subject

Trust Correspondence with Tobacco Companies

Details of enquiry

I'd like to request all correspondence between Trust staff or board members and:

- Philip Morris International
- British American Tobacco
- Japan Tobacco International
- Imperial Brands (formally Imperial Tobacco)

between 11th July 2017 and 11th July 2018.

Response Sent

The Trust has received a letter, as attached, and dated 3rd July from Philip Morris International, and addressed to our Chair. No response has been sent back to Philip Morris International.



**PHILIP MORRIS
LIMITED**

10 HAMMERSMITH GROVE • LONDON • W6 7AP • UNITED KINGDOM • TEL: +44 (0)20 8222 0700 • FAX: +44 (0)20 8222 0994

Paul Burstow
Chairman of Tavistock and Portman NHS Foundation Trust
The Tavistock Centre
120 Belsize Lane
London, NW3 5BA

3 July 2018

Philip Morris Ltd offer to help the NHS quit cigarettes

Earlier this year, Philip Morris International (PMI) publicly committed to go smoke-free and to give up cigarettes. As part of delivering this goal, we launched a website (www.smokefreefuture.co.uk) and campaign to provide information to adult smokers who want to stop smoking. Now, we are keen to work with NHS Trusts and Foundations across England to see if we can support the NHS in helping its employees to stop smoking.

In June, the Royal College of Physicians (RCP) published its report *Hiding in plain sight – Treating tobacco dependency in the NHS*. The report assessed the costs per year to the NHS of treating smoking. It also identified that, among the NHS's 1.2m employees, around 73,000 smoke, costing the NHS approximately £206m each year or around £2,800 per smoker per year.

At PMI, we are clear that never starting smoking – or quitting – is always the best option. However, for the millions of adults who would otherwise continue to smoke (because nicotine is addictive or they choose to), then we want to help them switch to smoke-free alternatives. These include e-cigarettes and heated tobacco products.

To support the 70th anniversary of the NHS, we are keen to work with you to help the 73,000 NHS employees who currently smoke, to quit cigarettes.

This would be a collaborative campaign; you would provide cessation advice for quitting nicotine altogether, and for smokers who do not quit we can help them switch to smoke-free alternatives. We would focus on activities that you believe will have the greatest impact, complementing and growing any existing work you may be doing, with the objective of accelerating the end of smoking in the NHS. We can also advise on what we believe could have greatest impact based on our own commercial experience.

Our investment could include, for example, running quit/switch clinics with you at key locations for your employees, provision of smoking cessation literature to complement existing material you may provide, or operating a scheme that allows your employees who do not quit, to trial one of our range of smoke-free alternatives supported by trained coaches to help them on their journey. Where you recommend that an individual's journey to quitting nicotine should involve a period of e-cigarette use, then our switching programme could be activated.



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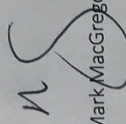
As you will know, Public Health England (PHE) found in its 2018 evidence review of the e-cigarette market that e-cigarettes are at least 95 per cent less harmful than cigarettes. For the first time the review also included a section on heated tobacco (section 12). The report is available at www.gov.uk/government/publications/e-cigarettes-and-heated-tobacco-products-evidence-review.

However, misconceptions persist about less harmful alternatives to cigarettes. For example, according to ASH, 50 per cent of adults do not know that e-cigarettes are less harmful than cigarettes. I have enclosed therefore a copy of our latest research publication which examines the growing base of independent research on our smoke-free products, including recent government reports and more than a dozen peer-reviewed independent studies from around the world.

We believe the 70th anniversary of the NHS is an excellent opportunity for the health service to go smoke-free. I hope you will support our offer but am conscious that the needs of NHS Trusts and Foundations may vary. I would welcome the opportunity of a meeting to discuss with you our offer to help your organisation go smoke-free. So you are aware, I have written to the heads of all the NHS Foundations and Trusts in England, all Clinical Commissioning Groups, Simon Stevens, and the Secretary of State for Health and Social Care making the same offer.

If you would like any further information about our commitments or our broader smoke-free ambitions for the UK, then please contact me at mark.macgregor@pmi.com.

Yours sincerely,


Mark MacGregor

Director, Corporate Affairs
Philip Morris Limited

Enc.