



Public Health
England

Public Information Access Office
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By email

Our ref: 02/12/lv/436

17 December 2013

Re: December 2012 stop smoking advertisement

Thank you for your email dated 2 December 2013 in which you asked for information around the 'Mutation' advertisement campaign to encourage smoking cessation.

Your email has been handled as a request for information under the Freedom of Information (FOI) Act. In accordance with Section 1(1)(a) of the Act I can confirm that Public Health England (PHE) does hold some of the information requested.

The advertisement was intended to target all smokers in England; however there was a particular focus on smokers who work in routine and manual jobs, since they exhibit significantly higher smoking prevalence than professional and managerial groups, and account for around half of all smokers. The production cost for the television advertisement was £200,000, rounded to the nearest £10,000. The advertisement received 17 complaints through the Advertising Standards Authority (ASA).

Information on the effectiveness of the campaign can be accessed on the NHS smoke free website using the following link*:

<http://resources.smokefree.nhs.uk/news/campaigns/mutation-health-harms/>

If you have any queries regarding the information that has been supplied to you, please refer them to me in the first instance. If you are dissatisfied with this response and would like to request an internal review, then please contact Mr George Stafford at the address above or by emailing complaints@phe.gov.uk.

Please note that you have the right to an independent review by the Information Commissioner's Office if a complaint cannot be resolved through the PHE complaints procedure. The Information Commissioner's Office can be contacted by writing to Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF.

Yours sincerely

Freedom of Information Coordinator

* This information is classed as exempt information under section 21 of the FOI Act, which exempts information that is reasonably accessible to the applicant through other means. I have provided you with links to this information under section 16(1) of the FOI Act, which places a duty on public authorities to provide advice and assistance.