

14th November 2005

Gareth Bannon
OFMDFMNI
EIS Publications & Internet

Dear Gareth

Thank you for your recent email in relation to the consultation on the review of Government advertising.

This Association is aware that in England the Department of Health disperses money to both the British Heart Foundation and to the Cancer Research Campaign in order to purchase advertising in relation to tobacco control. While we all recognise the great work which is done by the Health Promotion Agency, I think there is a case to be made for some funds to be directed towards the charities.

The reason for this is that research over the years has shown that the public is much more responsive to messages and advertising from medical charities than it is from Government agencies.

I hope it will be possible to discuss this with you and your colleagues.

With best wishes.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Andrew P. Dougal'. The signature is written in a cursive, flowing style.

ANDREW P DOUGAL
CHIEF EXECUTIVE