



Department
of Health &
Social Care

*From Andrew Gwynne MP
Parliamentary Under-Secretary of State
for Public Health and Prevention*

*39 Victoria Street
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Mr John Dunne
Director General
UK Vaping Industry Association
By email to: john@ukvia.co.uk

6 August 2024

Dear Mr Dunne,

Thank you for your correspondence of 15 July to the Secretary of State, and of 15 and 23 July to me, offering your kind congratulations on our appointment to the Department of Health and Social Care and offering to brief us on the work of your organisation.

It is a huge privilege to be joining the Department responsible for leading the health and social care system on which everyone in this country depends at some point in their lives. I look forward to helping to improve health and social care across England in the coming months.

We have made it clear that we will act to make the country smoke-free, and I will do everything in my power to reduce the prevalence of smoking. By taking strong action on smoking, we will deliver on this Government's mission to improve healthy life expectancy and reduce the number of lives lost to the biggest killers, including cancer and cardiovascular diseases.

While vaping is less harmful than smoking, it is not harm-free, and the long-term health impacts are still unknown. We recognise that vapes play an important role in helping adults stop smoking, and this role should continue. However, it is unacceptable to see increasing numbers of children using vapes. We have made it clear that we will act to protect future generations from nicotine addiction by banning vapes from being branded and advertised in ways that appeal to children. We will outline our plans to achieve this in due course. Any measures we bring forward will be carefully considered before any final decision is made to ensure that we avoid unintended consequences and strike the right balance between protecting children and supporting adult smokers to quit.

More needs to be done to strengthen enforcement to support legitimate businesses and to tackle the illicit market. Any measures we bring forward will consider this in detail. We will also continue working with Trading Standards to understand what they need to ensure that regulations for vapes are being adhered to.

I am very keen to meet a range of stakeholders across my portfolio. However, I hope you will appreciate that this is an extremely busy time, and I will be unable to commit to a

meeting at this stage. I look forward to working with you and your colleagues in the coming months and years.

Yours sincerely,

A handwritten signature in black ink that reads "Andrew Gwynne". The signature is written in a cursive style with a long horizontal flourish extending to the right.

ANDREW GWYNNE