



**INTERNATIONAL  
HEALTH  
ALLIANCE**



## **Tobacco policy in a changing world**

### **Plain packaging and e-cigarettes**

February 3<sup>rd</sup> 2015. Swale 2, Sessions House, County Hall, Maidstone

#### **Programme:**

**13.30:** Registration and refreshments

**14.00 – 15.00:** ***The impact of plain packaging and the response of the tobacco industry***

*Kate Knight, Deputy Director-Social Marketing, Smoke Free South West*

**15.00 – 15.15** Questions

**15.15 – 16.15:** ***Electronic cigarettes – the new quitting***

*Hazel Cheeseman, Director of Policy, Action on Smoking and Health*

**16.15 – 16.30** Questions

**16.30 – 17.00** Refreshments, networking and close

**As both speakers are equally expert in these two areas, they will be sharing their slots and, between them, covering the international situation as well as initiatives closer to home.**

## **Speakers' details:**

**Kate Knight, Deputy Director, Social Marketing,  
Smokefree South West**



Kate has 10 years' experience working at a senior level at both the Department of Health and the NHS. At the Department of Health Kate worked closely with Ministers and Secretaries of State to promote health policy and respond to a stream of negative stories in the national press. After a year at a London Primary Care Trust, Kate then moved to the South West and spent five years working at Strategic Health Authority level.

As Deputy Director at Smokefree South West, Kate now leads on the development of mass media campaigns to motivate smokers to quit and advocate for changes in tobacco control. She led on the Plain Packs Protect campaign, advocating for the introduction of standardised tobacco packs.

**Hazel Cheeseman, Director of Policy,  
Action on Smoking and Health**



Hazel has worked across health and social care policy in the UK and abroad. She currently manages ASH's policy development work. With a background in health and housing policy Hazel has particular expertise in local government and the delivery of policy at a local level.

Hazel regularly speaks at conferences on a range of topics including, local tobacco control, tobacco harm reduction, electronic cigarettes and health inequalities.