



WORLD HEALTH ORGANIZATION
ORGANISATION MONDIALE DE LA SANTÉ
WELTGESUNDHEITSORGANISATION
ВСЕМИРНАЯ ОРГАНИЗАЦИЯ ЗДРАВООХРАНЕНИЯ

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Our reference: KMA/yvk Your reference:
Notre référence: Votre référence:
Unser Zeichen: Ihr Zeichen:
См. наш номер: На Ваш номер:

Dear colleagues,

I have the honour to award you the WHO World No Tobacco Day Award, in appreciation of your relentless efforts and wise leadership to fight the epidemic of tobacco and to protect public health. The award is the highest given by the World Health Organization for tobacco control.

Action on Smoking and Health (ASH) Scotland has shown strong leadership in the persuading the Scottish Government to announce an end-game target of a tobacco-free Scotland by 2034, one of only a few nations to have done so. With the vision that everyone has the right to good health and to live free from the harm and inequality caused by smoking, you have developed a number of innovative proposals and projects to help deliver the necessary cultural and behavioural shift to a tobacco-free society. You were instrumental in persuading of the Scottish Government to announce in 2013 that it would implement plain packaging for tobacco products, successfully lobbied for Scotland's national target to halve the number of children exposed to tobacco smoke in the home by 2020, supported tobacco-free schools proposals and successfully advocated for a bill outlawing smoking in a vehicle with a child present.

You have demonstrated exceptional commitment to tobacco control. The World Health Organization would be honoured by your acceptance of this award as a token of WHO's appreciation for the outstanding efforts and the constructive part played by you to stop the tobacco epidemic.

Yours sincerely,

Dr Zsuzsanna Jakab
Regional Director

Copies for information:

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Ms Nicky Shipton-Yates, WHO Policy Manager, Department of Health, Richmond House, 79 Whitehall London SW1A 2NS, United Kingdom of Great Britain and Northern Ireland

H.E. Mr Julian Braithwaite, Ambassador, Permanent Mission of the United Kingdom of Great Britain and Northern Ireland to the United Nations Office and other international organizations in Geneva, Avenue Louis Casai 58, Case postale 6, Cointrin, Geneva CH-1216, Switzerland

H.E. Mr Dominic Schroeder, Ambassador Extraordinary and Plenipotentiary to the Kingdom of Denmark, British Embassy, Kastelsvej 36-40, Copenhagen Ø 2100, Denmark