

An Taoiseach Enda Kenny
Department of the Taoiseach
Government Buildings
Upper Merrion Street, Dublin 2
Ireland

c/o Tabakfreie Erziehung
FAX: +49-2202-9899261

Oktober/November 2014

Dear Mr. Kenny,

Congratulations on your government's decision to implement plain-packaging for cigarettes! We are dismayed by the efforts of several of our local representatives to the European Parliament to dissuade you from this ground-breaking development. Although they do not represent Germany to the Irish Republic, they have created the dubious impression that your initiative might not be welcome here. This is far from the truth.

Whether it be on the wrapper, at a sales counter or on a billboard in front of the store, tobacco advertising trivialises the detrimental effects of tobacco consumption. It is well established that especially children are receptive to brand-name advertising and that tobacco advertising increases the risk that they will take up smoking. Every day there are thousands across Europe and hundreds across Germany who do so. To question the legal right to restrict this advertising is an unacceptable disregard for their plight.

Regrettably, Germany is the only member of the European Community that still allows for tobacco advertising on billboards and in cinemas. It continues to do so in deliberate violation of international law under the FCTC. It is not the banning of tobacco advertising which should be construed to be illegal, but rather the allowance for it.

While our own government has been delinquent, the Irish government has provided critical leadership in promoting the new Tobacco Products Directive at the EU-level. We are deeply grateful for your government's efforts on our behalf. May your latest initiative to end tobacco advertising on cigarette packaging provide renewed awareness of the need to end all forms of tobacco advertising here and throughout Europe!

Best regards,

Bürgerinitiative für eine tabakfreie Erziehung

Sterntalerweg 29 · 51469 Bergisch Gladbach · Germany · Chair: Dr. Carl Andersson
Tel.: 02202-9899260 · FAX: 02202-9899261 · Internet: www.tabakfreie-Erziehung.de