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Jane Ellison MP
Minister for Public Health
House of Commons
London
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17 February 2015



Re: Responsibility Deal Alcohol Network Evaluation

Please see attached.

Yours sincerely,



HENRY ASHWORTH
Chief Executive

Professor Mark Petticrew
Professor of Public Health Evaluation
London School of Hygiene and Tropical Medicine
15-17 Tavistock Place
London
WC1H 9SH



17 February 2015

Re: Responsibility Deal Alcohol Network Evaluation

I write to you in my capacity as chair of the Responsibility Deal Alcohol Network (RDAN) regarding the PIRU study of the Responsibility Deal (RD) which you are undertaking on behalf of the Department of Health.

Further to our meeting on 21st November 2012 with Dame Sally Davies and the RD Chairs, and my subsequent interview with your colleagues, I am seeking clarification from you on two important issues.

Firstly, I would like to seek reassurance that the papers evaluating each of the four RD networks will be published at the same time. From my perspective it is important that these papers can be analysed collectively alongside your wider evaluation of the RD framework as a policy delivery mechanism. Publishing all papers together will also mitigate against the PIRU evaluation being used for political campaigning similar to the fallout we saw after the public health community's collective withdrawal from RDAN in 2013.

Secondly, I am seeking an assurance from you that PIRU's evaluation of the Alcohol labelling pledge (A1) and the Alcohol unit reduction pledge (A8) will fully reference the latest available independent evaluations published by the Department of Health.

The two evaluation reports to which I refer are outlined in more detail below:

Independent evaluation of Pledge A1

The drinks industry pledged (A1) to ensure that 80% of products on shelf will have labels with clear unit content, Chief Medical Officers' guidelines and a warning about drinking when pregnant was published by the Department of Health on 5 November 2014. The report is attached and is also available at:

https://responsibilitydeal.dh.gov.uk/wp-content/uploads/2014/11/Campden-BRI_Audit-of-PHRD-labelling-compliance-2014- FINAL-report_October2014-final.pdf

Independent evaluation of pledge A8

The drinks industry also pledged (A8) to remove 1 billion units of alcohol from the market by 2015 principally through improving consumer choice of lower alcohol products.

The second interim report published as government statistics in December 2014 shows that a total of 1.3 billion units of alcohol were removed from the UK marketplace between 2011 and 2013 as a result of reductions in the average strength of alcohol products sold. The report is attached and is also available at:

<https://www.gov.uk/government/statistics/units-of-alcohol-sold>

I look forward to receiving your response, and have copied the Public Health Minister, chairs of the other networks and officials.

Yours sincerely,



HENRY ASHWORTH
Chief Executive

CC

Parliamentary Under Secretary of State Jane Ellison MP (Minister for Public Health)
Jeremy Mean, Deputy Director, Department of Health
Fred Turok, Chair of the Physical Activity Network
Dame Carol Black, Chair of Health at Work Network
Professor Susan Jebb, Chair of Food Network