

RA M13

Note 6

PRIME MINISTER

MOCK-UPS FOR THE NHS REVIEW WHITE PAPER COVER

Spoke DoH and gave  
PM's view of X. DoH advised  
it was too late to change  
Y. Also told DoH  
to ensure no  
apostrophe for  
1990's!

I have been pressing the Department of Health for some days to let you have a sight of the proposed White Paper cover. They have now provided three versions, as attached.

ACC  
24/1

I gather that DoH did not like Version 1, but have not yet really considered 2 and 3. My immediate view is that Version 2, with the bolder lettering for the title, is much to be preferred.

The common feature for all three variants is the logo and slogan at the bottom, which is being used on all the promotional material. I am told it is now too late to alter this.

Do you have a preference between the layout of Versions 2 and 3?

ACC.

PAUL GRAY  
23 January 1989

DS3AFU

X / Open - general lay-out  
of 2

Y / But what does  
Camp for the 1990's  
mean??!!  
Don't we care now?  
And it's not the young  
but the patients we care  
for.