



## Non-Industry Voices on Tobacco Harm Reduction and Vaping Products

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*Nothing herein shall be interpreted as legal advice to any party. The third party views quoted herein are not necessarily endorsed.*

# Introduction

Tobacco Harm Reduction is a long-term priority for numerous organizations, governmental and non-governmental, as well as for many in the vapor products/electronic cigarette industry.

Historically, tobacco harm reduction focused on conventional tobacco products control – measures such as taxation, packaging, and product features.

With the new vapor products industry, tobacco harm reduction dialogue should refocus on alternatives to smoking that can offer a sustainable, net population benefit in the area of tobacco harm reduction, acknowledging that some individuals will not, may not be willing to, or cannot, discontinue nicotine use entirely.

This presentation will offer a brief, introductory selection of statements regarding the role of vapor products in tobacco harm reduction. There are many other valid points of view and respected individuals and organizations that we have not quoted in the interest of time and space.

For full disclosure, there are other voices that question the tobacco harm reduction value of vapor products. Since the respective individuals and organizations are rather outspoken, we trust that consumers, industry, and other stakeholders will have access and judge their statements on their scientific merit and not on their emotional value alone. Such statements are also beyond the scope of this presentation and will therefore not be addressed in this instance.



# Categories of Non-Industry Organizations and Individuals Quoted

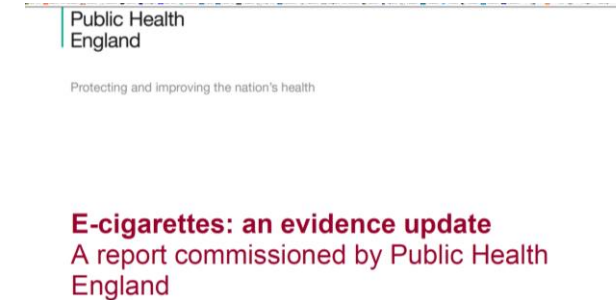
1. Governments and government-sponsored agencies or institutions
2. Public health non-governmental organizations (including tobacco control)
3. Individual tobacco control advocates from various backgrounds (academia, legal profession, etc.)



# Governments (and academia) – United Kingdom

Public Health England

August 19, 2015



Key findings of the review include:

- The current best estimate is that e-cigarettes are around 95% less harmful than smoking.
- Nearly half the population (44.8%) don't realize e-cigarettes are much less harmful than smoking.
- There is no evidence so far that e-cigarettes are acting as a route into smoking for children or non-smokers.



# Governments – United Kingdom

## National Centre for Smoking Cessation and Training Brief

January 2016

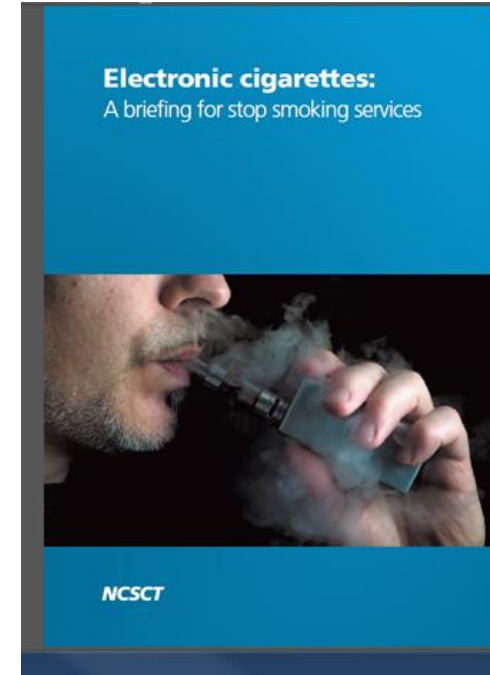
“E-cigarettes can support people to quit smoking. Clients of stop smoking services who combined e-cigarettes with behavioural support had the highest quit-rates in 2014–15.”

“■ Low levels of toxicants and carcinogens have been detected in e-cigarette liquid and vapour, but these are much lower than those found in cigarette smoke.

■ The concentration of toxins in exhaled vapour is much lower than that in side-stream and exhaled cigarette smoke, and is expected to pose no measurable health risk to bystanders.

■ Concurrent (dual) use of cigarettes and e-cigarettes has been associated with increased motivation to quit, and to a reduction in the number of cigarettes smoked.

■ Use of e-cigarettes by never smokers remains negligible and evidence does not support the view that e-cigarettes are acting as a gateway into smoking among young people.”



# NGO - United Kingdom

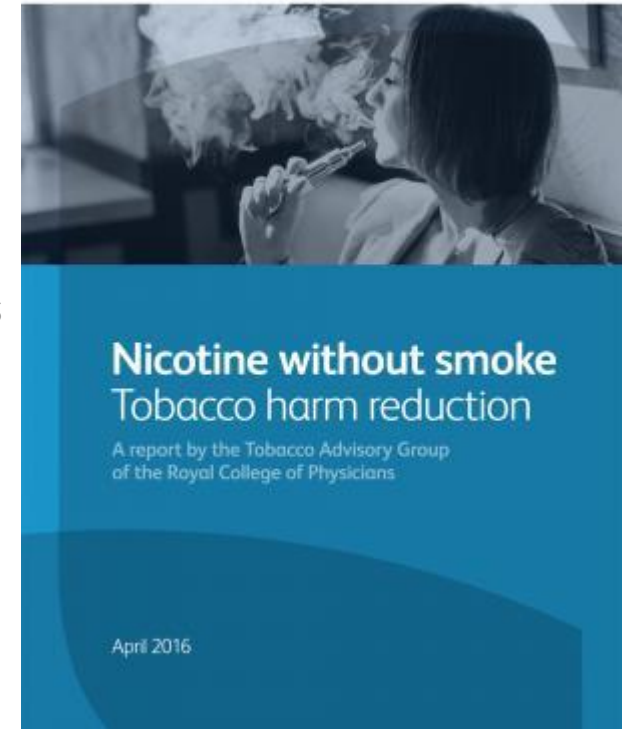
## Royal College of Physicians

April 28, 2016

“This report aims to provide a fresh update on the use of harm reduction in tobacco smoking, in relation to all non-tobacco nicotine products but particularly e-cigarettes. It concludes that, for all the potential risks involved, harm reduction has huge potential to prevent death and disability from tobacco use, and to hasten our progress to a tobacco-free society.”

One of the report’s key conclusions is:

“[...] However, in the interests of public health it is important to promote the use of e-cigarettes, NRT and other non-tobacco nicotine products as widely as possible as a substitute for smoking in the UK.”



# NGO – United Kingdom

## Action on Smoking and Health Briefing

February 2016

“Summary:

- Electronic cigarettes deliver nicotine in a vapour rather than in smoke.
- Compared to tobacco products, electronic cigarettes are significantly safer.
- In the UK, the devices are used primarily as an aid to cutting down or quitting smoking and evidence suggests they compare favourably with other stop smoking aid.
- In the UK there is no evidence that use of electronic cigarettes leads to a take-up of smoking.
- Electronic cigarettes in the UK will be regulated by the EU Tobacco Products Directive from 20 May 2016 unless manufacturers opt for products to be licensed by the medicines regulator, the MHRA.”



# Academics – United States

**Dr. Michael Siegel** - Professor in the Department of Community Health Sciences, Boston University School of Public Health

Tuesday, May 24, 2016

## **Why Anecdotal Evidence Proves that Electronic Cigarettes ARE Helpful for Smoking Cessation**

“Please note: I am not arguing that clinical trials of smoking cessation with e-cigarettes compared to other approaches are not needed. I've made it very clear that conducting such trials should be a research priority. Neither am I arguing that anecdotal evidence that e-cigarettes can help smokers quit provides any estimate of the magnitude of the effect: we cannot, from the anecdotal evidence, determine what proportion of smokers who attempt to quit using e-cigarettes will succeed.

However, the argument that we do not have evidence to conclude that e-cigarettes can help smokers to quit is fallacious. The abundant anecdotal evidence available provides substantial evidence that e-cigarettes can and do help many smokers to quit.”





# Academics – United States

**Dr. Carl V Philips** – Previously associated with CASAA and a professor at various university, including University of Texas, University of Alberta, Harvard.

Blog, [antithrlies.com](http://antithrlies.com)

Tuesday, May 24, 2016

## **Tobacco harm reduction, e-cigarettes, and e-cigarette use: an overview**

Handout to accompany 18 March 2015 [updated 19 March 2015] seminar at the U.S. Senate Offices hosted by the American Enterprise Institute

“It is important to keep in mind the absolute magnitude of the plausible range of risk. Even if a particular e-cigarette configuration doubles or triples the health risk compared to that 99% reduction in risk, it is still a tiny fraction of the risk from smoking. There is nothing to suggest it could be much higher than that, leaving the risk down in the range of that from other everyday hazards, like transport or eating junk food. If such a product, rather than some slightly cleaner alternative, is the satisfying alternative that can replace smoking for a given individual, then the net benefit is obvious. Indeed, if someone merely likes it better, those benefits can justify the costs; we all take small health risks all the time in order to pursue other preferences.”



# Legal Professionals and NGOs – United States

**Bill Godshall** – MPH and Executive Director, Smoke Free Pennsylvania

## **Tobacco Harm Reduction – An Explanation**

“Tobacco Harm Reduction or THR is a consumer-driven process whereby safer consumer products are chosen by a purchaser, for continued and ongoing use, to replace cigarettes. The primary aim is removal of the smoke and THR has not been achieved in any form if smoke is still consumed. Substitution is the core factor: consumption of acceptably safe consumer products as a substitute for cigarette smoking. Such products obviously need to be very attractive to consumers otherwise the process does not work and cannot work.”



# Other Prominent Tobacco Control Advocates

**Clive Bates** –Former Director General with the Welsh Government, head of ASH and member of the British Prime Minister’s Strategy Unit

Extensive work and writing on the topic of tobacco harm reduction and vaping products – his blog, The Counterfactual, is a **must read** and possibly one of the most comprehensive, visionary –and passionate – sources of quality information and opinions.

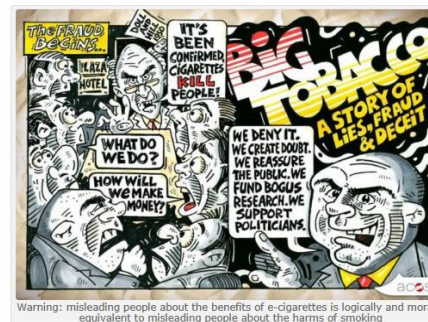


## The counterfactual

What's the right thing to do? Analytical advocacy – getting beyond the rhetoric of campaigners

May 29th, 2016

Do not read this or discuss it and in no circumstances should you comment



A new discussion paper on e-cigarettes has come out in Australia. “Options to minimise the risk associated with the marketing and use of electronic nicotine delivery systems [ENDS] in Australia” by Professor Chapman and some of his following at the University of Sydney. [PDF 8.5Mb or via Scribd as embedded below or linked here]. >> [read the full post](#)

Share this:



# Other Prominent Tobacco Control Advocates

**David Swenor –Attorney and Adjunct Professor at the University of Ottawa**

Differential Taxes for Differential Risks – Toward Reduced harm from Nicotine-Yielding Products NEJM, August 2015 – with Frank Chaloupka and Ken Warner

“The current approach of imposing taxes on ENDS or raising taxes on cigarettes and other combustible products by the same amount as taxes on snus and other smokeless products has the opposite effect: it discourages tobacco users from switching to reduced-risk products, encourages dual use, and increases the likelihood that young people who initiate nicotine use will start with the most dangerous products.”

Disruptive Technology – a blessing and a curse. Rulebreaker Research, 2014.

“Can the rise of the e-cigarette, as a class of products that is still in the early phase of innovation and improvement, do what the refrigerator did for stomach cancer – by making the cigarette and perhaps all forms of combusting of tobacco obsolete?”

