

# Tobacco harm reduction in Ireland

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Global Forum on Nicotine - Warsaw - June 2017

# Disclosure

Work in public policy, media engagement and industry standards for the IVVA

Only trade association for the the vape industry in Ireland independent of tobacco & pharmaceutical companies



# Snapshot

19% daily smokers - Eurobarometer, March 2017



## E-CIGARETTE USAGE

### Among Smokers

8%

Use Currently

37%

Used Previously

### Among Ex Smokers

6%

Use Currently

7%

Used Previously

### Among Never Smokers

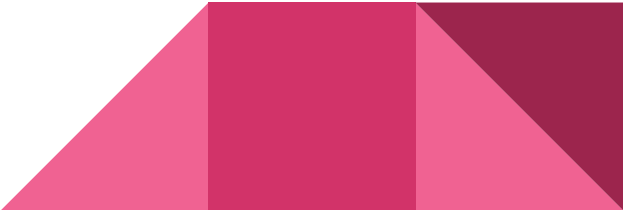
<1%

Use Currently

1%

Used Previously

Healthy Ireland Survey, 2016



2012/2013: Lobbying by opponents - irreparable damage to public perceptions

2014: Banned by HSE in and on all campuses, including private cars in carparks, some NGO, anti smoking groups' policy statements last updated

2015: Vaping not included in indoor workplace smoking ban

2017 : HIQA HTA, Irish Medical Organisation recognition, EU TPD regulations

**Lack of policy acknowledgement of harm reduction principles**



HIQA (Health Information & Quality Authority)

HTA (Health Technology Assessment)

Cost to state - 12 week cessation programme (as NRT)

HR - “outside the scope”

Effectiveness - RCTs, <5 yr wait for further studies


Opponents - presenting theories/concerns as facts

IVVA - 10 points highlighted in submissions summary

Communication - at launch and since

**“HIQA says we should stop using these”**



- Repeating accusations against PHE report & authors
  - Australia's ban (on nicotine for vaping)
  - FDA deeming regs (-98% of the market)
  - No risk differentiation
  - Incorrectly calling them unregulated
  - Desire to "delegitimize" vape products
  - Gateway, long term concerns presented as evidence not to endorse, despite accepting relative risk differences
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- Incorrectly describes regulation, products - serious harms to health
- Nicotine “potential to cause kidney damage, nerve and brain dysfunction and respiratory failure”
- Vapour “injurious to the health of bystanders”
- Availability & marketing - increased tobacco consumption

**HIQA recommendations feed into:**

**New National Clinical Guidance on the Treatment**



9news › health ›

HEALTH

4:55pm January 7, 2017

## E-cigarettes a 'good way to quit smoking', Irish health authority advises

 By 9NEWS

## Smokers should not rely on e-cigarettes to quit, says health body

HSE spends more than €240m a year on smoking-related diseases

© Mon, Apr 10, 2017, 15:20

## HIQA advised increased take up of varenicline and NRT

 By June Shannon  13th April 2017

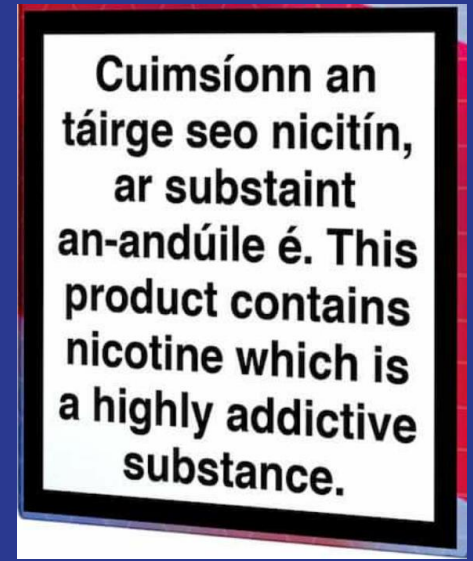




Hospital &  
HSE campus  
smoke-free  
guidance



Vaping on hotel  
balcony - expulsion &  
€100 fine for “deep  
cleaning”



Cigarette-like  
warnings  
on liquids &  
devices without  
nicotine

# Public perceptions

59% “harmful to their users”  
(+11% since 2014, EU  
average +3%)

69% in favour of bans in  
public places where smoking  
prohibited

57% in favour of banning  
flavours



Special Eurobarometer 458



# Shifting approaches

Leadership



Practitioners



Public statements  
views



Use/abstinence

Harm reduction

Private



# When smokers are in vape shops

1. Nicotine myths
2. How to use them :  
technology & practice
3. Will they substitute  
their smoking

Help with transition

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Tobacco

Culture of financial  
& ideological  
interests

Abstinence only

Exporting that  
mindset overseas

Restricting access  
to the market &  
products



Science & research -  
informing effectiveness  
for pleasure &  
substitution

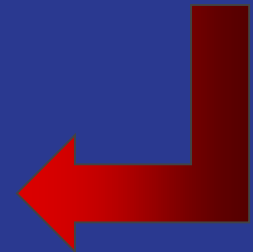
Product standards

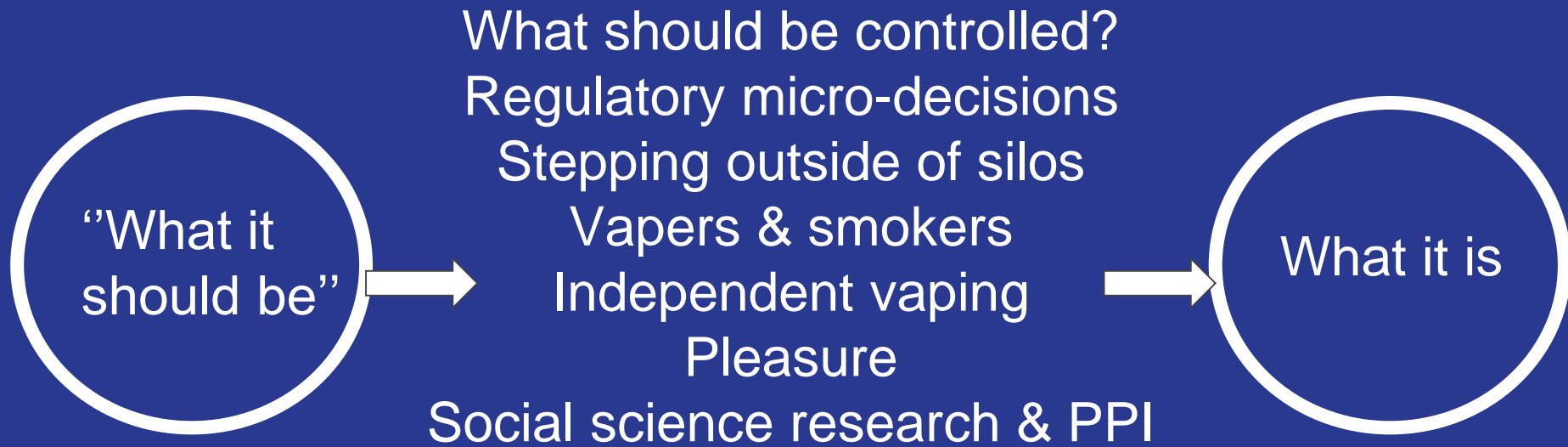
Open source consumer  
product, allowed to  
develop and innovate



Public health  
role?

Information,  
access,  
opportunity





### Viewpoint

Nicotine and e-cigarettes: Rethinking addiction in the context of reduced harm

Sharon Cox<sup>a,\*</sup>, Sarah Jakes<sup>b</sup>

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# Thank you



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