



# Outlier

- in the middle of nowhere -  
Iceland

**GFN 2018**

**G. Karl Snæbjörnsson M.D.**  
@KalliSnae

<http://www.veipumlifum.is>

# B<sub>e</sub>C - Laws

2014 - 14% daily smokers (35k)

2017 - 9% daily smokers (22k)

45% dual use (10k)

**- 40%**

8.2% vaping daily (20k) - 50% quit smoking

2% youth daily smoking (<18) (ICSR)



# 2017 Youth (<18)

## Daily Smoking / Vaping / vaping- (never smoked)

	2015	2016	2017	2018
8. bekk 13-14y	0.4 / – / –	0.8 / 0.7 / 0.1	0.8 / 1.0 / 0.3	0.4 / 2.5 / 1.0
9. bekk 14-15y	– / – / –	– / – / –	– / – / –	– / – / –
10. bekk 15-16y	2.4 / – / –	2.7 / 3.1 / 0.5	1.6 / 5.3 / 2.0	1.7 / 10.1 / 3.6
Frh.skóli 16-17y	– / – / –	6.0 / 9.8 / 3.0	– / – / –	– / – / –

Reykja / Veipa (ÁÐUR reykt/tóbak / Veipa (ALDREI reykt/tóbak

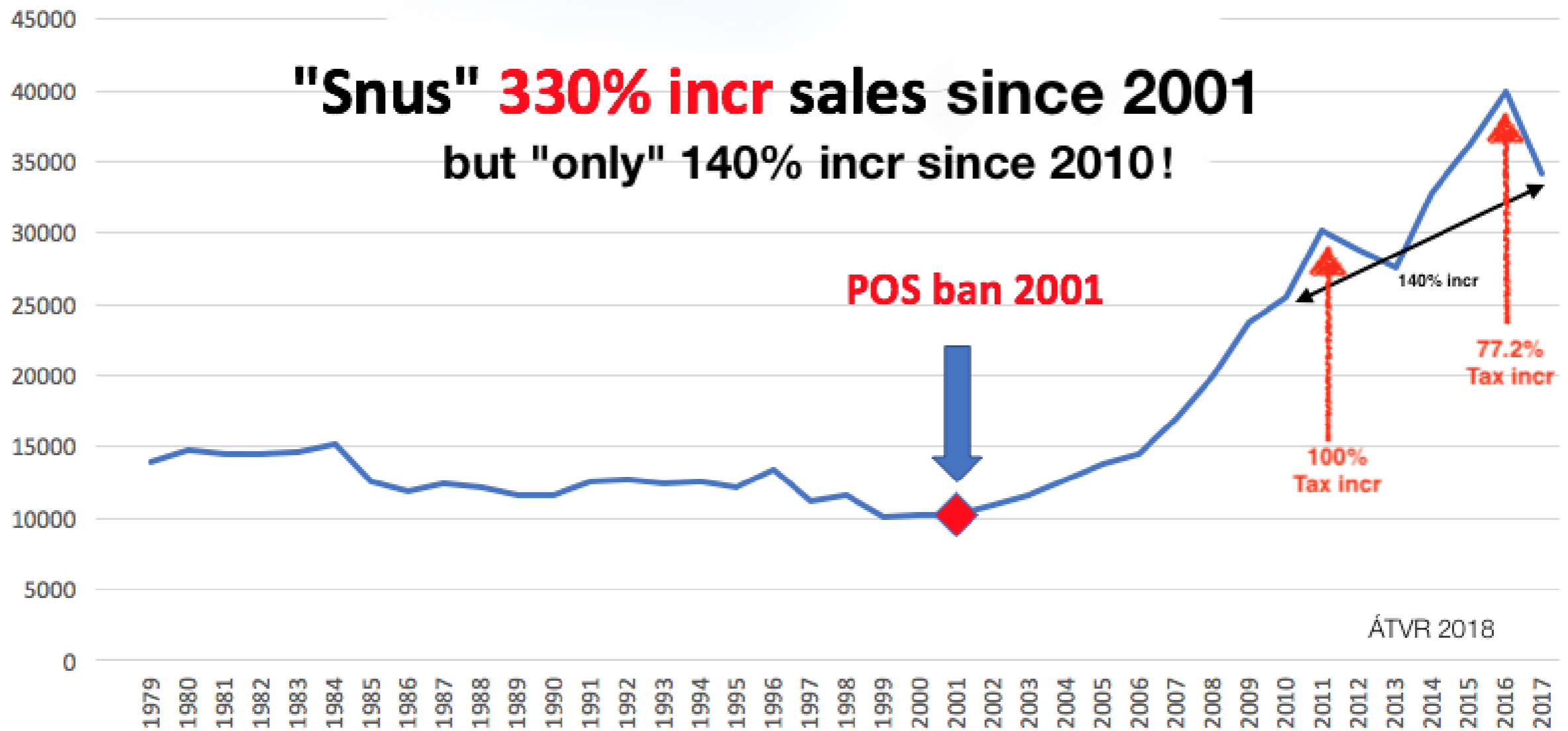
Each class approx 4.300 kids

## 2018 (prelim)

**Vapers more than smokers (daily)  
Age 18-34 x2 vaping than smoking**

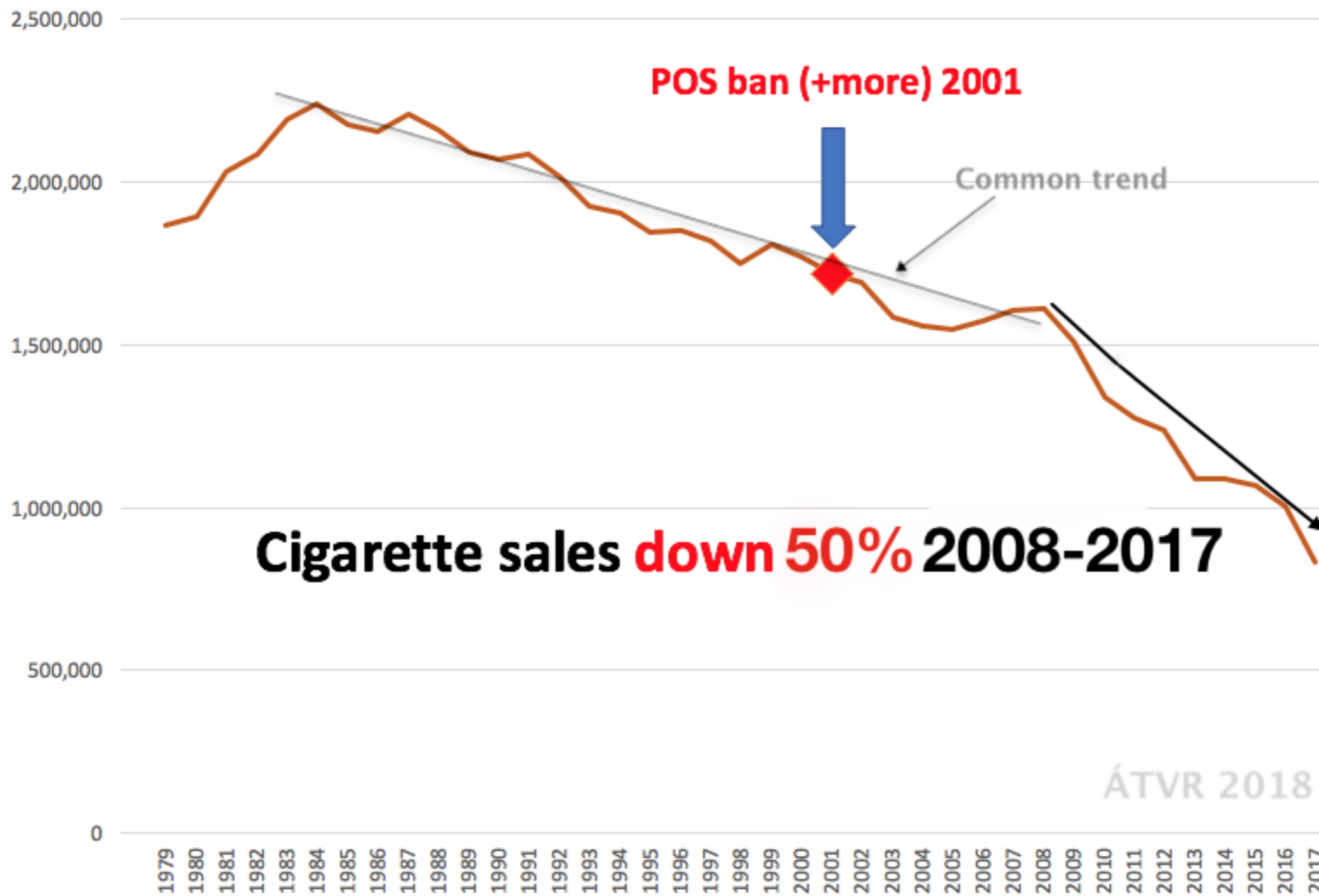
- 1 - Quit smoking by vaping & quit vaping -> largest**
- 2 - Vapers quit smoking -> still vaping**
- 3 - Dual users decr in number**

## Iceland: Sales 1979-2017 "Snus" (Neftóbak kg)





### Iceland: Sales 1979-2017 Cigarettes (cartons)



Pop of 350.000 (0.1% or 1/1000 of USA, so x1000)

## Life Years Gained in 3 years

**120.000+**  
in Iceland

Other 120.000 life years have 50%  
chance of adding to that.

20.000 vape & 10.000 quit  
smoking by vaping.

# vapers appr = # smokers

[https://www.landlaeknir.is/servlet/file/store93/item34462/  
Tainabrunnur\\_Februar\\_2018\\_2.pdf](https://www.landlaeknir.is/servlet/file/store93/item34462/Tainabrunnur_Februar_2018_2.pdf)





Pop of 350.000.000

**Life Years Gained in 80 years**

**134.000.000+**

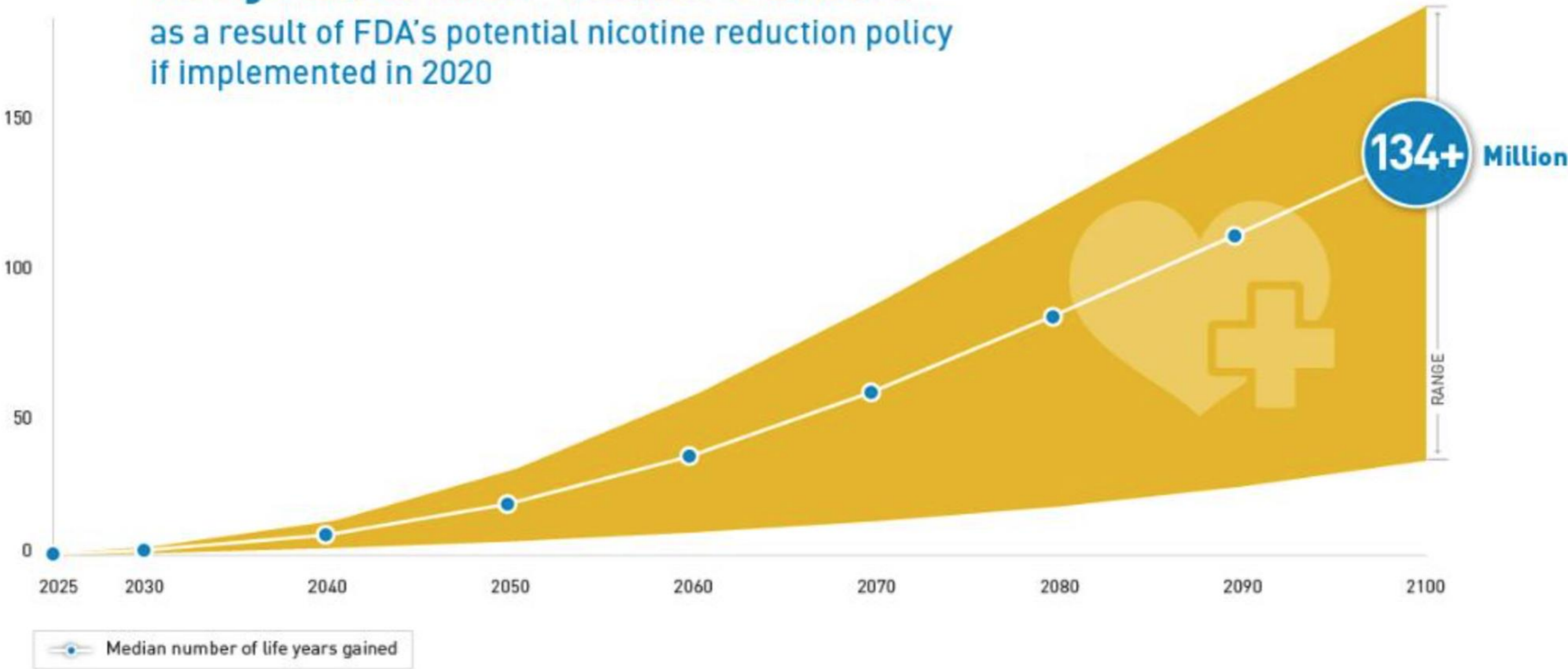
**in USA**

**NEJM - FDA plan for 2100**



# Projected Life Years Gained

as a result of FDA's potential nicotine reduction policy if implemented in 2020



**2000 - Death prev tob rel dis /100.000 = 123 ppl**

**2010 - Death prev tob rel dis /100.000 = 60 ppl**





# New vape laws

- ★ **OK** - Special laws on vapes, (not in tobacco laws)
- ★ **OK** - Surprise! Legal :)
- ★ **OK** - >18 years
- ★ **OK** - 20 mg/ml
- ★ **OK** - Ads (not brands or towards children)
- ★ **OK** - Ads visible in vape shops- (visible fluids+gadgets inside)
- ★ **OK** - Flavours (names & pictures not child tempting)
- ★ **OK** - Restaurants & companies decide themselves allowed or not
- ★ **OK** - No limits on tank or bottle sizes
- ★ **OK** - Safety/quality standards of products
- ★ **OK** - Child proof lock

# New vape laws

- **NOT** - POS ban in general stores but
- **NOT** - In public areas of official buildings and
- **NOT** - not added:
  - Vitamins or other chemicals that imply health benefits :-)
  - Incl coffeein, taurin
  - or other stimulating chemicals that - nicotine :)
  - Incl chemicals that incr absorption, mutations or carcinogen effects
- **NOT** -
  - Kindergarten,
  - Primary schools or high school,
  - Doctors offices or hospitals
  - Public transportations
- **Paradox par excellence** - 0.9% brutto sale > tobacco control fund



# Thank you!

A keyhole in a dark, textured door. A human eye is looking through the keyhole, with the reflection of the eye visible in the glass part of the keyhole. The eye is looking towards the left side of the frame.

**The Key**  
**Inform the public**

**on relative risks & harms of alternatives to smoking**

gks

<http://www.veipumlifum.is>