



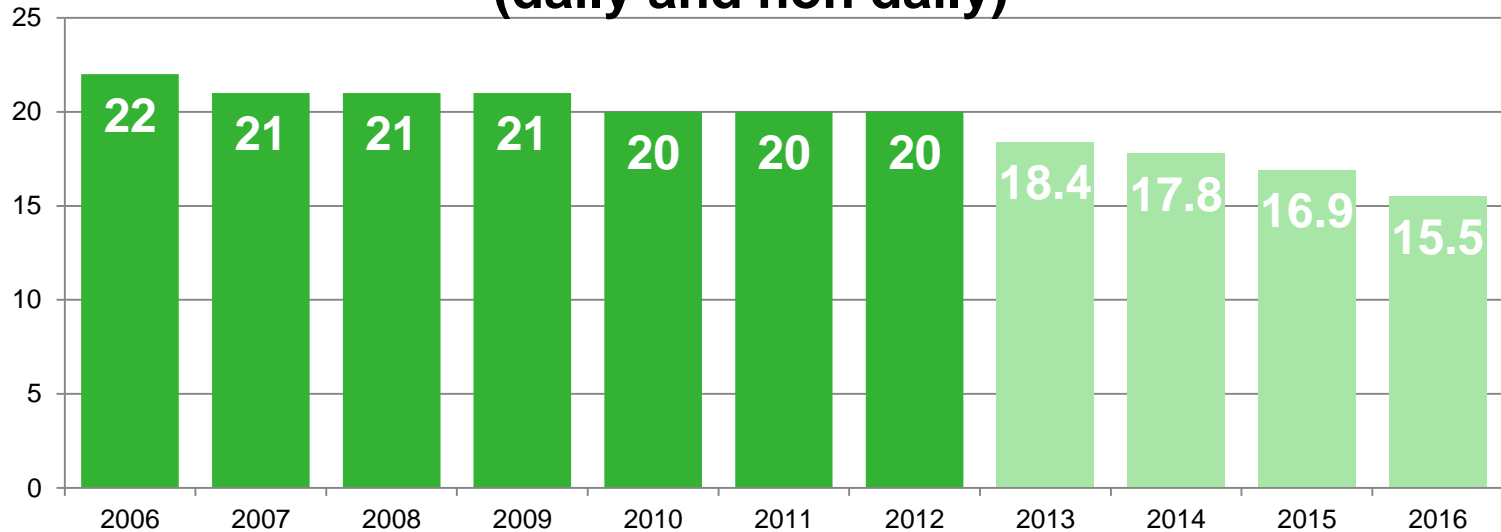
Department  
of Health

# Towards a Smokefree Generation: A Tobacco Control Plan for England

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# Smoking rates are falling fast . . .

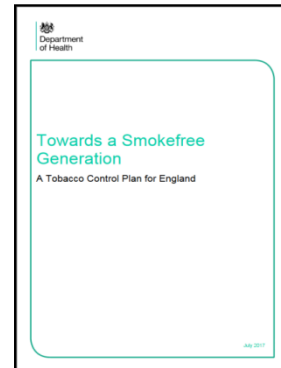
**Adult Smoking prevalence in England  
(daily and non daily)**



# But we want to go much further

We aim over five years to reduce:

- smoking prevalence in adults to 12% or less
- smoking prevalence of 15 year olds who regularly smoke to 3% or less
- smoking in pregnancy, as recorded at the time of delivery, to 6% or less
- the inequality gap in smoking prevalence
- Our long-term goal is a smokefree generation

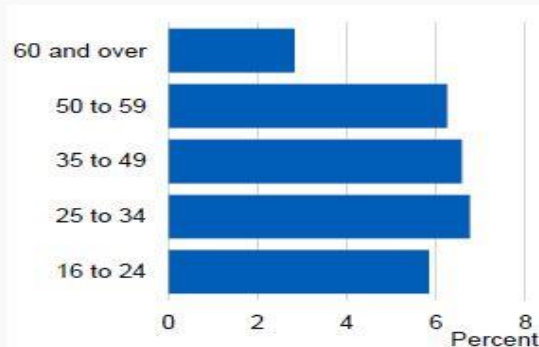


# And E-cigarettes have a part to play (1)

## Smoking in adults: electronic cigarettes<sup>1</sup>

### E-cigarette prevalence

In 2016, there were an estimated 2.4 million current e-cigarette users, representing around 5% of adults.

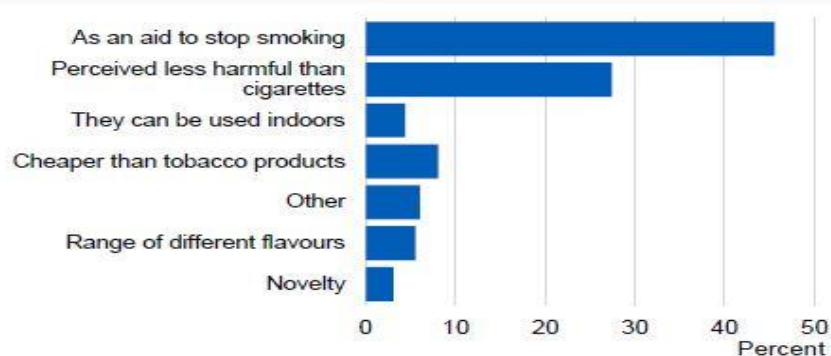


Adults aged 60 and over were least likely to use e-cigarettes (3%). Across other age groups prevalence was around 6% to 7%.

Prevalence amongst 16 to 24 year olds increased from 2% in 2015, to 6% in 2016.

### Main reason given for using e-cigarettes

The most common reason e-cigarette users gave for use was to aid themselves in quitting smoking (46%). The next most common reason was that they are perceived to be less harmful than cigarettes (27%).



1) Based on persons aged 16 and over.

For more information: [ONS: Adult smoking habits in the UK, Opinions and Lifestyle survey, 2016](#)

# And E-cigarettes have a part to play (2)

- ❑ e-cigarettes have by far become the most popular smoking quitting aid in the UK, and the evidence is that they are not a gateway into smoking
- ❑ The evidence is that they can help smokers to quit, particularly when combined with stop smoking services
- ❑ Public Health England includes messages about the relative safety of e-cigarettes in their quit smoking campaigns- witness the recent Stoptober campaign
- ❑ England is the first in the world to take this approach and our progress is being watched carefully by public health bodies around the world

# We will be driven by the evidence . . .

- ❑ The Tobacco Control Plan 2017-2022 commits to monitoring the safety, uptake, impact and effectiveness of e-cigarettes and novel tobacco products.
- ❑ Public Health England will update their evidence report on e-cigarettes and other novel nicotine delivery systems annually until the end of the Parliament in 2022.
- ❑ PHE, Cancer Research UK and the UK Centre for Tobacco and Alcohol Studies have established a forum to discuss the emerging evidence, identify research priorities and generate ideas for new research projects.

# And maintain a proportionate regulatory framework (TPD)

- Notification scheme (MHRA)
- Size limits
  - Maximum cartridge / tank size 2 ml
  - Maximum refill container volume 10 ml
  - Maximum concentration 20 mg/ml nicotine
- Ingredients to be of high purity and not a risk to health
- Age of sale 18
- Products to be child- and tamper- resistant
- Health warning on packs
- Advertising and promotion restrictions

# Which balances protection and innovation

- ❑ Proportionate regulation:
  - ❑ reduces the risk of harm to children and protects against any risk of renormalisation of tobacco use
  - ❑ provides assurance on relative safety for users
  - ❑ provides legal certainty for businesses
  
- ❑ We are committed to review the framework



# We will take the same evidence-based approach to other novel tobacco products

- ❑ Heat not Burn products have been notified for use on the UK market as novel tobacco products
- ❑ In comparison to e-cigarettes this market is relatively new and currently small scale in the UK
- ❑ We do not know enough about these products and we will continue to adopt a pragmatic approach to regulation, based on the best possible public health evidence
- ❑ The Committee on Toxicity has been asked by the Department of Health to give a view in terms of their potential harm reduction in comparison to conventional smoking

# What about Brexit?

- ❑ The government will continue to embrace developments that have the potential to reduce the harm caused by tobacco use and consider if the current regulatory framework strikes the right balance, and whether there is more we can do to help people to stop smoking.
- ❑ **In particular, the government will assess recent legislation such as the Tobacco Products Directive, including as it applies to e-cigarettes, and consider where the UK's exit from the EU provides opportunity to alter the legislative provisions to provide for improved health outcomes within the UK context.**

# Conclusion

- ❑ The Tobacco Control Plan sets out our ambition to reduce smoking still further, en route to a smokefree generation
- ❑ E-cigarettes have their part to play, but we will maintain a proportionate regulatory framework, and keep the evidence under review, including for other novel tobacco products
- ❑ The challenge will be to maximise the potential for novel products to reduce harm, whilst protecting the public's health