

The UK approach to tobacco harm reduction: the pillars that guide policy

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SPECTRUM
Shaping Public hEalth poliCies
To Reduce ineqUalities and harM



**CANCER
RESEARCH
UK**

Communication

Regulation

Research



Tobacco Control Scale 2016



6 countries continue to lead...
3 continue to disappoint!

How does your country rate on tobacco control?

Score	2016 rank	2013 rank	Countries
81	1	1	United Kingdom
70	2	2	Ireland
69	3	3	Iceland
64	4	5	France
63	5	4	Norway
60	6	9	Finland
56	7	19	Romania
55	8	7	Spain
53	9	11	Hungary
53	9	13	Netherlands
53	9	5	Turkey
53	9	11	Sweden
51	13	7	Malta
51	13	15	Italy
50	15	20	Poland
50	15	24	Portugal
49	17	13	Belgium
49	17	10	Ukraine
49	17	new	Russia
47	20	15	Bulgaria
46	21	18	Switzerland
46	21	20	Estonia
45	23	15	Denmark
45	23	23	Serbia
45	23	26	Croatia
44	26	32	Cyprus
44	26	24	Latvia
43	28	20	Slovenia
43	28	29	Lithuania
41	30	27	Slovakia
40	31	31	Czech Republic
40	31	29	Greece
37	33	28	Luxembourg
37	33	33	Germany
36	35	34	Austria

Luk Joossens, Martin Raw, The Tobacco Control Scale 2016 in Europe.
Association of European Cancer Leagues, Brussels March 2017.

- We include harm reduction as part of comprehensive tobacco control
- The UK is ranked top in Europe for tobacco control



1. At least one country in each region successfully resisted tobacco industry interference while others have succumbed.

→ **Successfully resisted industry interference:** The U.K., Iran, Kenya, Brazil and Uruguay fared well in resisting industry interference by adopting preventive measures provided in Article 5.3 guidelines to facilitate transparency and avoid conflict of interest. These countries did not collaborate with nor endorse the tobacco industry's activities.

- Some have assumed that embracing tobacco harm reduction means key individuals and organisations in public health in the UK are influenced by the tobacco industry
- This is patently false, and the UK was recently ranked 1st in the world for resisting tobacco industry influence



Research & Surveillance

- Policies across the UK are informed by research conducted here and elsewhere
- Surveillance mechanisms (national surveys and routine data at UK, GB and devolved nation level) are robust and substantial
- Strong links between researchers, NGOs and policy makers
- Ongoing research and surveillance provide us with evidence to stay on course but also change direction where needed

Surveillance



Providing the latest information on smoking and smoking cessation in England



Latest Stats

Reports

Key Publications

STS Documents

Scottish Schools Adolescent Lifestyle and Substance Use Survey (SALSUS)

The Scottish Schools Adolescent Lifestyle and Substance Use Survey (SALSUS) is part of an important and long established series of national surveys on smoking, drinking and drug use. The survey is conducted on a biennial basis, targeting secondary school pupils in local authority and independent schools.

Statistics on NHS Stop Smoking Services in England

Health survey Northern Ireland

Topics: DoH statistics and research , DoH commissioned surveys

Adult smoking habits in Great Britain



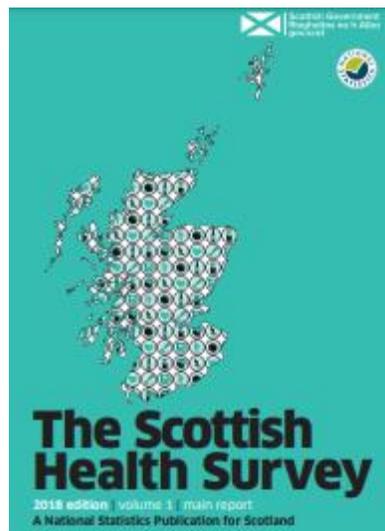
Contact:
Danielle Cornish and
Alison Brookman

Release date:
02 July 2019

Next release:
To be announced

Publication

Smoking, Drinking and Drug Use among Young People in England 2018 [NS]



SCHOOL
HEALTH
RESEARCH
NETWORK

ash.
action on smoking and health

Use of e-cigarettes (vaporisers) among adults in Great Britain

September 2019

Research

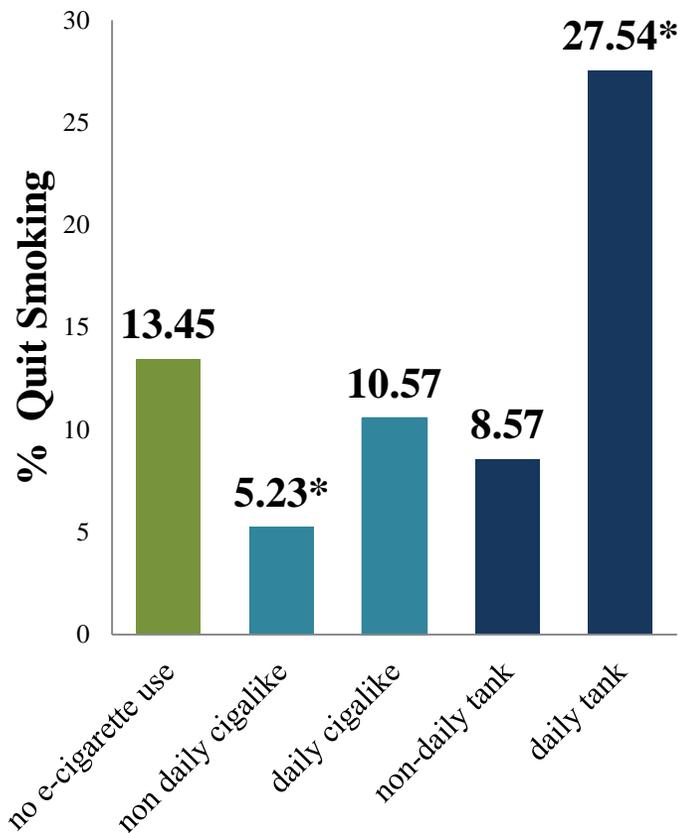
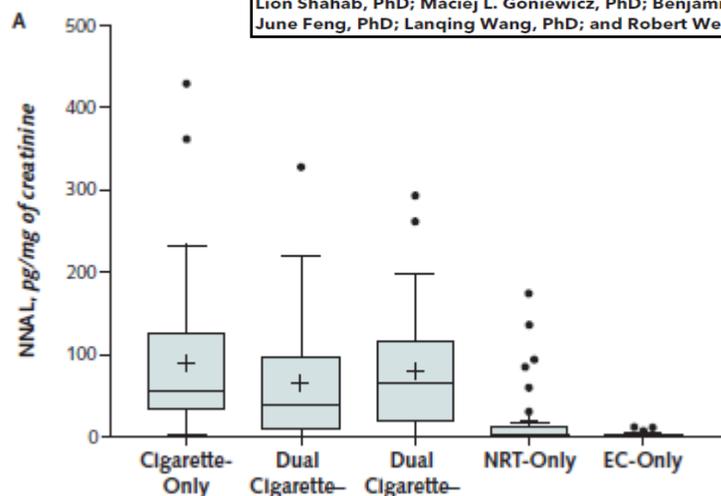
- Many national and international funders support research on e-cigarettes
- Cancer Research UK is the most active funder here, plus NIHR has supported several large studies
- Research consortia working in the area are supported by multi-funder initiatives, most recently led by the Medical Research Council
- CRUK has played a convening role, bringing together all interested UK funders on several occasions and recently hosting a meeting of international funders
- **57 e-cigarette studies have been funded by CRUK since 2014** via the Tobacco Advisory Group and Population Research Committee



Nicotine, Carcinogen, and Toxin Exposure in Long-Term E-Cigarette and Nicotine Replacement Therapy Users

A Cross-sectional Study

Lion Shahab, PhD; Maciej L. Goniewicz, PhD; Benjamin C. Blount, PhD; Jamie Brown, PhD; Ann McNeill, PhD; K. Udeni Alwis, PhD; June Feng, PhD; Lanqing Wang, PhD; and Robert West, PhD



Hitchman et al, 2015



Millions of smokers are using them to try to stop smoking

Sabrina Barr | @fabsob5 | 1 day ago |



Use of e-cigarettes may help between 50,000 and 70,000 smokers in England quit every year, new research has shown.

Researchers from University College London (UCL) assessed the correlation between the use of e-cigarettes and success rate of quitting smoking.



Beard et al, 2019

THE UK ELECTRONIC CIGARETTE RESEARCH FORUM

cruk.org



- CRUK also brings together researchers, practitioners and policy makers in a unique forum 3x per year in the UK
- Each meeting includes presentations on new research and discussion of gaps, which in turn leads to new proposals.
- We also provide a **monthly evidence briefing** of the latest studies from a range of countries. If interested, you can sign up via Tobacco.Control@cancer.org.uk



Proportionate Regulation

WHO recommendation	Action in the UK
Prevent the initiation among non-smokers and youth	<ul style="list-style-type: none">✓ Age of sale of 18.✓ Packs must state the products not for use by non-smokers or children
Minimise health risks to EC users and protect non-users from exposure	<ul style="list-style-type: none">✓ Prior notification of all new e-cigarette products;✓ limits nicotine concentration and size of tamper proof/child resistant refill containers✓ requires information on safe use, contra-indications/adverse effects✓ Warnings on packs✓ protected from breakage and leakage✓ ingredients to be of high purity and not a risk to health✓ Removal of products that do not comply
Prevent unproven health claims	<ul style="list-style-type: none">✓ Banned from the outset.



Proportionate Regulation

WHO recommendation	Action in the UK
Protect tobacco control activities from vested interests related to EC	✓ The UK is a Party to the WHO Framework Convention on Tobacco Control and has policies and procedures in place to protect health policy from the vested interests of the tobacco industry
Consider prohibiting or regulating EC, including as tobacco products, medicinal products, consumer products	✓ The UK provides both medicinal and consumer product regulatory frameworks for e-cigarettes.
Consider banning or restricting advertising, promotion and sponsorship	✓ From May 2016 advertising of unlicensed EC in print, broadcast, online and other electronic media and sponsorship of large events and broadcast programming are prohibited.
Comprehensively monitor the use of EC, including the relevant questions in all appropriate surveys	✓ EC use among adults and children is comprehensively monitored by several national Government surveys ✓ Additional national and local surveys are undertaken by other organisations



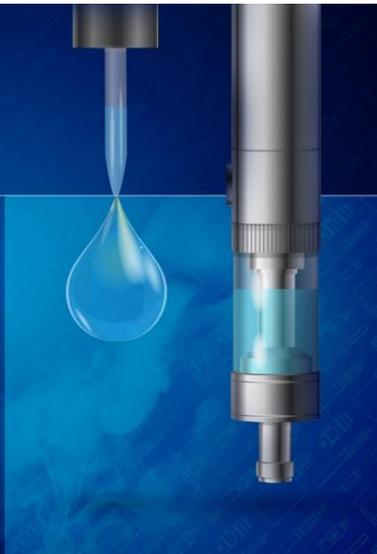
Communication

- Communicating research and improving understanding of regulation is key
- Here our success has been limited – UK research and UK regulation is poorly understood and drowned out by international developments that emphasise risk and ignore the opportunities of tobacco harm reduction
- The Science Media Centre has played a pivotal role in trying to get the facts across
- PHE, ASH, CRUK and local innovators also deserve credit.

The effectiveness of e-cigs in helping smokers quit

The first major UK clinical trial on the efficacy of e-cigs found that, when combined with expert face-to-face support, **they were almost twice as effective at helping smokers to quit** as other nicotine replacement treatments such as patches and gum.

Reference:
New England Journal of Medicine 2019;380:629-37



RESEARCH SHOWS THAT VAPING IS FAR LESS HARMFUL THAN SMOKING

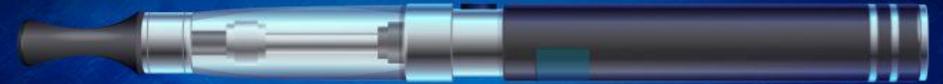


THE EVIDENCE SO FAR SHOWS THAT E-CIGARETTES ARE FAR SAFER THAN SMOKING

-  E-cigarettes contain nicotine but **not cancer causing tobacco**
-  Nicotine is addictive, but does **not cause cancer**
-  **Tobacco** is the biggest cause of preventable death in the UK
Over **100,000 deaths** per year  = 10,000
-  Passively breathing vapour from e-cigarettes is **unlikely to be harmful**
-  Growing evidence shows e-cigarettes are helping people to **stop smoking**



Regular e-cig use remains low among young people

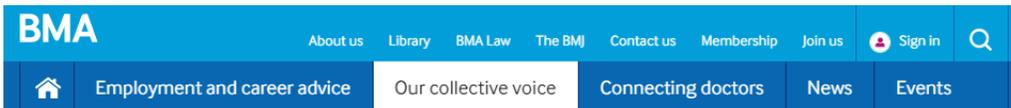


1.7% of 11-18 year olds reported at least weekly use in Great Britain in 2018

Vaping continues to be associated with smoking. Regular use of e-cigs remains very low among never smokers (**0.2% of 11-18 year olds in 2018**)



Communication: Health Professionals



Home > Our collective voice > Policy and research > Public and population health > Tobacco > E-cigarettes

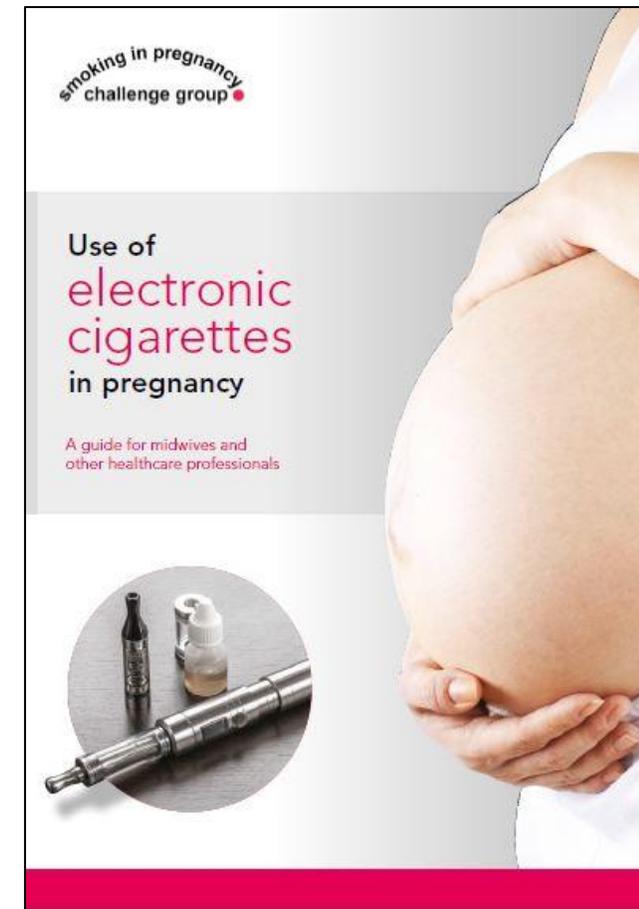
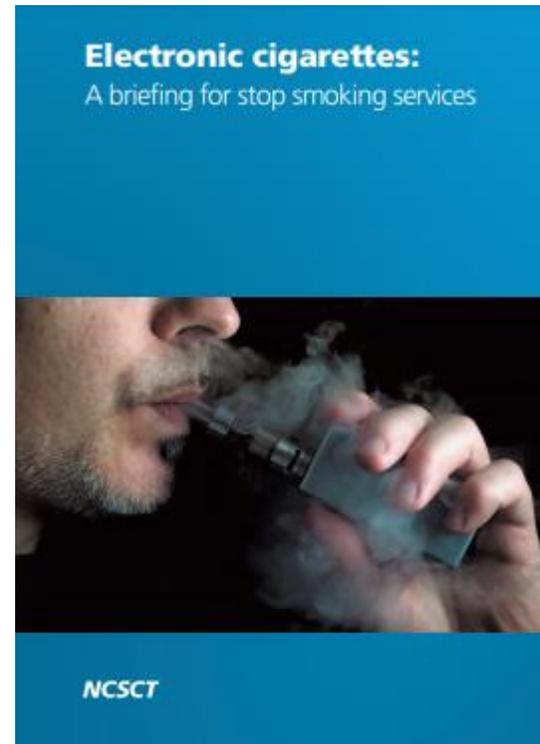
Last updated: 07 December 2018

E-cigarettes

E-cigarettes, also known as vapourisers or ENDS (electronic nicotine delivery systems), are handheld battery-operated devices which can deliver nicotine containing vapour. These devices can come in a variety of forms, and generally consist of a cartridge containing liquid nicotine (or 'e-liquid'), an atomiser (heating device) and a mouthpiece. Solutions of e-liquid typically contain nicotine, propylene glycol and/or glycerol, as well as flavourings.

Increasing numbers of smokers are using e-cigarettes, with many people finding them helpful in cutting down or quitting cigarette use. There are clear potential benefits to e-cigarettes in reducing the harms associated with smoking, and consensus that e-cigarette use is likely to be significantly safer than smoking. It remains important, however, that in realising any benefit to health, any potential risks associated with e-cigarette use are minimised.

The BMA Board of science have published a position paper on the regulation of e-cigarettes – aiming to balance the risks and opportunities associated with the use of these devices. In addition, we've put together some answers to common questions that doctors and their patients may have about these devices.



Summary

- The UK's approach to tobacco harm reduction is as one part of comprehensive tobacco control
- It relies on: investing in and maintaining research and surveillance; implementing proportionate regulation; and communication with different audiences
- Our approach is poorly understood internationally, often criticised and undermined by developments elsewhere and resulting media coverage
- But it is working. While we remain vigilant, we are also resolute and aim to balance risks and benefits.

Thank You

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SPECTRUM
Shaping Public Health Policies
To Reduce Inequalities and Harm



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