



**INTERNATIONAL
HEALTH
ALLIANCE**



Tobacco policy in a changing world

**Plain packaging
and e-cigarettes**



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***The impact of plain packaging
and the response of the tobacco industry***

***Kate Knight, Deputy Director Social Marketing,
Smokefree South West***

Standardised Packs and the Response from the Tobacco Industry



Some examples of existing packs

Kate Knight, Deputy Director Smokefree South West

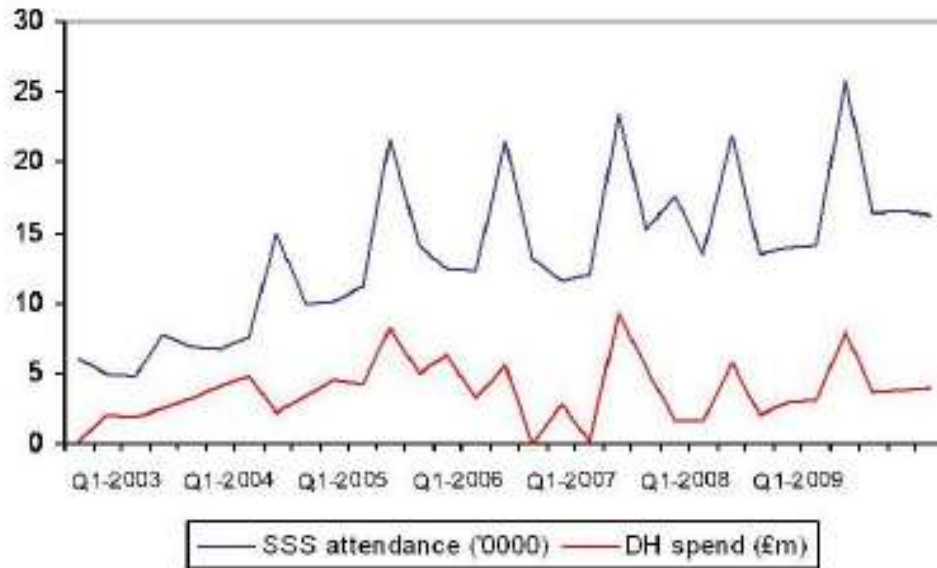
We deliver:

- **Cost effective campaigns;** expertly designed, procured and evaluated to deliver integrated mass media campaigns & public relations
- **Advocacy** around strong evidence to influence key legislative and policy decision making to benefit the population of South West



Mass media campaigns

Evidence base shows that no other medium is so effective in creating awareness and communicating health information as mass media:



DH spending on mass media campaigns and attendance at Stop Smoking Services

We gain economies of scale by buying across the region – up to 40% savings - messages are consistent

Tobacco pack design

John Digianni, former cigarette pack designer:

“...a cigarette package is unique because the consumer carries it around with him all day...It’s part of a smoker’s clothing and when he saunters into a bar and plunks it down, he makes a statement about himself”.

Koten **Wall Street Journal** 1980



Davidoff – Targeted launch for premium cigarettes

OCTOBER 2012



- talkingretail.com
5 October 2012



Imperial Tobacco has added to its premium-priced cigarette portfolio with the launch of Davidoff iD, which is available now in selected areas of the south-east of England.

Davidoff ID cigarettes are made with an American blend of tobacco and come in two variants – Orange (full flavour) and Blue (smooth).

Distinctive packs feature a 'glide' mechanism that reveals a selection of specially commissioned designs by contemporary artists. Davidoff ID is aimed primarily at brand-conscious smokers in the 18- to 24-year-old bracket, and also 24- to 35-year-olds. The brand's RRP is £7.75 and profit-on-return is about 8%.

Amy Kiss, head of consumer marketing at Imperial Tobacco, said: "Bucking the trend for growth in solely economy and value-priced cigarette brands, sales of premium-priced products are going from strength to strength in the Greater London and South-east area.

"Currently, over 41% of retail cigarette sales are from premium brands, generating around £290m each year for retailers in this region."

In the UK as a whole, premium-priced cigarettes account for 23% of sales.

Imperial Tobacco is backing the launch with interactive point-of-sale in cash and carries as well as a consumer website and trade advertising.



97%

← home

URBAN

HAND ROLLING TOBACCO

→ the product

→ our views on smoking

→ history of hand rolling tobacco

→ contact us

our mission

Urban Tobacco Ltd is an international tobacco company specialising in the manufacturing and distribution of hand-rolling tobacco. We supply a high-quality Virginia-blend hand-rolling tobacco at competitive prices to consumers around the world through selected distribution channels.

Copyright © 2011 Urban Tobacco Ltd

Plain Packaging of tobacco products

- March 2010, SFSW commissioned research on perceptions of the tobacco industry. January 2012, campaign launched.
- Awareness of the issue low in South West, but strong support when explained.
- Important to generate a discussion/debate.
- Complex message to get across in pictures – engagement needed.
- Evaluate and improve

Announcement of a national consultation

- A UK-wide consultation announced to launch on 16 April 2012.
- open for responses until 10 July 2012. Any person, business or organisation with an interest is encouraged to respond.

In the final response from Anne Milton to the Adjournment debate on cigarette packaging she commented that;

“We must also make sure that this consultation is **real and meaningful** and that the public know that we value their input”.

Making this ‘real and meaningful’ is Smokefree South West’s approach

Silk Cut Purple

“...if you went home and were smoking and you were trying to hide it from your mum and dad and that fell out your pocket or something, it wouldn't be cigarettes...”

“...You feel like a lady with this one.”



“It's as if you are not like, smoking”

“...like if you were carrying perfume!”

Marlboro and Lambert & Butler

"I don't know, I'd just feel better. It would make me feel more confident"

Cool!



"It just seems cool, cause you can do that" (plays with box opening)

"...more kind of upper class"

Plain Pack

“I think that one looks like you’d be more ill if you kept smoking them”

Quite embarrassed, I wouldn’t want to play with it. It would put you off it



It makes you feel disgusting.

Boring and smelly

“...a junkie!”

Vox Pops – Public's Impression to Plain Standardised Packs



The campaign





British Thoracic Society

tobacco free futures



Chartered Institute of Environmental Health



Creatives – route 1: There's a reason why

Phase one - awareness




THERE'S A REASON WHY THEY'RE DESIGNED TO LOOK GLAMOROUS.

SMOKING KILLS

PLAIN PACKS PROTECT .CO.UK

SUPPORT PLAIN PACKAGING AND MAKE TOBACCO PACKAGING LESS ATTRACTIVE TO KIDS.



THERE'S A REASON WHY THEY'RE CALLED 'SLIMS'

SMOKING KILLS

PLAIN PACKS PROTECT .CO.UK

SUPPORT PLAIN PACKAGING AND MAKE TOBACCO PACKAGING LESS ATTRACTIVE TO KIDS.




THERE'S A REASON WHY SOME CIGARETTES SEEM HEALTHIER THAN OTHERS.

SMOKING KILLS

PLAIN PACKS PROTECT .CO.UK

SUPPORT PLAIN PACKAGING AND MAKE TOBACCO PACKAGING LESS ATTRACTIVE TO KIDS.



THERE'S A REASON WHY THEY'RE DESIGNED TO DISTRACT YOU FROM THE HEALTH WARNING.

SMOKING KILLS

PLAIN PACKS PROTECT .CO.UK

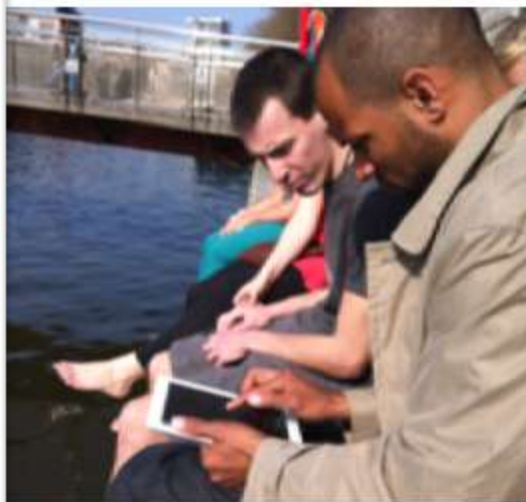
SUPPORT PLAIN PACKAGING AND MAKE TOBACCO PACKAGING LESS ATTRACTIVE TO KIDS.

Outdoor



CLEARCHANNEL

Roadshows



1-pagers – evidence of campaigning to MPs, etc

2014 Packaging Update

Since the beginning of 2014, at least 8 brand new products or pack re-designs have been launched. The highly designed packaging, still visible in smaller shops and in the hands of smokers, continues to play a role in promoting smoking and advertising tobacco. That's why so much effort goes into effective and eye-catching design.

"The coming 14 months are absolutely critical for getting visibility for new products before we go dark [all retailers are banned from displaying tobacco products]. This is why at the end of last month we relaunched and redesigned the packaging..."

Head of Marketing at Scandinavian Tobacco Group, quoted in Wholesale News, Feb 2014



New innovations include selling packs of 18 instead of 20 to bring the headline price down and then plastering that price all over the pack, where it's visible to anyone visiting the small local shop.



"Smooth Moves – JTI has extended its Sovereign brand with the creation of a value priced cigarette, Sovereign Smooth Flavour. The new packs are available in King Size 10s and 19s, with priced packs flashed at £3.39 and £6.28 respectively." Convenience Store magazine 14 March 2014.



L&B Blue will be positioned within the sub-economy price sector. They are designed to "appeal to smokers who haven't previously been able to afford a product from the Lambert & Butler family." Imperial Tobacco's Senior Brand Manager quoted in ConvenienceStore.co.uk 17 Feb 2014



Until the EU TPD comes into effect, brands such as American Spirit can advertise themselves as "Natural" and "Additive Free".



"JTI continues to lead the tobacco market with innovations such as Silk Cut SuperSlims Choice – the first ever SuperSlims capsule cigarette and a new format for the Premium cigarette sector. Silk Cut is a key Premium cigarette brand, having grown its share of sector for 11 consecutive years to 20.1%." - JTI Head of Communications quoted in Convenience Store magazine 14 March 2014



With one in three existing smokers using Roll Your Own (RYO) - brands such as Sterling, B&H and JPS are being re-branded with limited edition and premium packaging as tobacco companies vie for the growing numbers of smokers switching to RYO.

JTI claim the UK RYO market is the biggest sector in the tobacco market by volume, worth £1.9bn and growing at 15.2% year on year.



The Changing Face of Roll Your Own (RYO)

The RYO tobacco market is "worth £1.9bn and growing at 15.2% year on year, the UK RYO market is currently the biggest sector of the tobacco category by volume" - JTI, ConvenienceStore.co.uk, Jan 2014



The RYO market is changing and growing rapidly. Increasingly, the most price sensitive smokers are walking away from brand loyalty, simply looking for the cheapest smoke. Significant numbers are switching from factory-made 'stick' cigarettes to RYO, often at the budget end of the market. In response, tobacco manufacturers are competing aggressively in the RYO market, to retailers and consumers, by the extensive use of attention-grabbing price flashes as well as investing in re-branding established products and selling tobacco packaged with papers and filters at rock-bottom prices.

While they continue to fight it, the tobacco industry and retailers are talking about the advent of standardised packaging and continue to invest in re-branding established brands to shore up loyalty.

Gold Leaf is now available in a tiny 9g pack. Sold with papers, smokers can make 22 hand-rolled cigarettes for less than £2.60.



Imperial Tobacco said late last year that: "Sales of sub-12.5g pack sizes of RYO have more than doubled over the past year, as increasing numbers of tobacco shoppers seek cheaper products."

While their days may be numbered under new rules outlined in the EU Tobacco Products Directive, small packs of RYO tobacco have trebled in volume year on year, according to JTI.

Premium branding of RYO is growing. The use of tactile packaging, colours and material finishes typically associated with higher-quality products is being used to differentiate brands that command a higher price at the same time as the lower end of the market is getting crowded. Packs are also being redesigned to sit in 'portrait' format on the shelf to stand out, and limited edition designs are introduced to draw the eye and encourage smokers to leave them on the pub table.



1 in 4 smokers think RYO is healthier and even 'organic'. The bottom line is that's just plain wrong, RYO is just as harmful and 1 in 2 of ALL smokers will die early.



Viral



without seeding

Retweeted by Duncan Bannatyne, Dianna Abbot MP and prominent public health figures



Plain Packaging PR – over £500,000 media coverage generated



EVENING POST

Campaign launched for cigarettes to be sold in plain packets

Western Morning News

Tobacco packets campaign launches



ITV Westcountry covered the launch and took the packs to school children



BBC Bristol Drivetime interview with Stephen Williams MP

Over 200,000 Supporters

Home | The Plain Truth | Mythbusting | Protecting Kids | Leading the Way | Supporters | Blog

Share this website

+ f t v g+

A BIG THANK YOU FOR HELPING PROTECT OUR CHILDREN.

211,653* Supporters

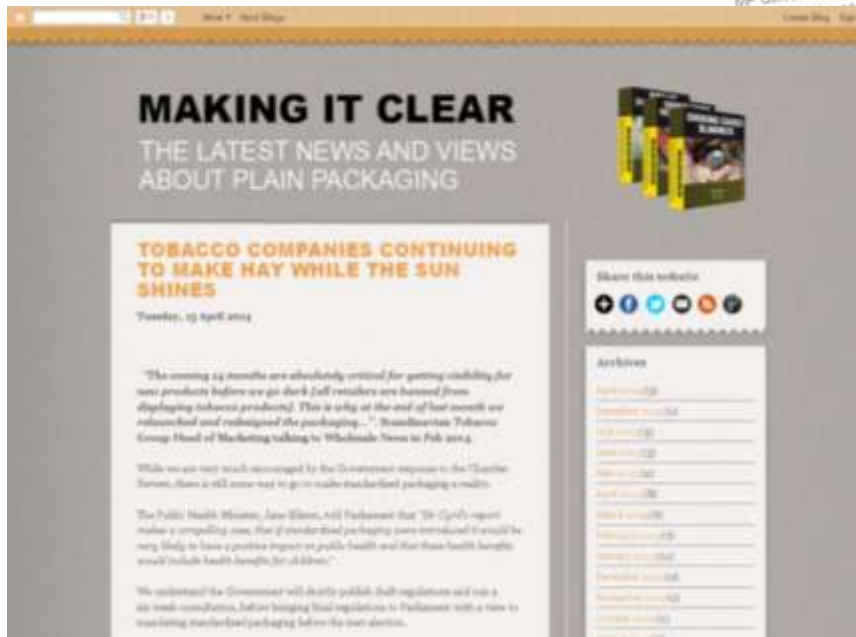
We would like to thank everyone who has shown their support for plain tobacco packaging. The Government consultation has now closed, and with over 200,000 sign ups, there's a good chance we could all make a big difference to help protect our children from the dangers of smoking.

PLAIN PACKS PROTECT .CO.UK

IN THE NEWS

Shopkeeper Mark Brackenbury explaining why he supports plain packaging, and how he doesn't feel it will harm small traders. [Watch the video above.](#)

Ongoing communication with our supporters



Gov't commissioned Chantler – Report – Government reaction April 2014

- Government commissioned Sir Cyril Chantler to conduct an **“Independent Review into standardised packaging of tobacco”**
- *“...whether or not the introduction of standardised packaging is likely to have an effect on public health (and what any effect might be), in particular in relation to the health of children.”*
- Sir Cyril concluded: *“...it is in my view **highly likely that standardised packaging would serve to reduce the rate of children taking up smoking and implausible that it would increase the consumption of tobacco. I am persuaded that **branded packaging plays an important role in encouraging young people to smoke...**”***



How did the
tobacco industry
respond?

When is a Plain Pack not a Plain Pack



Creating a link to illegal tobacco

Forms and
campaign
intelligence.

FAKE BRAND ILLEGAL TOBACCO
DODGY CIGS DON'T BE TEMPTED

DODGY CIGARETTES AND TOBACCO BRING CRIME INTO YOUR COMMUNITY

It is illegal to buy and sell smuggled and counterfeit tobacco products. Proceeds from these sales fund organised crime and terrorism.

Counterfeit cigarettes are not manufactured in a regulated environment, and have been found to contain dead insects, beetle eggs and even rat droppings.

Call the Customs Hotline to report anyone selling dodgy tobacco in your community.

CUSTOMS HOTLINE
0800 59 5000
www.hmrc.gov.uk/customs-hotline

THE Herald

THE VOICE OF PLYMOUTH

Seized products have had a street value of nearly £13k

THE latest figures from Trading Standards in Plymouth reveal that in the last 12 months they have seized 340 x 10g packets (17kg) of illegal rolling tobacco (RR). The price of a 10g packet of illegal RR is £3. Therefore the street value of what they have seized is £1,020. The price of 10g packets of legitimate RR is around £12.50. In the last 12 months they have seized 2,763 packets of 20 cigarettes. The price of a packet of 20 illegal cigarettes is £3.50. Consequently the street value of what they have seized is £9,670.50. The price of a packet of 20 legitimate cigarettes is around £6.80.



Seized tobacco products

Illegal tobacco sales 'damage the high street'

SARAH WADDINGTON discovers illicit cigarettes can damage more than just public health and the Treasury's coffers

A PLYMOUTH shopkeeper says he has suffered a drop in sales thanks to illegal tobacco sales.

Chris Mitchell, owner of the Royal Arms, is selling a mix of legal and illegal tobacco. He says the illegal tobacco is sold in 10g packets and is sold in 10g packets. He says the illegal tobacco is sold in 10g packets and is sold in 10g packets.

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Hands off ours Packs



FOREST funded organisation that has launched social media channels and is getting people to sign up their support.



Launched their viral in March 2012 and appears they have paid for seeding and disabled comments.

The challenge

BAT - NZ Wine

BAT - NZ If I create it

HOOP - Nanny Town

No Minister



FOI's



Angela Harbutt is head of the communications at Hands off our Packs, submitted FOI.



Dick Puddlecote, right wing blogger and 'libertarian' submitted FOI.

f2c.org.uk



Cathy Freeman from Freedom to Choose (death threats to ASH) submitted FOI.

32 FOIs could be considered vexatious, we will be looking at PR avenues to counter.

- Daily Telegraph
8 October 2012

The image shows two identical cigarette packs standing side-by-side. Each pack has a simple rectangular design with a horizontal line near the top and bottom, and is labeled "Standardised" in a bold, black box at the bottom. The background is a light, textured grey.

Standardised **Standardised**

HOW DO YOU SPOT A FAKE PACK OF CIGARETTES?

With efficiency, and they will have some smart harder to spot if the government introduces standardised cigarette packaging. This would be a dream for organised crime, but a nightmare for everyone else. Not only have fake cigarettes been found to contain everything from ground glass to rodent faeces, but their low price will bring them within easy reach of the very people the policy is intended to protect. Now aren't new policies supposed to make things better, not worse?

PLAIN PACKS DON'T MAKE COMMON SENSE

JTI is a leading international tobacco company
JTI is a leading company in Greater London
© JTI

- The Sun
8 October 2012

PUFF LUCK

Plain packets 'will fuel illicit boom'

EXCLUSIVE

THE trade in illicit cigarettes has exploded in the past year — with nearly 16.9 per cent of all fags now fake or counterfeit.

Shock figures last night revealed the black market rise — and piled pressure on its ministers. The proportion of "illicit" cigarettes smoked in the UK has soared by almost a FIFTH over the last 12 months, up from 13.8 to 16.4 per cent.

In the West Midlands it has surged from 12.8 to a staggering 22 per cent. And in Yorkshire and The Humber the percentage has shot up from 13.2 to 21.5 per cent.

Tobacco giant JTI — which makes H&M and Mariposa — last night urged ministers to ease up on the figures and rethink calls to introduce plain packaging on cigarettes.

The Coalition is looking to copy Australia and remove all brand designs.

But JTI's UK boss Martin Scroggie told The Sun: "It doesn't take a rocket scientist to work out it will be easier to copy a plain pack as opposed to one with brands and designs on it."

Of the illicit fags smoked in Britain around half are counterfeit — typically of big name brands. Some 60 per cent are "cheap whites" smuggled into the country from western Europe and the Far East. The rest are pirated packs brought back from holiday.

The Treasury Children a year in last year. He Scroggie said he wanted to meet health bosses to discuss ways of tackling the issue. But he revealed no measure of official had met with the firm for SEVEN YEARS.

He told The Sun: "I find it very strange for a legitimate industry which pays its taxes that we are not allowed to meet with the health secretary. They

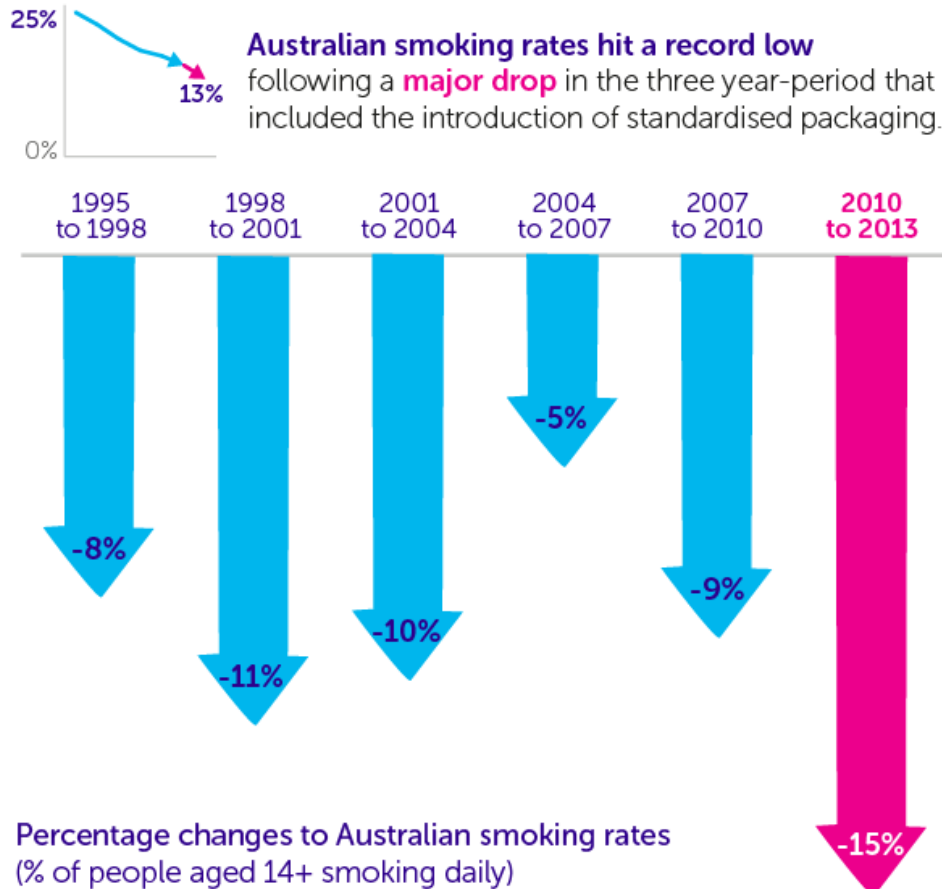
Region	2010 (%)	2011 (%)
SCOTLAND	30.5%	7.1%
WYLLS & NORTH	18.5%	11.2%
WYLLS & SOUTH	22.8%	13.8%
EAST MIDLANDS	10.9%	16.5%
WYLLS & WEST	14.8%	12.4%
WYLLS & NORTH WEST	18.2%	9.5%
WYLLS & SOUTH WEST	15.5%	14.8%
WYLLS & SOUTH	12.4%	11.4%
SOUTH	12.4%	11.4%
SOUTH EAST	18.5%	11.2%

% SHOWS TOTAL OF ILLEGAL CIGS SOLD

FAKE FAG NATION

Evidence from Australia

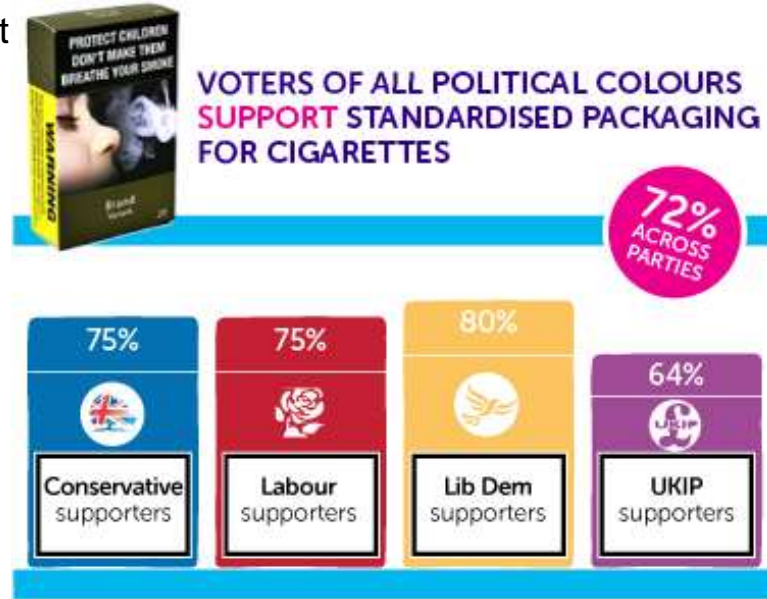
Success of tobacco control in Australia





Gov't decision to go ahead before General Election

- Public Health Minister, Jane Ellison, announced a vote will be held before the General Election in May 2015
- Subject to that vote, Standardised Tobacco Packaging would then be UK law in May 2016
- MPs and Peers have overwhelmingly indicated their support for the measure
- Timing could still be subject to intense, last
- Legal challenges likely to follow



YouGov poll, support for plain packs by voting intention, January 2015



Data on Green supporters wasn't analysed, but the measure has been backed by the Green Party

Any questions?

Kate.Knight@smokefreesouthwest.org.uk

Facebook/SmokefreeSW

Twitter @SmokefreeSW



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Questions



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Electronic cigarettes – the new quitting

Hazel Cheeseman, Director of Policy,

Action on Smoking and Health

Electronic cigarettes – the new quitting?

Hazel Cheeseman
Director of Policy
Action on Smoking and Health

ASH receives funding from:



ash.
action on smoking and health

What's an electronic cigarette?

- What do you call them?
 - E-cigarette? ENDS? NCPs? UNCPS? Vaporiser? Etc etc
- What do they have in them?
 - Propylene glycol and/or glycerine
 - Nicotine (sometimes)
 - Flavours (various)
- Who makes and sells them?
 - Lots of small independent manufacturers
 - Tobacco companies moving in
 - Sold in small shops, supermarkets, vape shops and pharmacies
- Who uses them?
 - Over 2 million current or former UK smokers
 - Use by never smokers very rare



Electronic cigarettes: Why so controversial?

- Complexities
- Confusion
- Contested space

Complexities: There are no easy answers

“Are they safe to use?”

“Will they lead to more children smoking?”

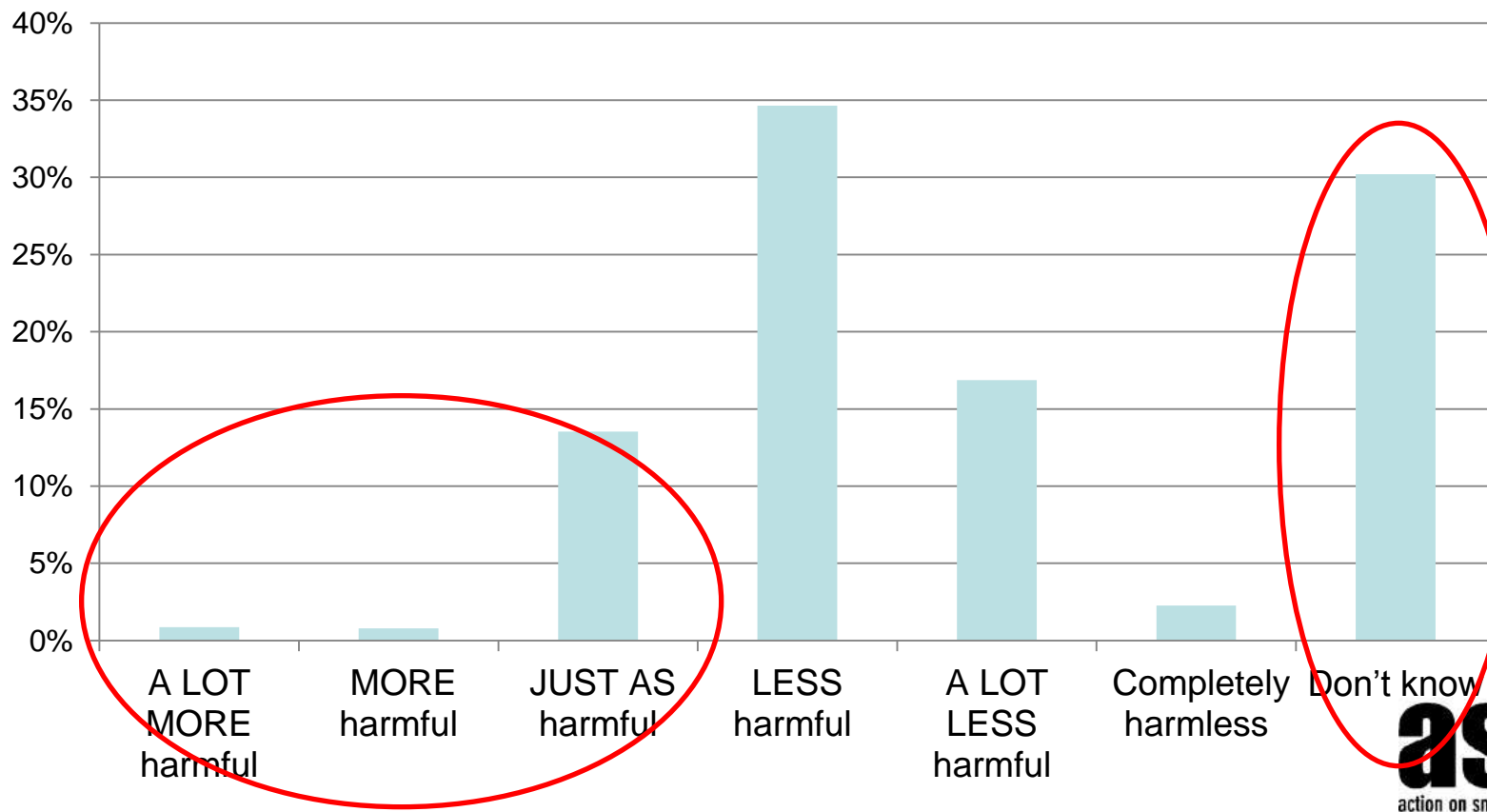
“What’s the impact of using them in public places?”

“How should we talk to smokers about them?”

“What does tobacco industry involvement mean?”

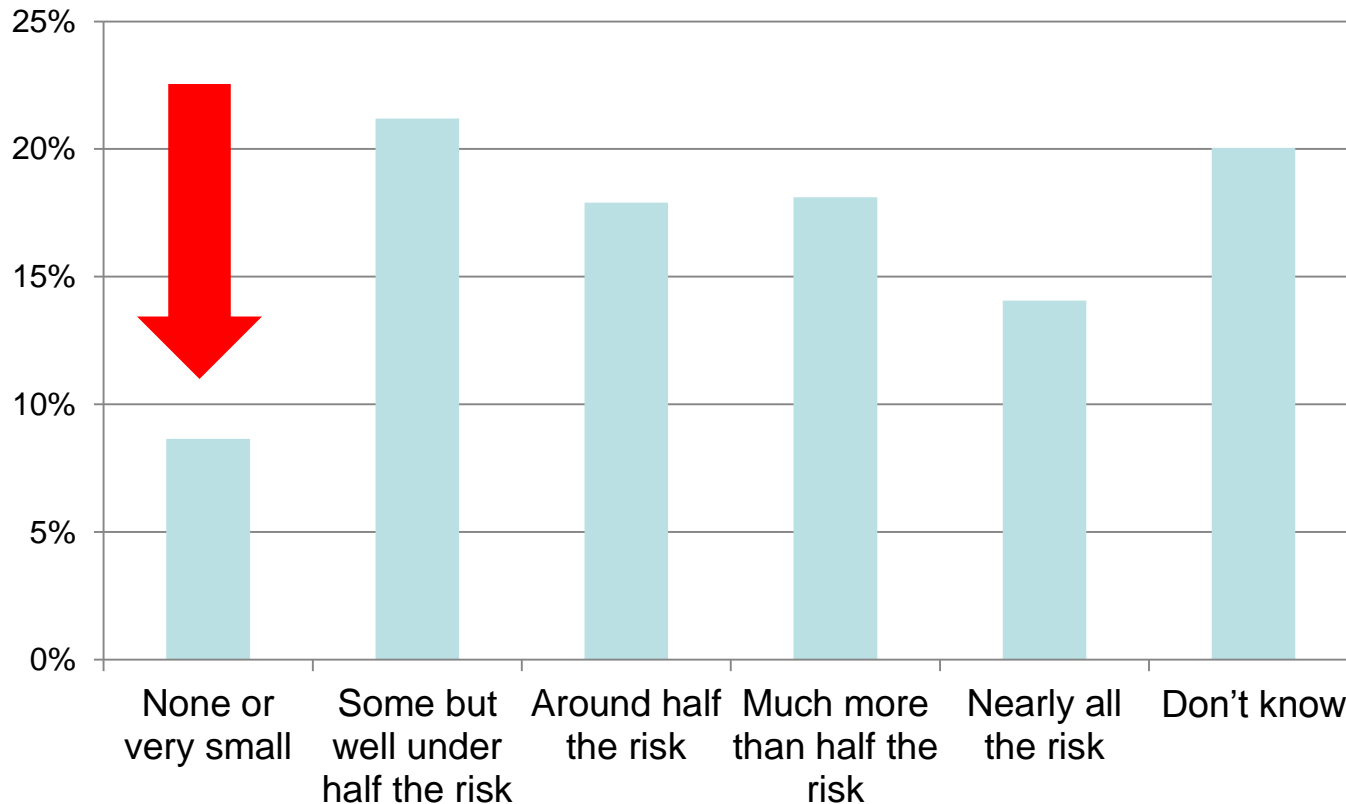
Confusion: Failure to distinguish between smoke and vapour

Do you think electronic cigarettes are more, less or as harmful as regular cigarettes?



Confusion: Poor knowledge of nicotine

According to what you know or believe, what portion of the health risks of smoking comes from nicotine in cigarettes?



Contested space

- Academic debate played out in media, health messages are confusing for the public (and professionals)
- Health professionals feel constrained about advice they can offer in absence of national guidance
- Tobacco industry are moving in to appropriate our language – which is making us defensive
- ‘Vapors’ developing a significant online presence and feel they are in conflict with the public health community

Challenges for policy development

Policy needs to be developed, however:

- We don't have all the answers and evidence is still emerging
- The market is rapidly developing and changing
- The technology is rapidly changing
- The public don't understand the facts we do have
- Feelings in public health and beyond are running high

How can we meet those challenges?

- Context for thinking about electronic cigarettes
- Summary of current evidence
- Overview of UK and European regulatory approach

Context for thinking about electronic cigarettes



Some behaviours are risky



SEX



DRUGS



**ROCK
AND
ROLL**



Some harm reduction measures have been viewed as controversial



BRYAN ADAMS

HOCIC is partnering with the Harm Reduction Coalition to present

MALE SEXWORK HANDBOOK:

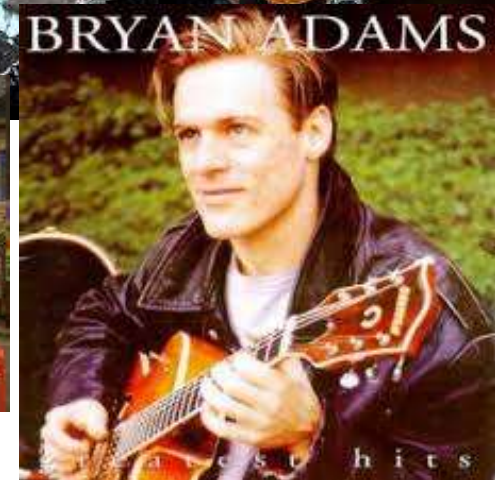
A BASIC GUIDE TO WORKING SAFE, SAFE, AND SMART IN THE SEX INDUSTRY

NOTE FROM HOCIC

The handbook is intended as a resource for sex workers who are looking for ways to stay safe and healthy in the sex industry. It is not intended to be a guide to sex work, but rather a guide to staying safe and healthy while working in the sex industry. It is not intended to be a guide to sex work, but rather a guide to staying safe and healthy while working in the sex industry.

TABLE OF CONTENTS

- WELCOME TO THE HANDBOOK
- HOW TO USE THIS HANDBOOK
- THE HANDBOOK
- OTHER HELPFUL RESOURCES
- STAYING SAFE IN THE SEX INDUSTRY
- STAYING SAFE ON THE JOB

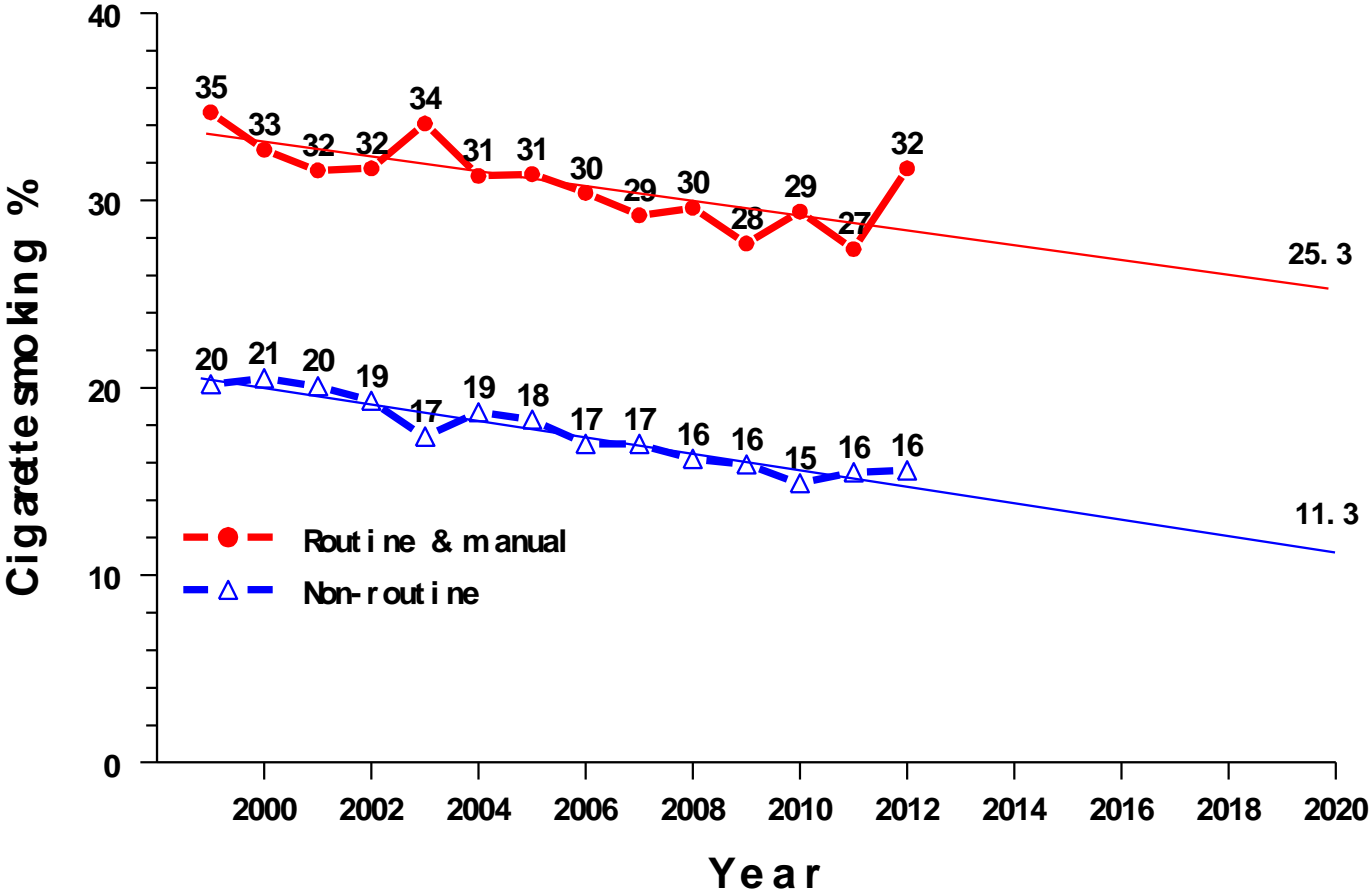


hits

NICE Guidance on tobacco harm reduction

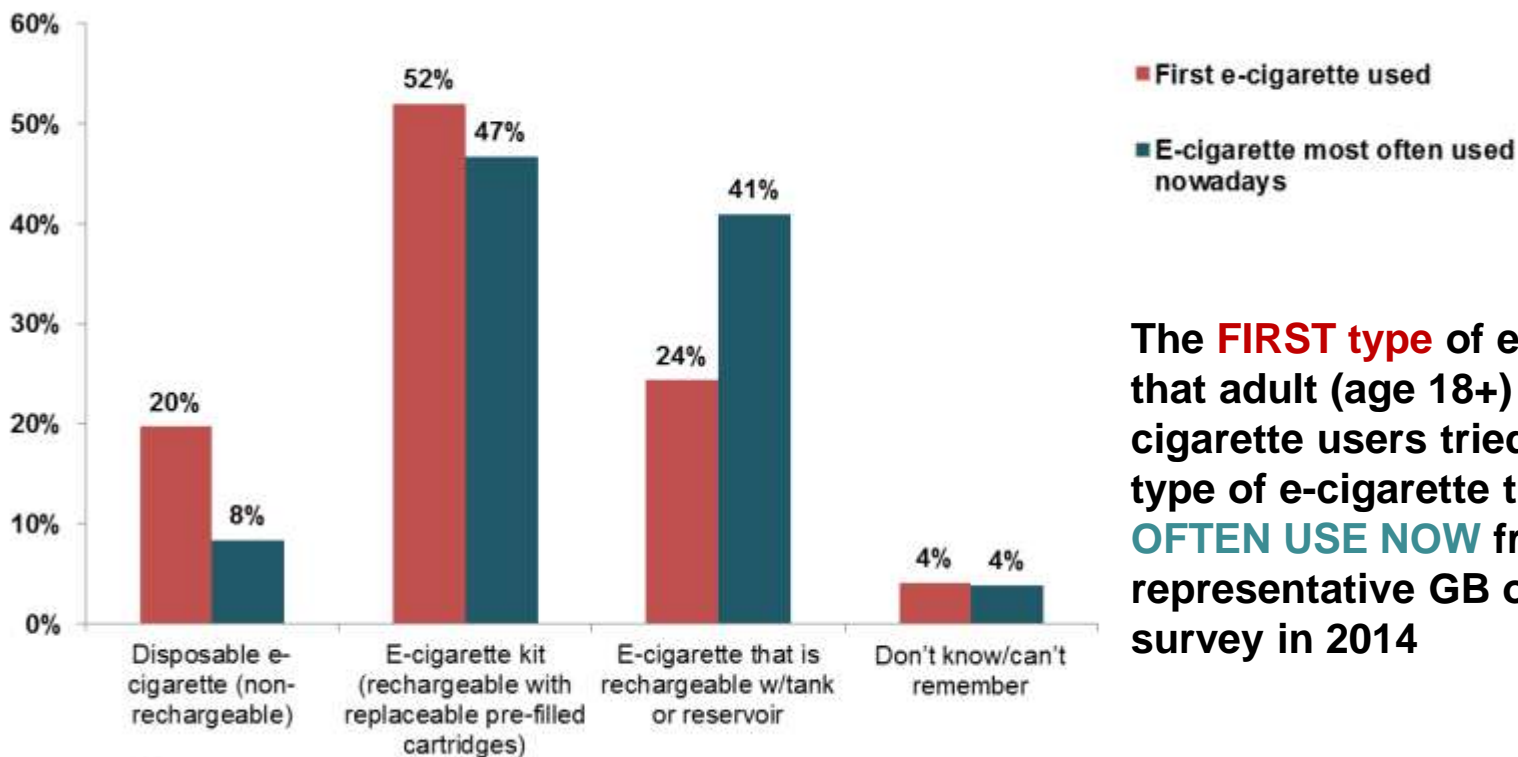
- NICE Guidance on tobacco harm reduction 2013:
 - Cut down (with or without a nicotine containing product)
 - Replace smoking with alternative nicotine containing product (temporarily or indefinitely)
- Goal of guidance is to move people closer to being smokefree but accepting not everyone will necessarily be nicotine free
- Unlicensed products not included in guidance but does say they are expected to be less harmful
- Principle established that we should widen our approach to think about how we can help all smokers not just those ready for standard quit model

Despite decades of progress gap between rich and poor is widening



Summary of the current evidence

What products are people using?

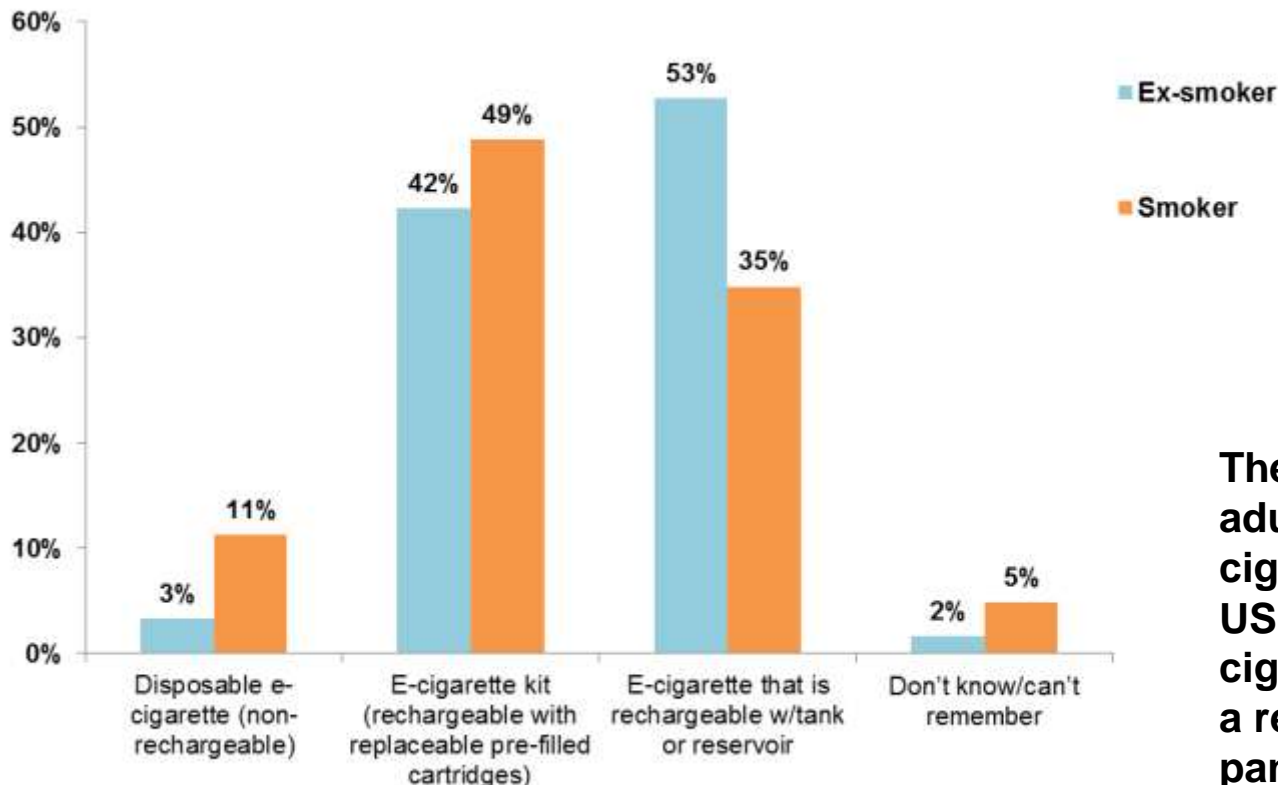


The **FIRST type** of e-cigarette that adult (age 18+) current e-cigarette users tried, and the type of e-cigarette they **MOST OFTEN USE NOW** from a representative GB online panel survey in 2014



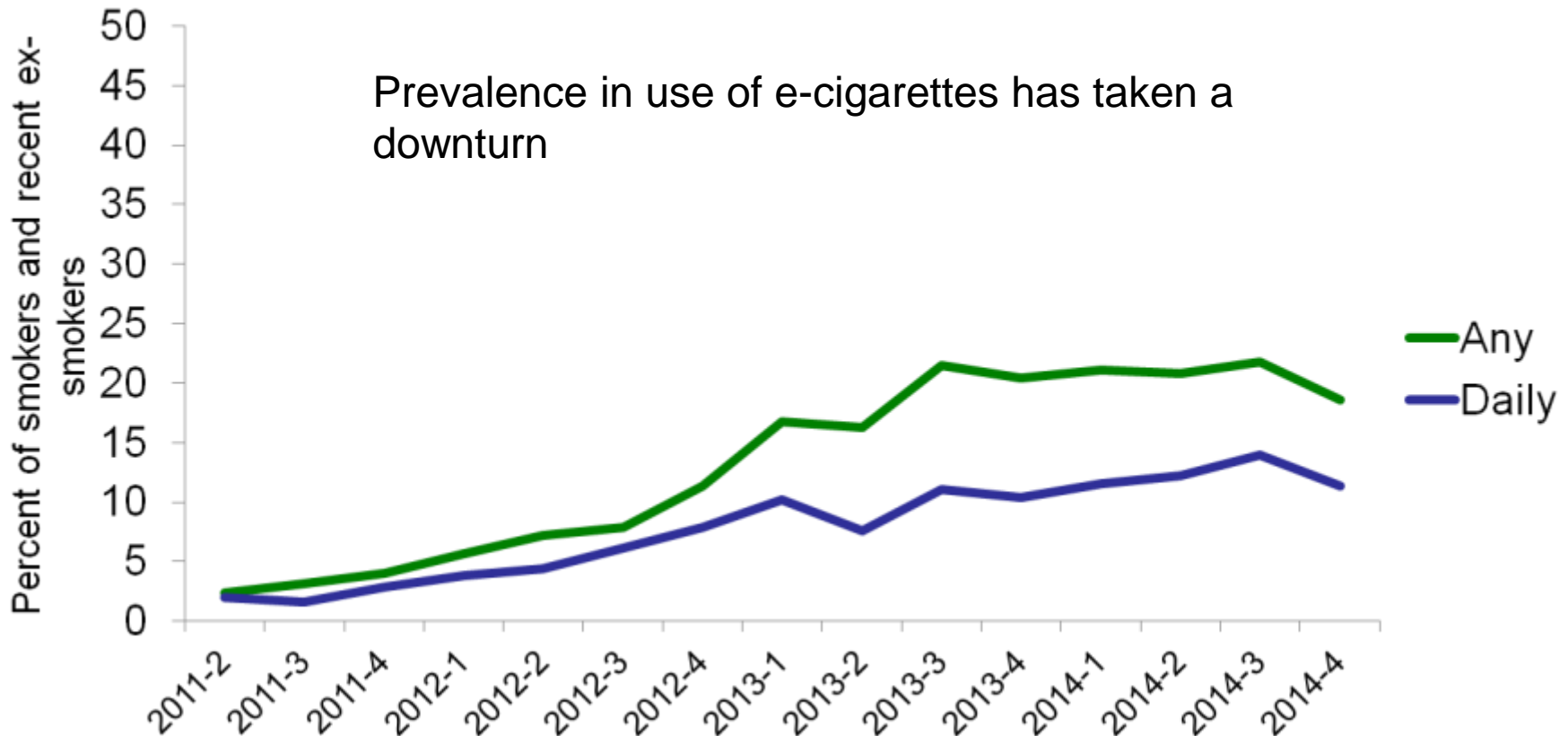
Unweighted base: GB adults who reported having tried e-cigarettes and still use them (n=498)

What products are people using?



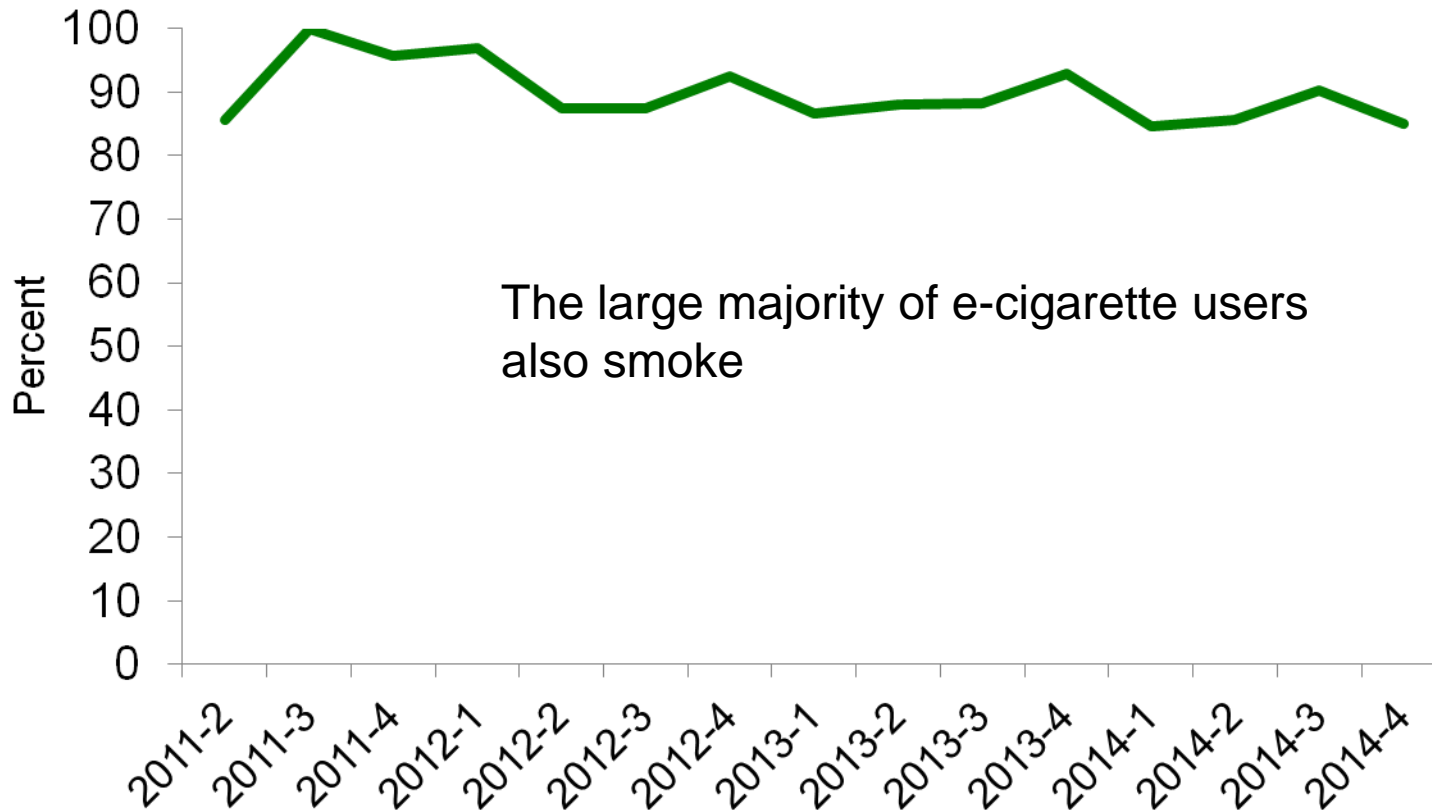
The type of e-cigarette that adult (age 18+) current e-cigarette users MOST OFTEN USE NOW, by tobacco cigarette smoking status, from a representative GB online panel survey in 2014

Prevalence of electronic cigarette use: smokers and recent ex-smokers



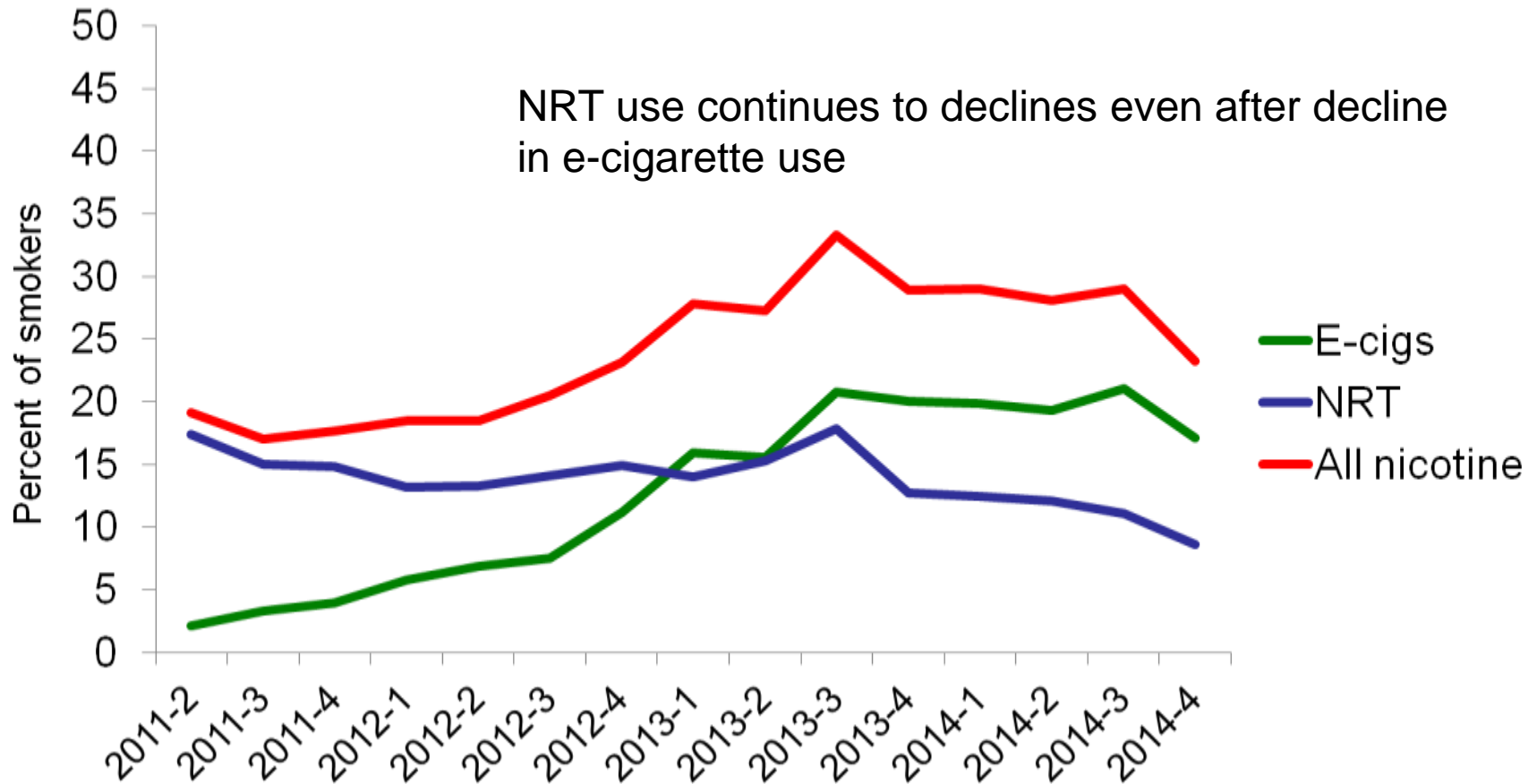
N=15537 adults who smoke or who stopped in the past year; increase $p < 0.001$

Proportion of e-cigarette users who are smokers



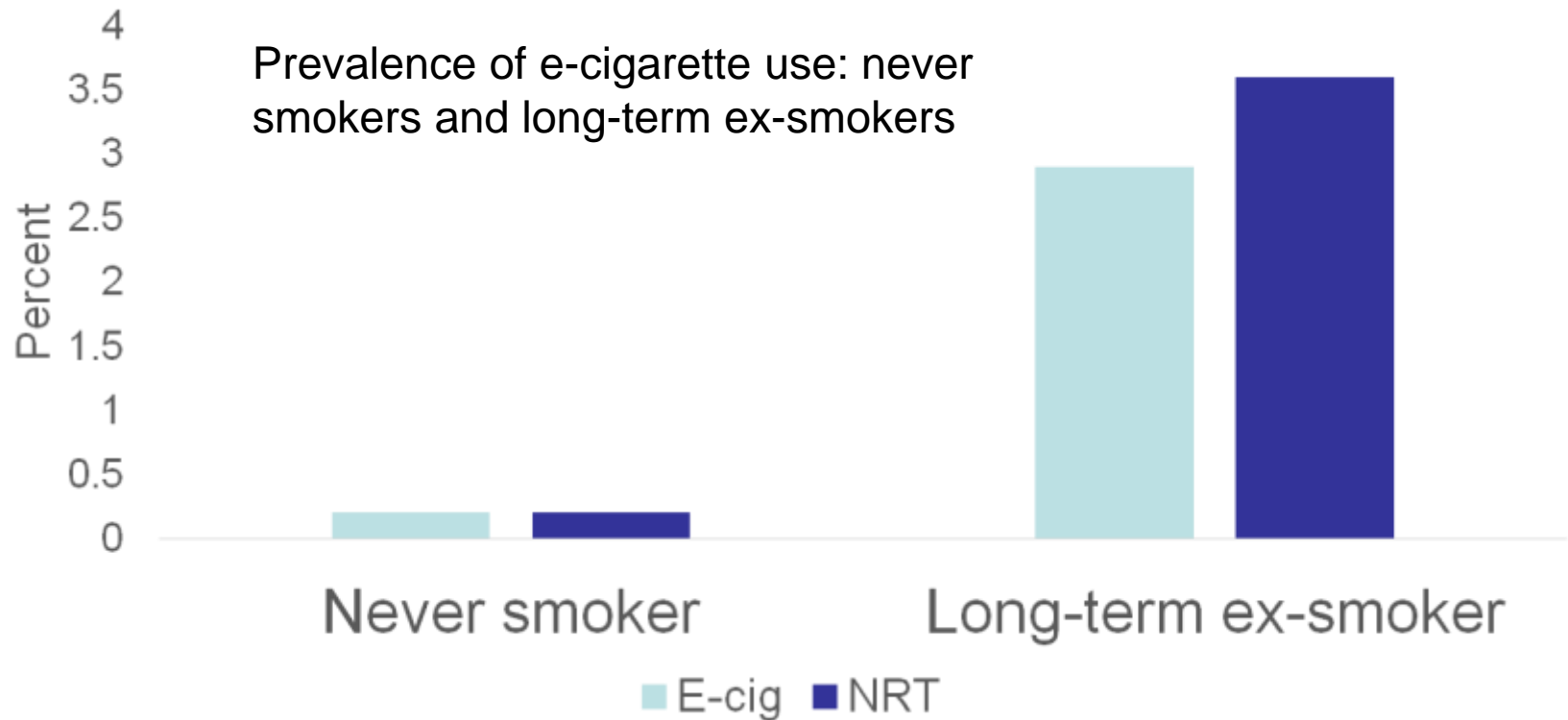
N=1931 e-cigarette users of adults who smoke or stopped in past year

Prevalence of nicotine products while smoking



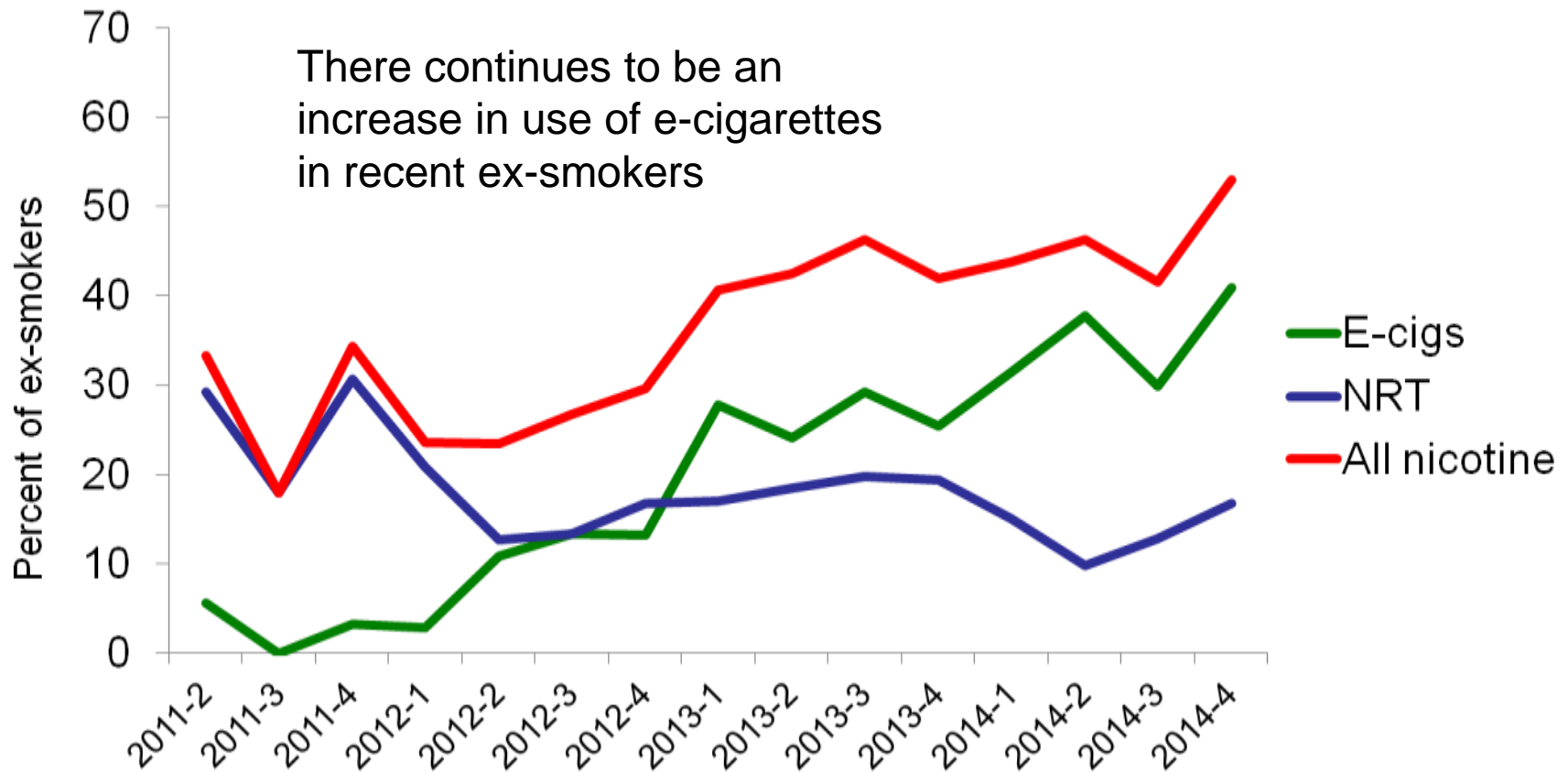
N=14519 smokers, increase $p < 0.001$ e-cigs and all nicotine; decrease $p < 0.001$

E-cigarette use by never smokers and long term ex-smokers is negligible



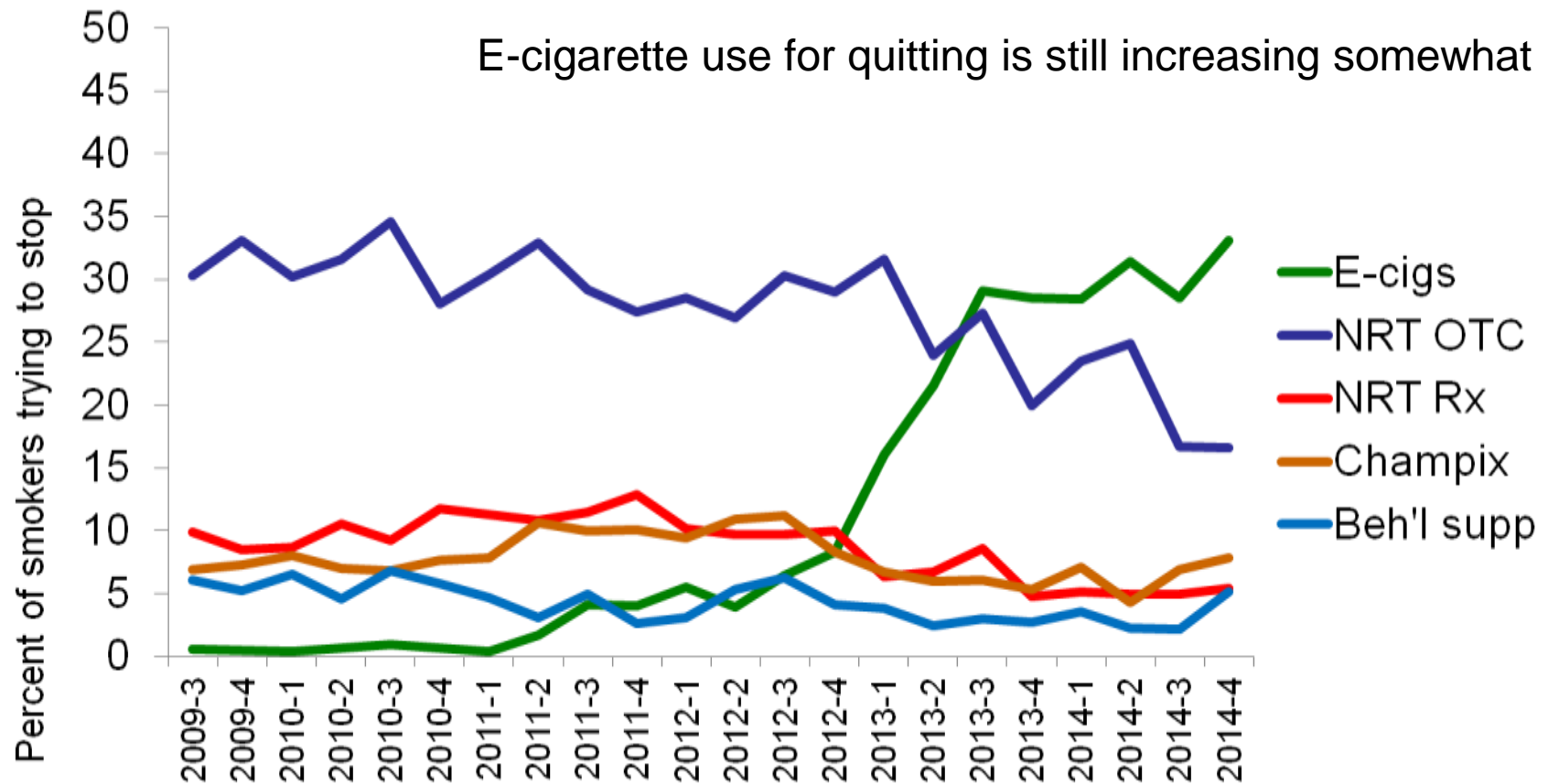
N=14619 never and long-term ex-smokers from Nov 2013

Prevalence of nicotine products in recent ex-smokers



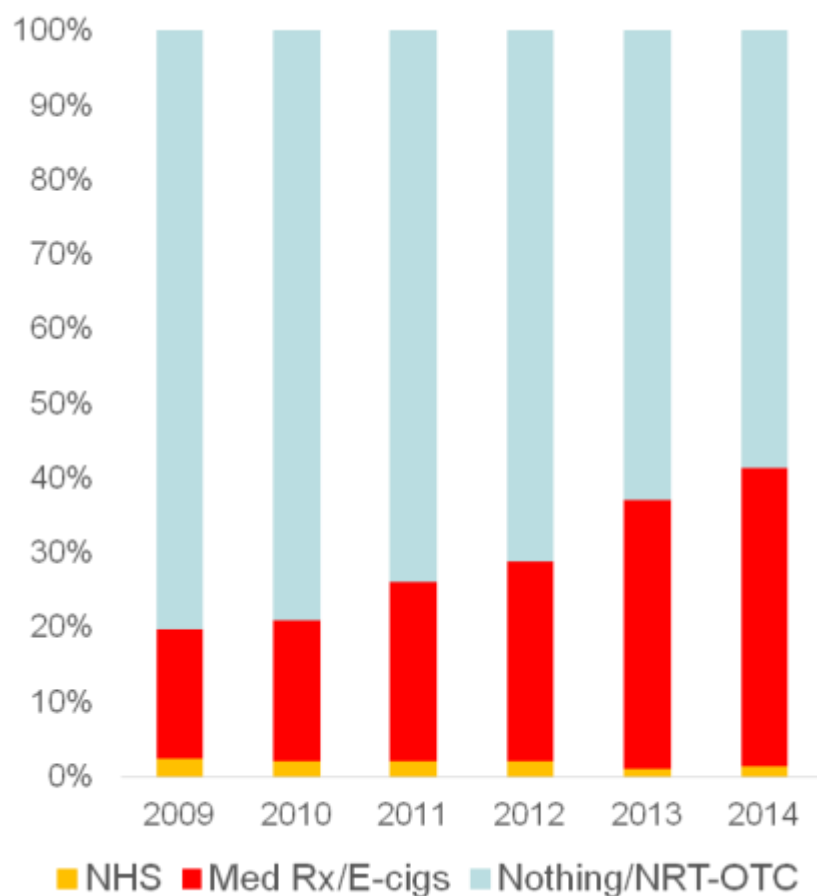
N=1018 adults who stopped in the past year; increase $p < 0.001$ for e-cigs and all nicotine; decrease $p = 0.003$ for NRT

Aids used in most recent quit attempt



N=9783 adults who smoke and tried to stop or who stopped in the past year

Aids used in most recent quit attempt



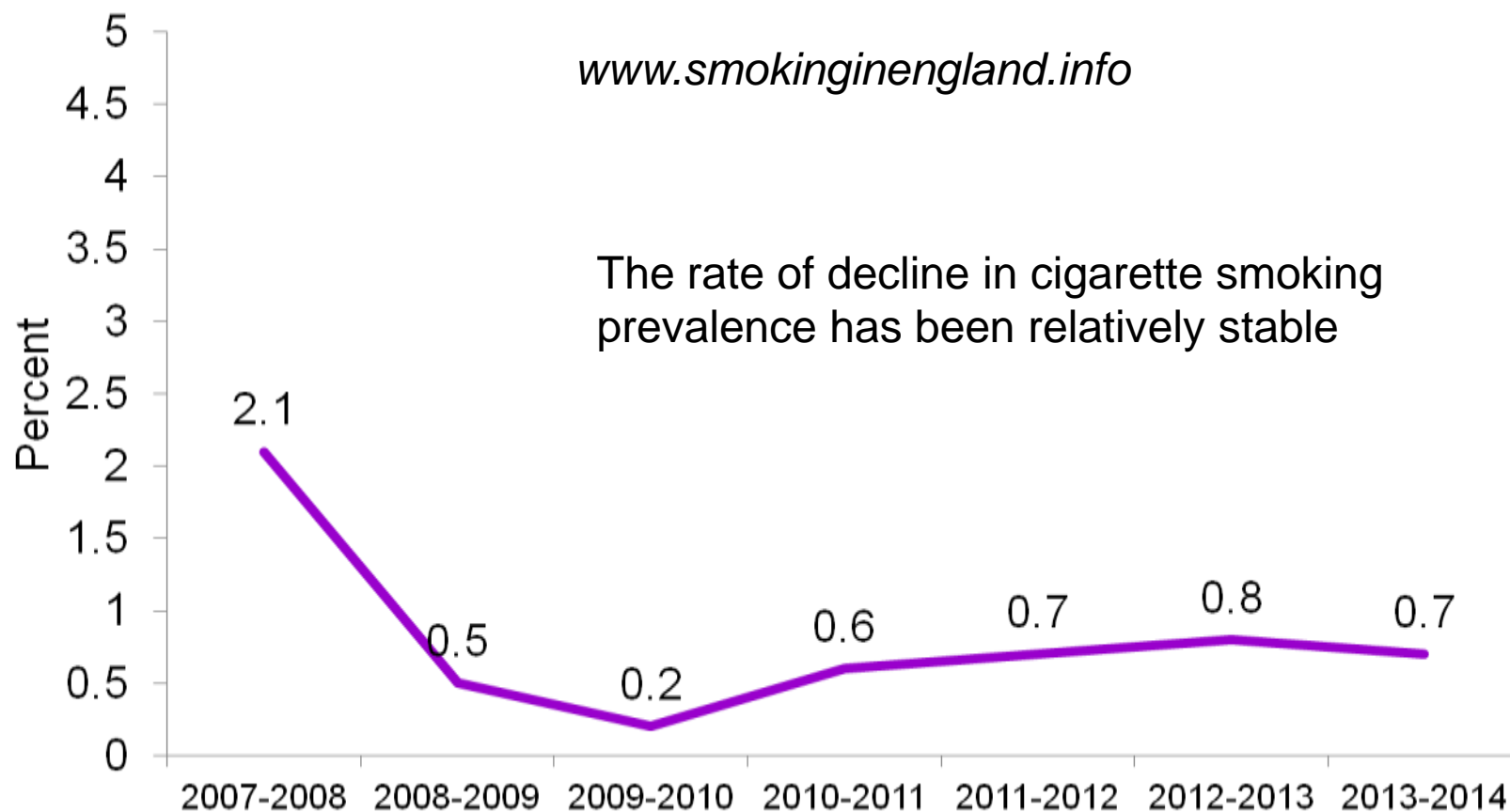
The use of either e-cigs or prescription medication has increased while use of NRT-OTC or nothing has decreased

Approx odds of success relative to nothing and NRT-OTC:



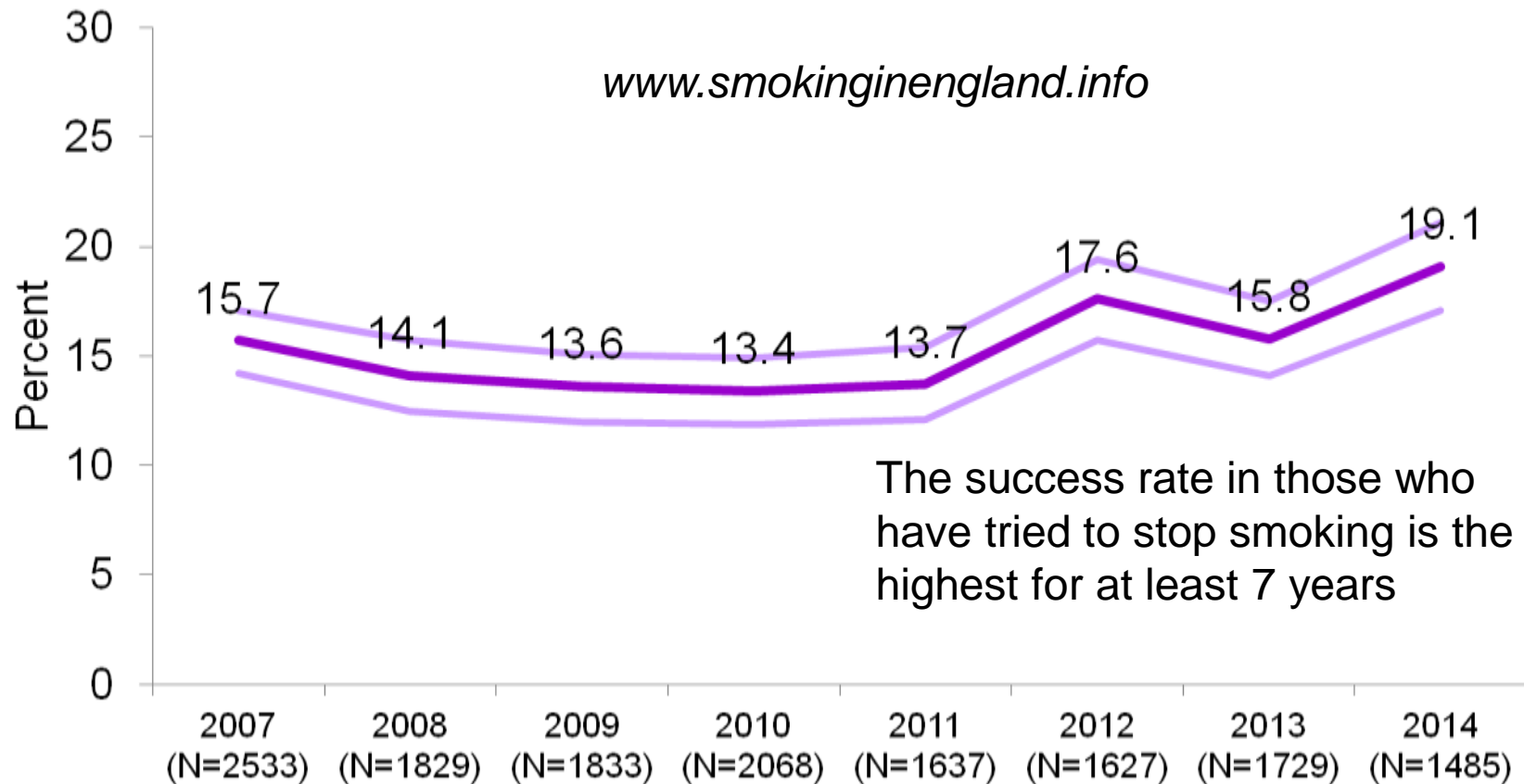
N=9438 adults who smoke and tried to stop or who stopped in the past year; 2009 is Jul to Dec, 2014 is Jan to Sept

Decrease in smoking prevalence



Base: All adults

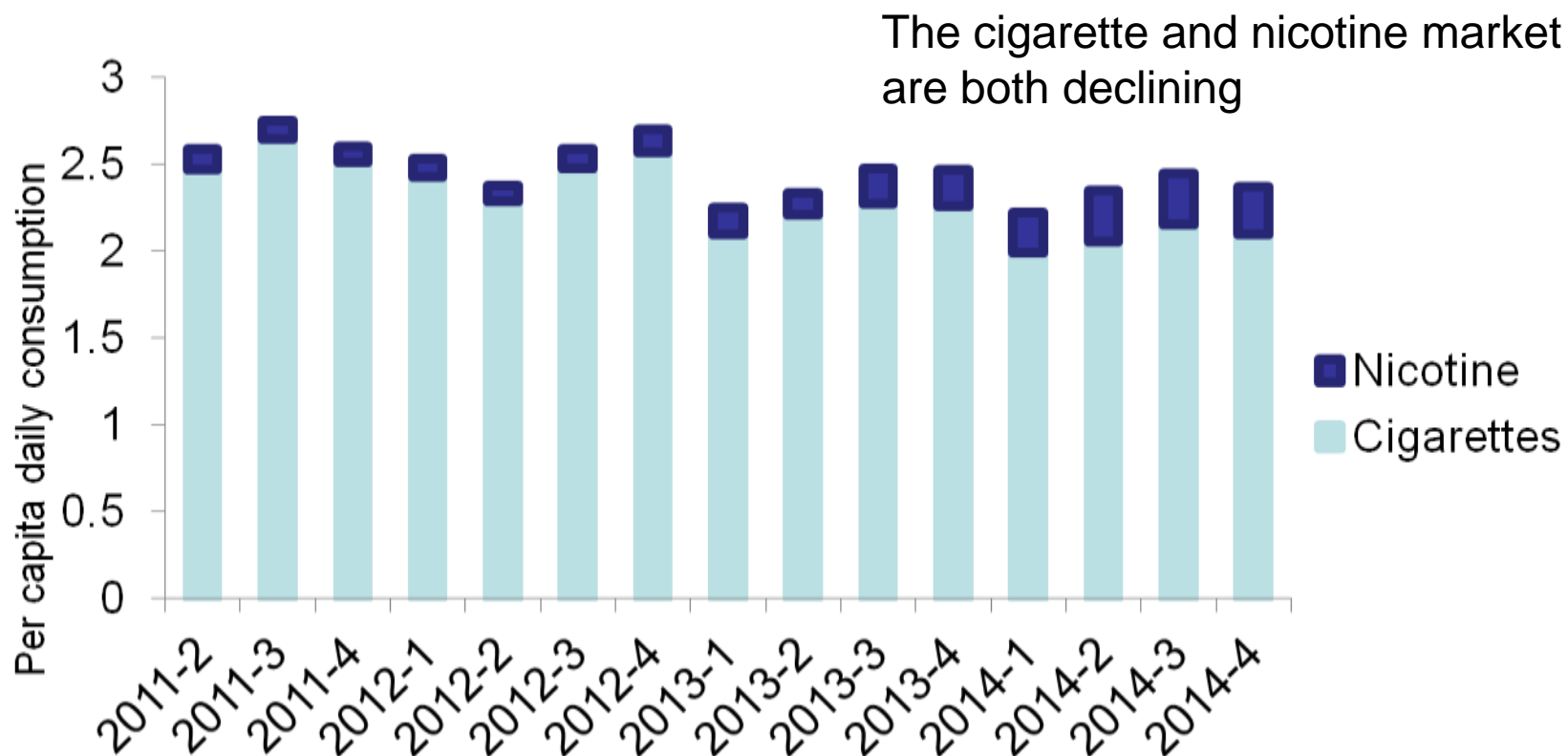
Success rate for stopping in those who tried



Base: Smokers who tried to stop in the past year

Graph shows prevalence estimate and upper and lower 95% confidence intervals

The nicotine/cigarette market



N=68802 adults

Nicotine data only from last year smokers
 nondaily nicotine: <1 pw=0.1, 1+ pw=0.5

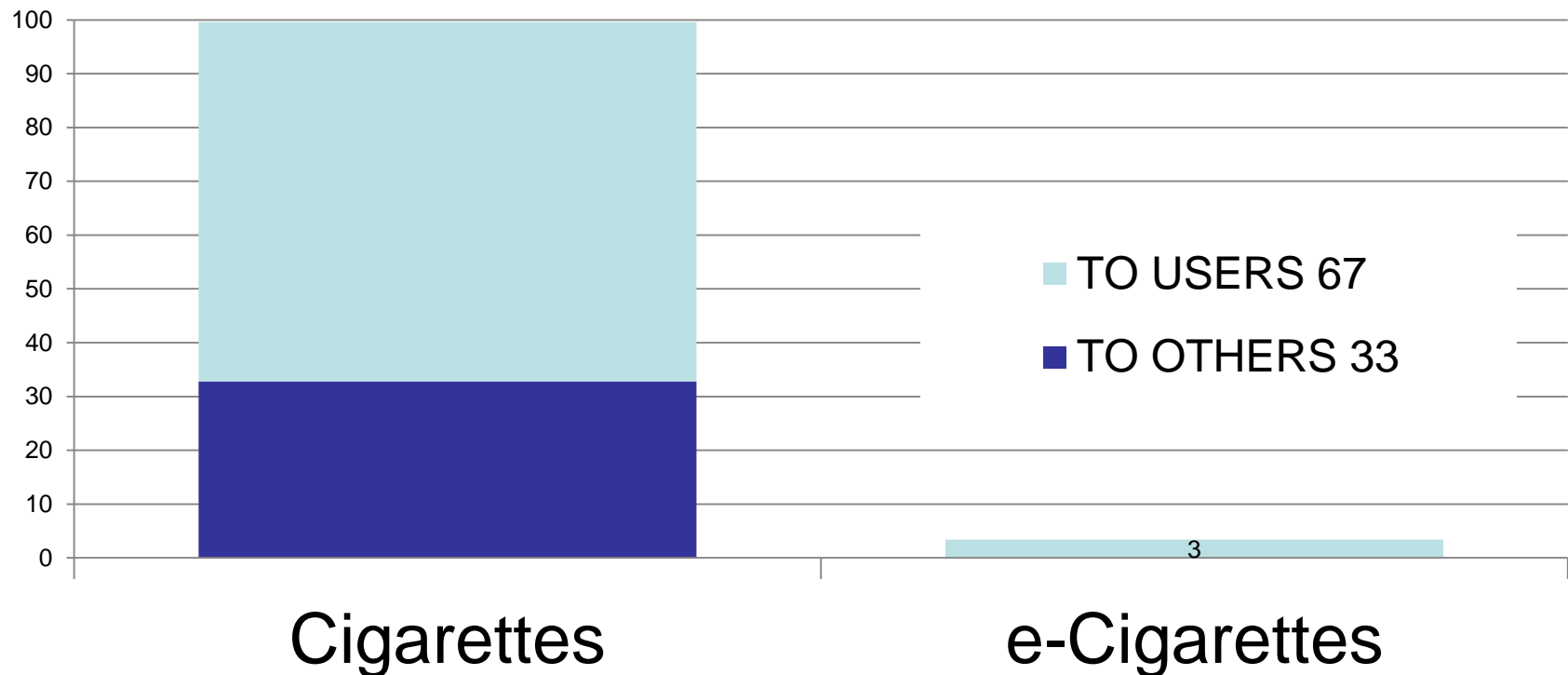
What do we know about quitting?

- The 'real world' Smoking Toolkit shows:
 - Decline in smokers also using electronic cigarettes
 - Increase in use by those quitting or recently quit
 - Modest improved chances of quitting
 - Estimate last year they led to an extra 20,000 people quitting
- What about RCTs?
 - Cochrane Review found: using an electronic cigarette improved people's chances of quitting, increased likelihood of cutting down and didn't reduce the likelihood of quitting
 - BUT: limited evidence to date and not enough to make good comparisons with NRT products

How safe are electronic cigarettes?

How safe is safe enough?

Relative risk of electronic cigarettes



Secondhand exposure to electronic cigarette vapour

- **WHO review:** *“Bystanders are exposed to the aerosol exhaled by ENDS users, which increases the background level of some toxicants, nicotine as well as fine and ultrafine particles in the air.... It is unknown if the increased exposure to toxicants and particles in exhaled aerosol will lead to an increased risk”*
- **PHE review:** *“Exposure of nonsmokers to electronic cigarette vapour poses a concern, though laboratory work suggests that electronic cigarette use in an enclosed space exposes others to nicotine at levels about one tenth generated by a cigarette, but little else. The health risks of passive exposure to electronic cigarette vapour are therefore likely to be extremely low.”*
- **Review in *Addiction*:** Most second-hand smoke from cigarettes is generated as sidestream smoke from the tip. EC do not generate sidestream aerosol. It is only what is exhaled by the users that enters the ambient air. EC aerosol does not include most of the chemicals found in tobacco smoke... but users exhale nicotine and some other particles, primarily consisting of flavours, aroma transporters, glycerol and PG. No long-term study has been conducted so far, but pollutant levels are much lower than from cigarettes and are likely to pose a much lower risk (if any) compared to cigarettes.

What about risks to users?

Table 4 Comparison of toxins levels between conventional and electronic cigarettes

Toxic compound	Conventional cigarette (μg in mainstream smoke) ³⁵	Electronic cigarette (μg per 15 puffs)	Average ratio (conventional vs electronic cigarette)
Formaldehyde	1.6–52	0.20–5.61	9
Acetaldehyde	52–140	0.11–1.36	450
Acrolein	2.4–62	0.07–4.19	15
Toluene	8.3–70	0.02–0.63	120
NNN	0.005–0.19	0.00008–0.00043	380
NNK	0.012–0.11	0.00011–0.00283	40

NNN, N'-nitrosomonocotine (NNN) and 4-(methylnitrosoamino)-1-(3-pyridyl)-1-butanone; NNN, N'-nitrosomonocotine.

Some toxins are present: But many magnitudes lower than tobacco smoke

What about risks to users?

HEAVY METALS

- Expected finding due to the metallic structure of atomizers, coils
- Heavy metals are common contaminants in water, food and in inhalational pharmaceutical products
- USP has defined the maximum acceptable daily intake from inhalational medications
- Studies failed to compare the levels of heavy metals found in e-cigarettes with pharmaceutical standards (Williams et al., PLoS One 2013).

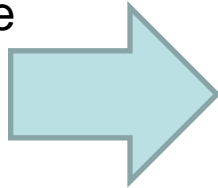
Comparison between daily exposure to heavy metals from electronic cigarette liquids (Williams et al., PLoS One 2013) and maximum acceptable intake from inhalational medications

	E-cigarette (1000 puffs/day)	Inhalational medications maximum acceptable daily intake
Lead (Pb)	1,7	5
Chromium (Cr)	0,7	25
Nickel (Ni)	0,5	1,5
Copper (Cu)	20,3	70

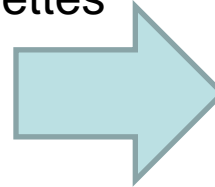
**With thanks to
Dr Konstantinos
Farsalinos**

Are electronic cigarettes a gateway to smoking?

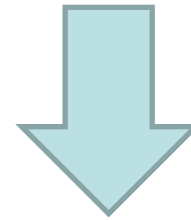
Lots of young people start regularly using e-cigs who have never smoked



Many of these move from using e-cigs to smoking cigarettes



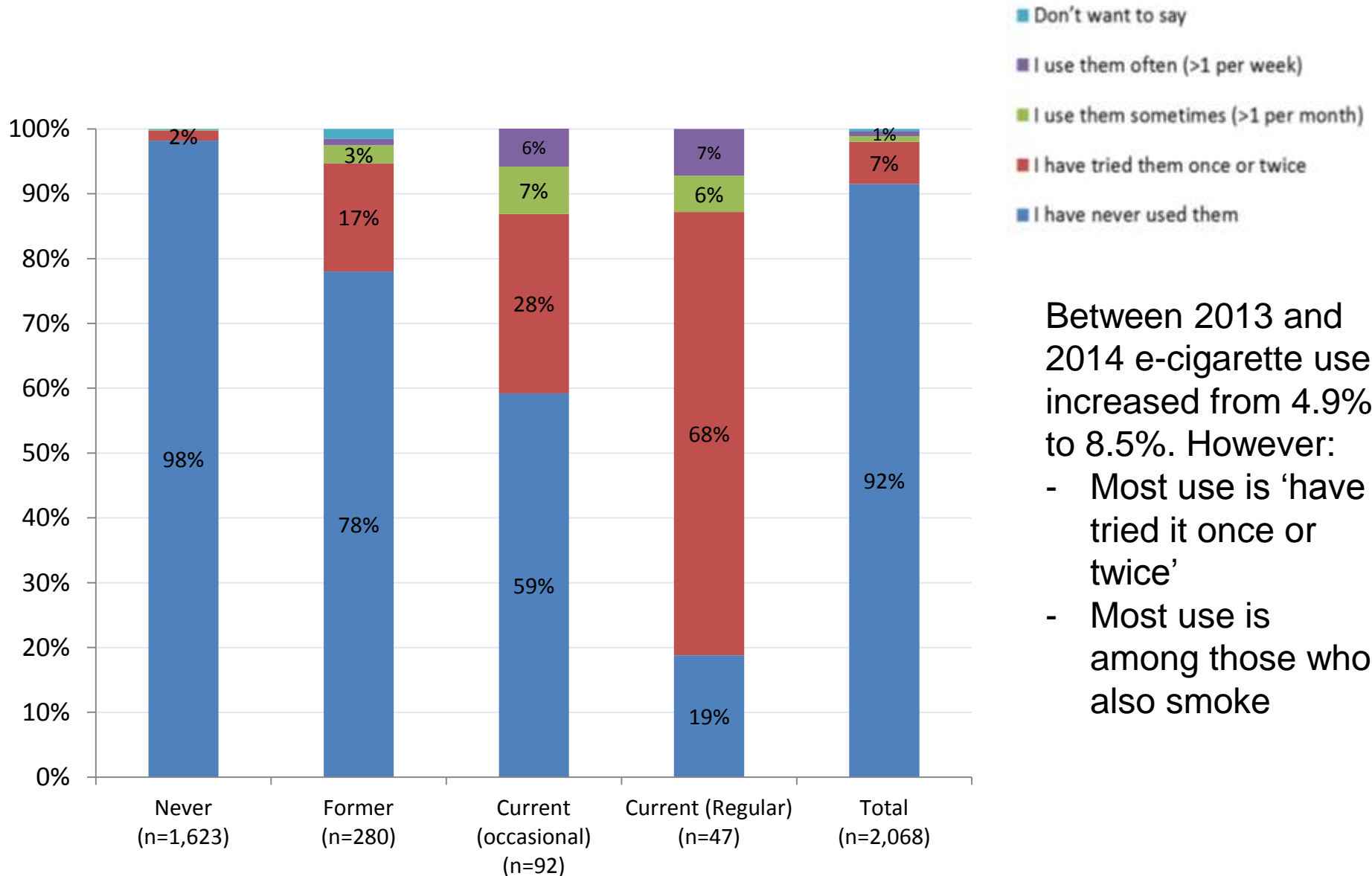
Children who would not have otherwise smoked are smoking



Smoking prevalence goes up – overall more young smokers



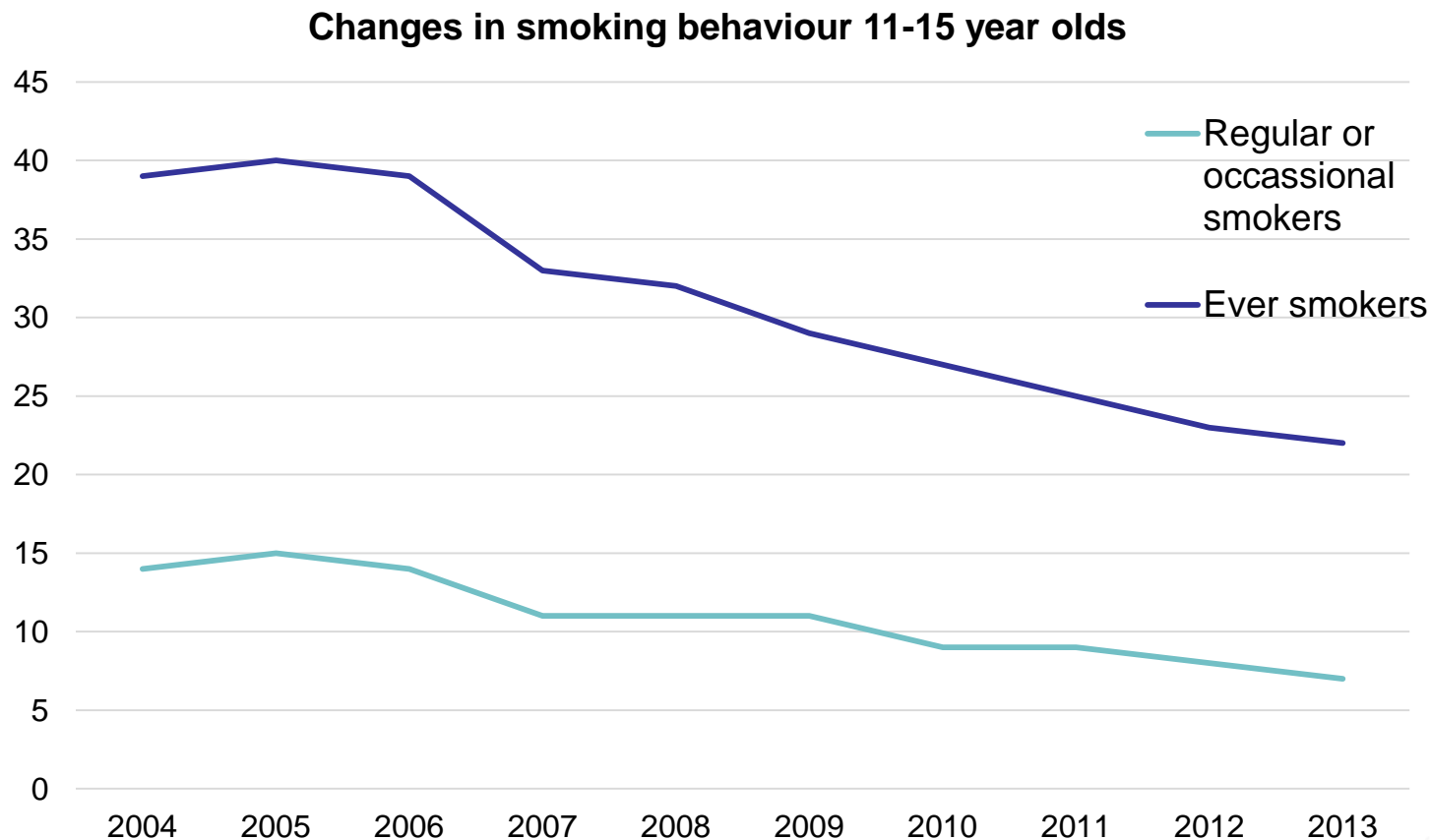
Are young people using electronic cigarettes? 92% say no...



Between 2013 and 2014 e-cigarette use increased from 4.9% to 8.5%. However:

- Most use is 'have tried it once or twice'
- Most use is among those who also smoke

Smoking prevalence among children continues to fall



Regulation

By 2016 the UK market will look like this...

Tobacco Products Directive regulation of electronic cigarettes	MHRA licenced Nicotine Containing Products (NCPs) including e-cigs
Products not available on prescription	Products available on prescription
20% VAT	5% VAT
Cross border advertising banned by 2016; up to Member States to decide on domestic advertising (billboards, Point of Sale, buses etc.)	Advertising allowed – under OTC rules so no celebrity endorsement or free samples and must be targeted at adult smokers etc.
Products widely available	Products available on general sale (GSL)
Can't make health claims	Can make health claims
Upper limits for nicotine content will be set and likely to be in force by 2017.	MHRA regulation is flexible; there are no upper limits.
30% health warning on packs about nicotine on front and back of packs	No health warnings on packs
Member States retain powers e.g. on flavours, domestic advertising.	Flavours require a marketing authorisation
Children and Families Bill allows for age of sale of 18 for nicotine products.	Age of sale 12 but can be varied by product so could be higher for electronic cigarettes.

Walled garden and managed grounds...



What's happening elsewhere?

- Range of international approaches
 - Low regulation
 - Some regulation
 - Only nicotine free products allowed
 - Complete ban
- At recent FCTC COP it was agreed that
 - Global guidelines are not yet feasible
 - But did invite: *“Parties to consider prohibiting or regulating... including as tobacco products, medicinal products, consumer products, or other categories, as appropriate, taking into account a high level of protection for human health.”*

Electronic cigarettes: The new quitting?

- Harm reduction is important context for thinking about contribution of electronic cigarettes to public health
- 20,000 people stopped smoking last year as a result of electronic cigarettes. A modest but important contribution
- Currently risks remain minimal but should be managed
- Our regulatory model aims to maximise opportunity for more smokers to quit while minimising the risk to others



**INTERNATIONAL
HEALTH
ALLIANCE**



Questions