

NO FIRE

NO SMOKE

The Global State of Tobacco Harm Reduction 2018

Harry Shapiro. Director DrugWise www.drugwise.org.uk

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The GSTHR Report

First attempt to bring together all the data and information on:

- Safer nicotine products: e-cigarettes, heat –not-burn (like iQOS) and Swedish smokeless snus
- The consumers
- The science and clinical evidence of relative safety compared to cigarettes
- The landscape of regulation and control
- But the core of the report, its heart and inspiration is **Harm Reduction and Human Rights**



What is Harm Reduction?

- Focus on reducing health risks rather than just eradication of products or behaviours. For example, seat belts or crash helmets
- But Harm Reduction is more than just about health and safety
- Grass roots human rights-based health activism by marginalised groups

HIV and Needle Exchange



The Global Smoking Epidemic

- Half of all those who smoke will die prematurely from smoking-related diseases
- Over six million people die from a smoking-related disease every year

- 70% of deaths in low and middle-income countries
- More people die from smoking cigarettes than from malaria, HIV and tuberculosis combined

- The WHO estimates that by the end of the century one billion people will have suffered a smoking-related disease

- The global cost of smoking-related diseases in terms of health care and lost productivity is estimated by the WHO at USD \$1 trillion annually

Urbanisation and the Perfect Storm

- Around 55% of the world's population live in cities
- UN forecast that by 2050 could be up to 68%
- Megacity growth (pop more than 10 million): 33 cities now, 43 by 2030
- Most growth forecast for India and China who already have the worlds' largest smoking populations and the biggest tobacco industries



The challenge of Tobacco Harm Reduction

- The combusted cigarette is the most dangerous way of consuming nicotine
- People smoke for the nicotine but die from the tar and gases
- Smoking is a major contributor to deaths from non-communicable diseases
- It is the poor and disadvantaged who suffer most from smoking and the poorest countries are least able to enforce effective tobacco controls
- Many people give up smoking on their own and some with the help of medicinal products, but many fail
- Existing forms of tobacco control are not enough to help people shift away from smoking tobacco



Safer nicotine products disrupt technology and public health policy

- International evidence shows that safer nicotine products are much safer for the individual smoker, immediate family and bystanders than smoking cigarettes
- The provision of safer ways of delivering nicotine enables people to continue using nicotine but to avoid the health risks of smoking
- Swedish smokeless snus - the best proof of concept for tobacco harm reduction
- In Sweden snus has been instrumental in reducing smoking related mortality to the lowest in the EU
- If the EU ban on snus is lifted, then around 320,000 premature deaths a year could be prevented in the EU
- As Norwegian smokers switch to snus, the smoking rate among young Norwegian women has dropped to a world record of 1%
- Growth has been solely due to consumer demand and manufacturer response. Little if any help from public health

The challenge to harm reduction and the right to health

Consumers, politicians and the general public are being left confused about the relative safety of these products by:

- Flawed science usually not conducted in real world situations
- Misleading public information put out by anti-harm reduction activists
- Sensational media reporting
- Lack of leadership from organisations like the WHO

Banning these products, or subjecting them to onerous regulation or high taxation effectively deny access to potentially lifesaving products

The principle of tobacco harm reduction using safer nicotine products could not only effect a global revolution in public health but also at no cost to governments.

“There is a fundamental right for all people - including smokers - to the enjoyment of the highest attainable standard of health, and to have the right to information, services and products that may assist them to achieve that objective”.

The GSTHR Report

- To be launched in Geneva on Monday 1st October 2018
- Available to order as hard copy or download as pdf at www.gsthr.org
- Summary document available in: Russian, Arabic, Chinese, French, Spanish, Hindi, Polish, and English.
- Website will also feature individual country profiles on tobacco harm reduction status