Parallel 3

What makes for effective consumer advocacy?

Oliver Kershaw

Is Tobacco Harm Reduction different?
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Oliver Kershaw, City Health 2019
My interests & experience

- E-Cigarette Forum 2007+
- E-Cigarette Summit, co-founder
- Vaping Dotcom co-founder (2014)
- XOLO, investor and director
- 2018, Awarded inaugural Role of Honour award by INNCO
- Joined Nicovape Australia

I have skin in the game..

I am a polymodal nicotine consumer and no longer smoke. I expect to be taking nicotine for life, but I may decide to stop at some point.

Believe tobacco harm reduction can and should form a major part of how the global community reduces the death and disease from smoking
Outline

1. The origin story: how vaping happened
2. The poisoned well - skepticism about harm reduction. Skepticism about advocacy.
3. Advocacy, what is to be done?
For commentary on the early user-led innovation in vaping, see Amelia Howard’s Philadelphia Inquirer article. Currently, the most authoritative publication on the origins story: https://www.inquirer.com/opinion/commentary/vaping-flavor-e-cigarettes-teen-smoking-20190921.html
Consumer advocacy in the current phase of history.

Advocates need to ensure the big lie is challenged: A lie of omission about the relative safety of nicotine.

Advocates should turn their attention to the independent sector and push for them to take on their share of responsibility.

Note of caution: (as with any social movement), need to be cautious about representation. Who do you represent, and whose interests are you serving? Need an advocacy framework that includes the interests of all nicotine users, not just vaping. CASAA In the United States are the model, in my humble opinion.
The role of business in advocacy

- The independent sector must be convinced, even in countries where vaping seems to be robust, that it has to reclaim the public narrative, which is currently dominated by the cigarette makers.

- Information black hole must be plugged: How many people vaping, what are they using, what revenues? Critical piece in “legitimising” the technology.

- In countries where vaping is prohibited or restricted businesses need to innovate business models to ensure access.