



# Undermining cessation: New tobacco products are not the answer to cessation (especially in low and middle-income countries)

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Global Center for  
Good Governance  
in Tobacco Control

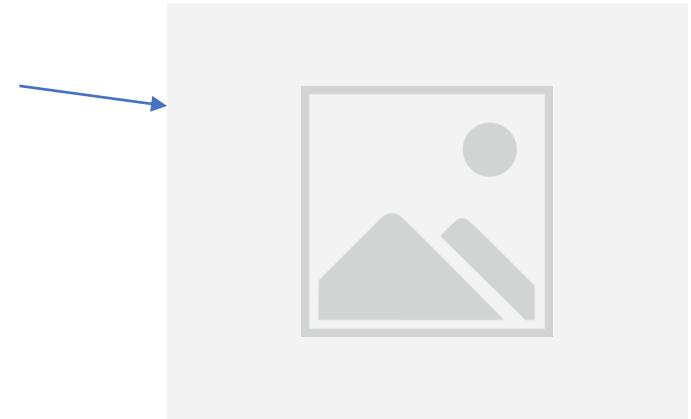
# The TI does not oppose cessation

- Over the last half century, the tobacco industry has put enormous efforts into opposing tobacco control legislation and taxation.
- Yet, it has done little to oppose cessation.
- There are several reasons for their historical absence from the issue...



# Reason 1: Would have to admit addictive

- The industry would have to address the 1994 record of tobacco industry executives all swearing under oath that nicotine is “not addictive.”
- Yet as early as 1962 they knew nicotine was addictive.
- The industry’s denial attempts to shift the responsibility for smoking or quitting onto smokers themselves.
- It also cruelly ignores the real struggle that many addicted smokers – their own customers – experience in quitting.
- **Tobacco is addictive.** The evidence-based WHO FCTC, now adopted by 182 governments, states this many times. An entire Article (14) is devoted to help smokers quit.



**F C T C**  
WHO FRAMEWORK CONVENTION  
ON TOBACCO CONTROL

## Reason 2: Would have to admit liability

- The industry wants to ignore calls for the tobacco companies to compensate for the damage caused by tobacco, and to fund tobacco control, including cessation programmes.
- This is based on the Polluter Pays principle – ‘you caused the problem – you pay for the damage caused.’ Some public health organisations and governments are already pursuing this approach.
- The industry does not want to see this ‘Pandora’s box’ opened, as it could expose them to massive costs for health care, millions of premature annual deaths and illnesses.
- As might be expected fighting the tobacco industry, these cases are bogged down by years of legal challenges and expenses.
- Even these cases do not begin to address economic and environmental costs, such as fires, litter, pollution of oceans by discarded cigarette ends, and lost productivity.



## Reason 3: Cessation is ‘caring face’ of tobacco control

- The industry has been reluctant to criticise cessation programmes because these are the caring face of public health authorities.
- Much of tobacco control is framed around laws and tax, which some (wrongly) feel are punitive towards smokers (whereas in fact, they are designed to help and protect smokers and non-smokers alike).
- Cessation illustrates authorities directly helping smokers overcome an expensive, dirty and dangerous addiction, which most would prefer to quit.



# 2021 WNTD on Cessation: New TI Tactics

- Industry tactics changed in the year of the 2021 WHO World Tobacco Day's theme of "Commit To Quit."
- It used WNTD to promote its so-called 'harm reduction' products like E-cigarettes and Heated Tobacco Products (HTPs).
- The industry claims that these "*harm reduction products, including snus, e-cigarettes and heated tobacco products, are more effective means of quitting than the use of NRTs [nicotine replacement therapy, and substantially lower exposure to harmful products of combustion seen in cigarettes and bidis.]*"



# What are Novel & Emerging Nicotine & Tobacco Products (NENTP) ?

1. Electronic nicotine delivery systems (ENDS)  
including e-cigarettes, e-hookah etc.
2. Electronic non-nicotine delivery systems (ENNDS)  
and
3. Heated tobacco products (HTPs).



**The tobacco industry owns most recognizable  
NENTP brands and will dominate the NENTP  
market...**

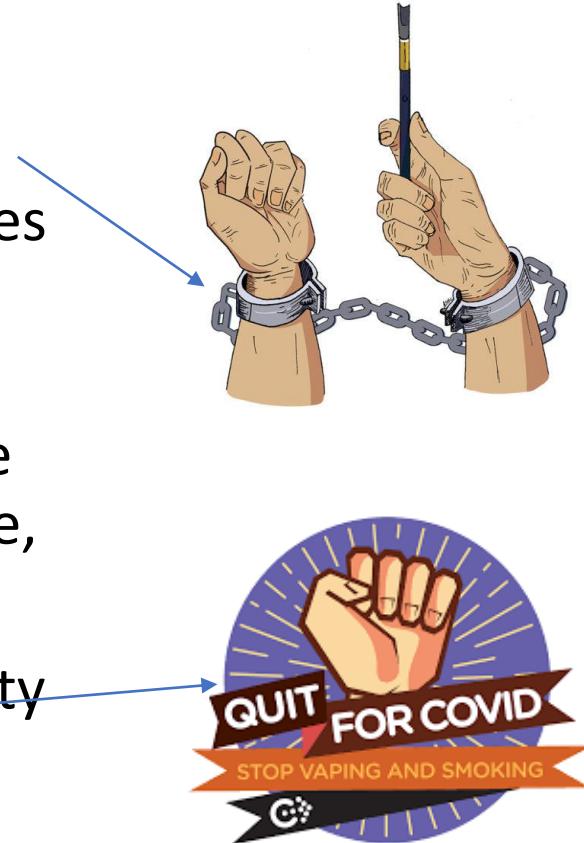


# Key players in NENTP and tobacco industry

Tobacco Industry	ENDS Brands	HTP Brands	Corporate Branding	Related Strategies/ Global Market projection
<b>British American Tobacco (BAT), RJ Reynolds</b>	Vype / Vuse	Glo Eclipse / Revo / Neocore	Better Tomorrow (Formula 1)	Transforming Tobacco, A Better Tomorrow
<b>Imperial Tobacco / Fontem ventures</b>	Blu Jai / Puritane	Pulze		European Citizens Initiative: Let's demand smarter vaping regulations
<b>Japan Tobacco International (JTI)</b>	Logic cig-a-like E-lites	Ploom	RETHINK tobacco	It's time to rethink tobacco #ReThinkMusic
<b>Philip Morris International (PMI) / Altria / Juul Labs Inc. (Juul)</b>	Juul (via Altria) Nicocigs	IQOS	Unsmoke Your World, Smoke Free World / Future, Hold My Light, Mission Winnow (Formula 1), #ItsTime	Pmiscience, Foundation for a Smoke-Free World (FSFW)

# WHO: New products harmful, addictive

- In contrast, WHO's 2020 Expert Committee on Tobacco Product Regulation highlighted the '**addictive potential**' of the **new products**, and recommended taking measures against e-cigarettes and heated tobacco products.
- WHO recognises HTPs as tobacco products, and harmful to health, addictive and '**undoubtedly unsafe**', stating "HTPs expose users to toxic emissions similar to those found in cigarette smoke, many of which can cause cancer."
- These products have their own harm: a recent Stanford University study found that **adolescent vapers are 5-7 times more likely to catch COVID**.



# New products: Other problems

- Ingredients are unknown and varied.
- They are a gateway for youth to move on to smoking combustible cigarettes.
- They re-normalize tobacco use, just as smoking prevalence is falling.
- The tobacco industry has previously misled smokers by claiming filters and low tar cigarettes were ‘safer,’ yet this also turned out to be untrue.
- Create a double burden in low and middle-income countries, struggling to reduce the combustible tobacco epidemic. Thus, more than 40 countries and jurisdictions have now banned E-cigarettes.
- These products are accompanied by appalling advertising, promotion and sponsorship (**TAPS**) clearly aimed at youth in order to recruit new users, and not at middle aged smokers to help cessation, as the industry claims...



# Sponsored parties



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A black JUUL device is positioned next to the graphic.

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# New products do not help smokers quit

- FINALLY, there is a lack of evidence that they help smokers quit tobacco products; instead they encourage dual use and continuation.
- WHO provides more than 100 positive reasons for quitting – includes many reasons illustrating the duplicity and lies of the industry, stating:

*'When you buy tobacco, you are financially supporting an industry that exploits farmers and children and pedals sickness and death.'*



# Tobacco industry tactics are global



1.  
**Manoeuvre to hijack the political and legislative process**

2.  
**Exaggerate the economic importance of the industry**

3. **Manipulate public opinion to gain the appearance of respectability**

4.  
**Fabricate support through front groups**

5.  
**Discredit proven science and economic evidence**

6.  
**Intimidate governments with litigation or the threat of litigation, or trade threats**



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**Key message: New tobacco products are  
not the answer to cessation**