

Where Bans Are Best: Why LMICs Must Prohibit E-cigarette and HTP Sales to Truly Tackle Tobacco

Thursday 9th July, at 7pm Mexico City/8pm
NYC/7am Hanoi

Moderator: Dr Gan Quan

Presenters: Megan Quitkin and Catlin Rideout

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Presentation

Where Bans Are Best: Why LMICs Must Prohibit E-cigarette and HTP Sales to Truly Tackle Tobacco

Moderator: Dr Gan Quan, Director, Tobacco Control Department, The Union

First Presenter: Megan Quitkin, Deputy Director – Policy, Tobacco Control Department, The Union

Second Presenter: Catlin Rideout, Deputy Director, Tobacco Control Department, The Union

Questions and Answers will follow the presentations.

THE CASE FOR SALES BANS

TEN ARGUMENTS FOR LOW- AND MIDDLE-INCOME COUNTRIES



Ten Arguments for LMICs

1. Industry Targets Youth
2. Youth Transition from E-cigarettes to Tobacco
3. Insufficient Harm Reduction Evidence Among Smokers
4. Negative Net Public Health Outcome
5. Enforcement Loopholes will be Exploited
6. Novel Products are a Distraction
7. Novel Products Will Divert Resources from Tobacco Control
8. Novel Products Enable Industry Interference
9. The LMIC Context is Vastly Different from the UK Context
10. Safety Must Come First

1. Industry Targets Youth

The most recent Global Youth Tobacco Survey (GYTS) shows alarmingly high rates of current e-cigarette use among middle school students in LMICs (18% in Ukraine).

This is NOT an accident.

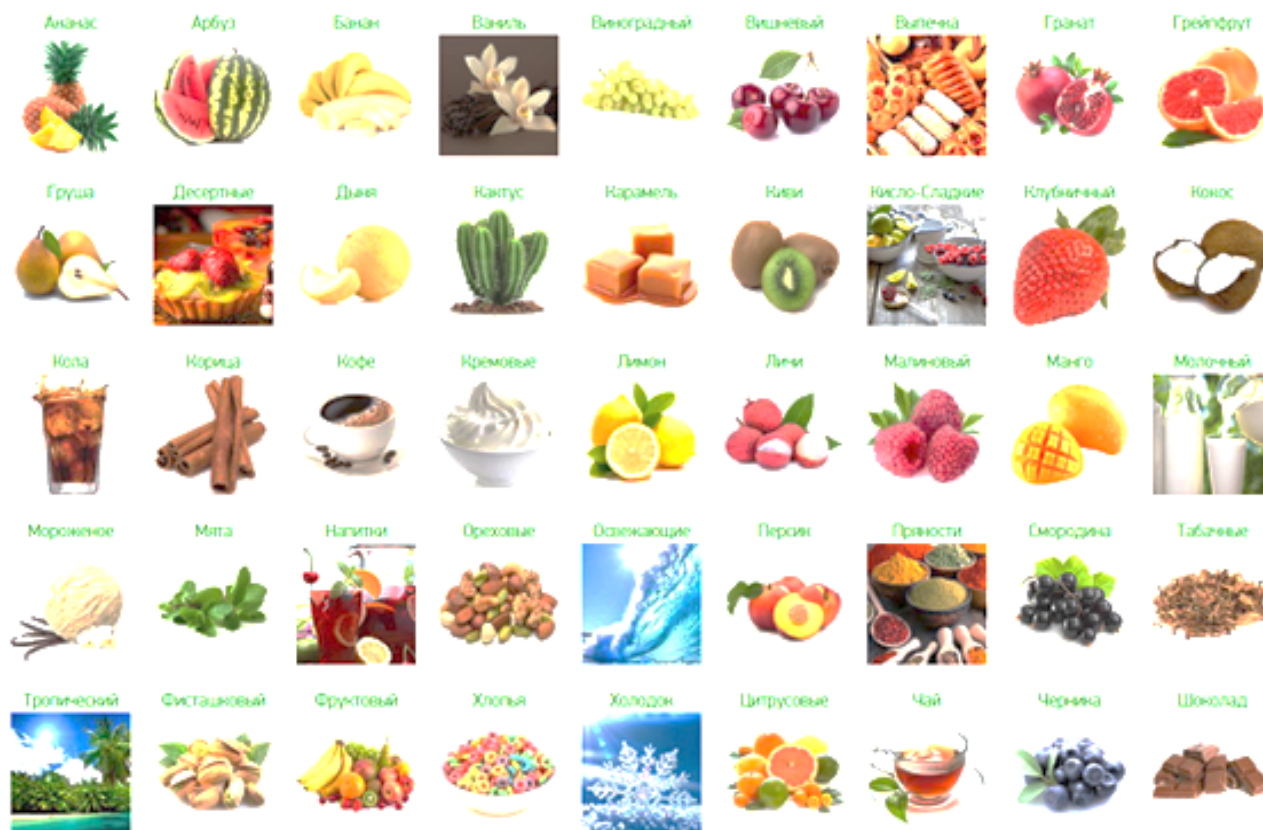
The industry (both e-cigarette and HTP manufacturers) *claims* it has no intention of marketing to youth, but its actions suggest otherwise.

It regularly leverages different mediums that speak specifically to and compel young people:

- Social media (Facebook, Instagram, TikTok)
- Influencers
- Event sponsorship
- And....Flavours

1. Industry Targets Youth, cont...

In Ukraine, 18.4% of 13-15-year olds are current e-cigarette users.



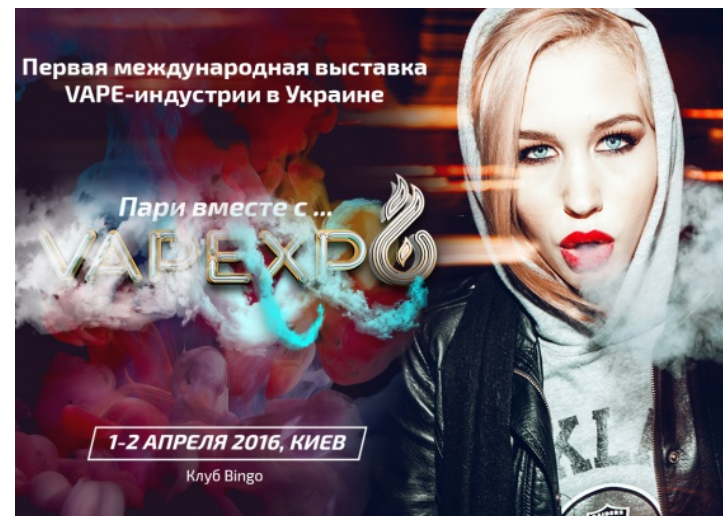
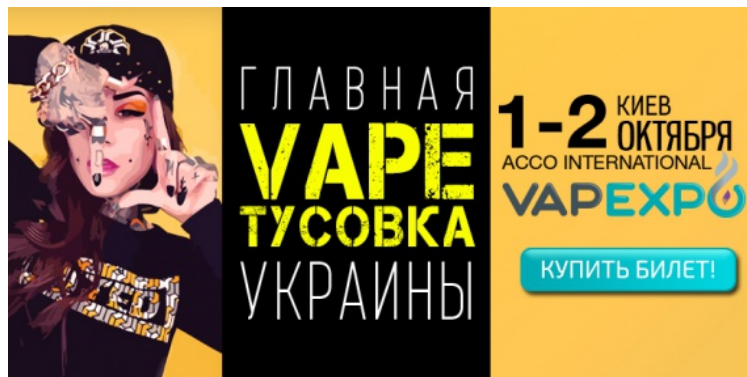
1. Industry Targets Youth, cont...

“Let me be clear: We at Philip Morris International do not, and will not, market or sell our products to youth.”--Philip Morris CEO André Calantzopoulos



1. Industry Targets Youth, cont...

Facebook and Instagram images promoting Kyiv's annual two-day Vapexpo.



2. Youth Transition from E-Cigarettes to Tobacco

“[T]here is a growing body of evidence in some settings that never-smoking minors who use ENDS at least double their chance of starting to smoke conventional tobacco cigarettes later in life.”

—World Health Organization 29 January 2020

The advent of novel products in developed countries produced a youth vaping epidemic—in LMICs, a perfect storm will produce an even graver situation.



3. Insufficient Harm Reduction Evidence Among Smokers

Can e-cigarettes decrease smoking harms for individuals who cannot quit?

- Maybe, but this question is largely irrelevant

Right question: Is the current evidence sufficient to support e-cigarettes as harm reduction at the [population level](#)?

- The *dominant pattern* is dual use—not one or the other
- Current evidence suggests dual use does not reduce harms for certain diseases
- Insufficient evidence—studies are divided—on the cessation efficacy of e-cigarettes

What about HTPs? Impossible to say: evidence is ambiguous and few studies independent of tobacco industry funding



4. Negative Net Public Health Outcome

Focusing on individuals—or particular sub- populations (e.g. smokers)— is an **erroneous approach**.



Need to consider novel product impact on *entire ecosystem*, which includes non-smokers—particularly youth.

5. Enforcement Loopholes will be Exploited

Enforcement of Tobacco Control Policies:

- Smoke-free
- TAPS
- Vendor licensing
- Measures to prevent sales to minors

Challenges in LMICs:

Policies may exist but are often in name only—they are not enforced because of:

- Limited political will and priority for TC
- Limited stakeholder capacity
- Limited public awareness on tobacco harms
- Strong tobacco industry interference
- Limited resources and TC funding
- Corruption

Reuters: “Special report: Philip Morris takes aim at Young people in India, health officials are fuming.”






6. Novel Products Are A Distraction

The collage features three distinct cigarette advertisements:

- Blu Advertisement:** A man in a suit and hat smokes a Blu cigarette. Text includes "In th WHY QUIT? SWITCH TO BLU", "The low tar/low nicotine cigarettes deliver the real s. But, then, no of it starts with a Carefully formul a rich, rewarding The name says that's been miss This one deliver Put the solution", "New Camel Li Only 9mg", and "Visit blucigs.com".
- IQOS Advertisement:** A hummingbird perches on an IQOS device. Text includes "HELLO NO FIRE, NO ASH", "CLEAN LESS LINGERING SMELL", "IQOS", and "THIS CHANGES EVERYTHING". Below the device, it says "HEALTH WARNING TO BE PLACED HERE".
- Camel Lights Advertisement:** A woman's face is partially visible. Text includes "Considering", "ue.", "ie.", "The low tar, low nicotine cigarette. Think about it.", and "Warning: The Surgeon General Has Determined That Cigarette Smoking is Dangerous to Your Health".

At the bottom, a red banner reads: "It's toasted" and "at Protection against irritation against cough".

6. Novel Products Are A Distraction, cont...

Legend:	
	Absence of implementation or limited implementation
	Partial implementation
	Full implementation

7. Novel Products Will Divert Resources From TC

“...tobacco continues to kill more than 7 million people each year, the majority of whom live in LMICs. One of the major reasons for this slow and uneven progress is a chronic lack of funding. National budgets for tobacco control are often miniscule, particularly in low-income countries.”

- RTI, Prepared for Framework Convention Alliance, 2018

8. Novel Products Enable Industry Interference



CA declares Bataan city's anti-smoking ordinance unconstitutional

(UPDATED) 'The City Council of Balanga [has] overstepped Congress by passing an ordinance which imposes more prohibited acts than those specified under [RA 9211],' says the CA

Rappler.com

Published 11:41 PM, August 05, 2019

Updated 4:12 PM, August 09, 2019



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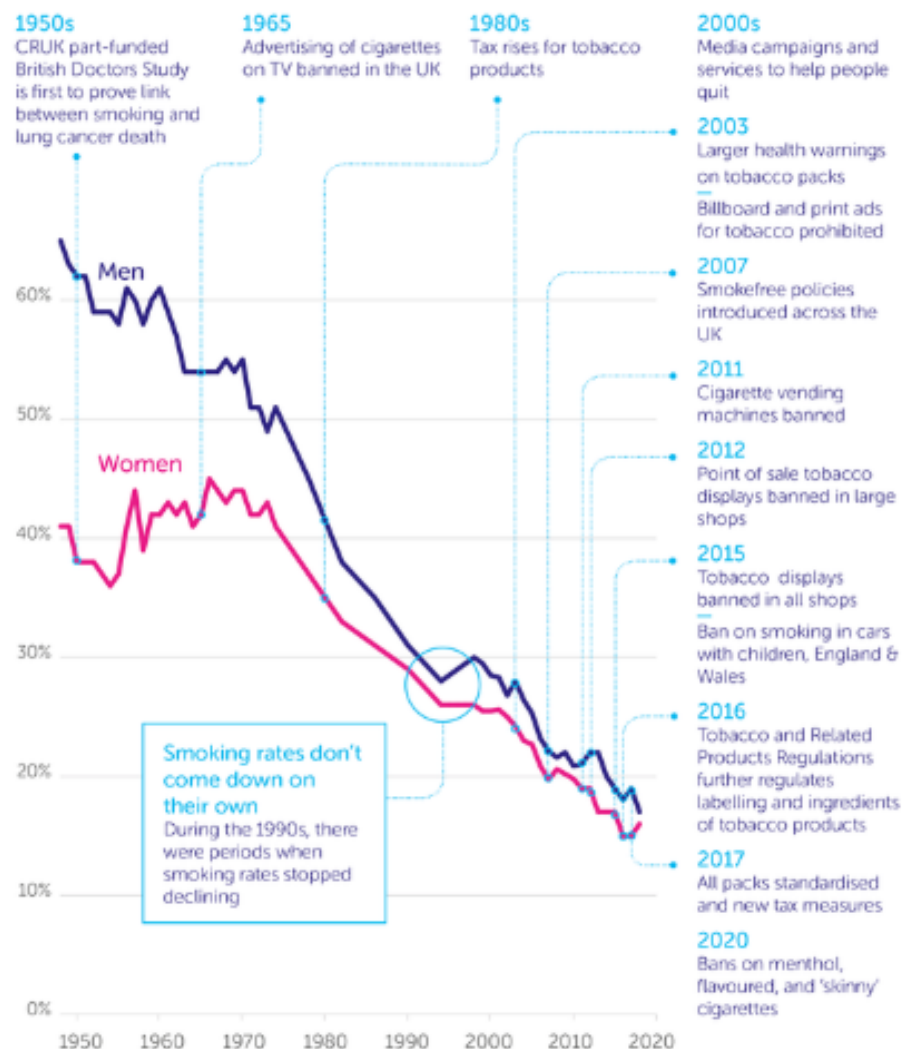
Email



9. LMIC Context is Vastly Different from the UK

- Prevalence has decreased ~ 45% since 1950s
- Since 2007 the UK has scored highest for tobacco control policy implementation in Europe
- USD 0.46 per person spent on TC
- USD 12.18 for most popular cigarette brand

Smoking rates decline with action



Sources: Data for 1948-1973: PN Lee Statistics and Computing Ltd. International Smoking Web Edition. Available from: <http://www.pnlee.co.uk/ISS.htm>. Accessed October 2019. Data for 1974 onwards: Office for National Statistics. Adult smoking habits in Great Britain. Accessed October 2019.

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10. Safety Must Come First

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भारत का
The Gazette

अवकाश
EXTRAORDINARY

भाग II—उप

PART II—Section

प्रकाशित के अंतर्गत

PUBLISHED BY A

सं. 66] नई दिल्ली, बुधवार, दिसंबर 05,
No. 66] NEW DELHI, THURSDAY, DECEMBER,

इस भाग में निम्न पृष्ठ संख्या दी जाती है जिससे कि वे
Separate page is given in this Part in order that

MINISTRY OF LAW,
(Legislative Dept.)

New Delhi, the 5th Decem

The following Act of Parliament receiv
5th December, 2010, and is hereby published for

THE PROHIBITION OF ELECTRONIC
MANUFACTURE, IMPORT, EXPORT, SALE,
DISTRIBUTION, STORAGE, ACT, 201

No. 42 of 2

An Act to prohibit the production, manufac
distribution, storage and advertisement of
of public health to protect the people fr
thereof or incidental thereto.

Enacted by Parliament in the Seventieth

1. (1) This Act may be called the Prohibitio
Manufacture, Import, Export, Transport, Sale, D
Act, 2010.

(2) It shall be deemed to have come into force



including
Singapore, Sri

is injurious to health
negative impact on
the production,
sale, distribution,
cigarettes as enjoined

The Union

International Union Against
Tuberculosis and Lung Disease
Health solutions for the poor

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Wrap Up & Questions

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