

EMERGING NON-COMBUSTIBLE NICOTINE AND TOBACCO PRODUCTS: A GLOBAL POLICY PERSPECTIVE



The place of NNTPs and developments in regulation in an endgame context: the New Zealand experience

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Outline

NZ context

- Smokefree goal
- NNTP regulation

The potential role for NNTPs in achieving New Zealand's endgame goal

- [Direct impacts]
- Indirect impacts – positive and negative

Conclusions

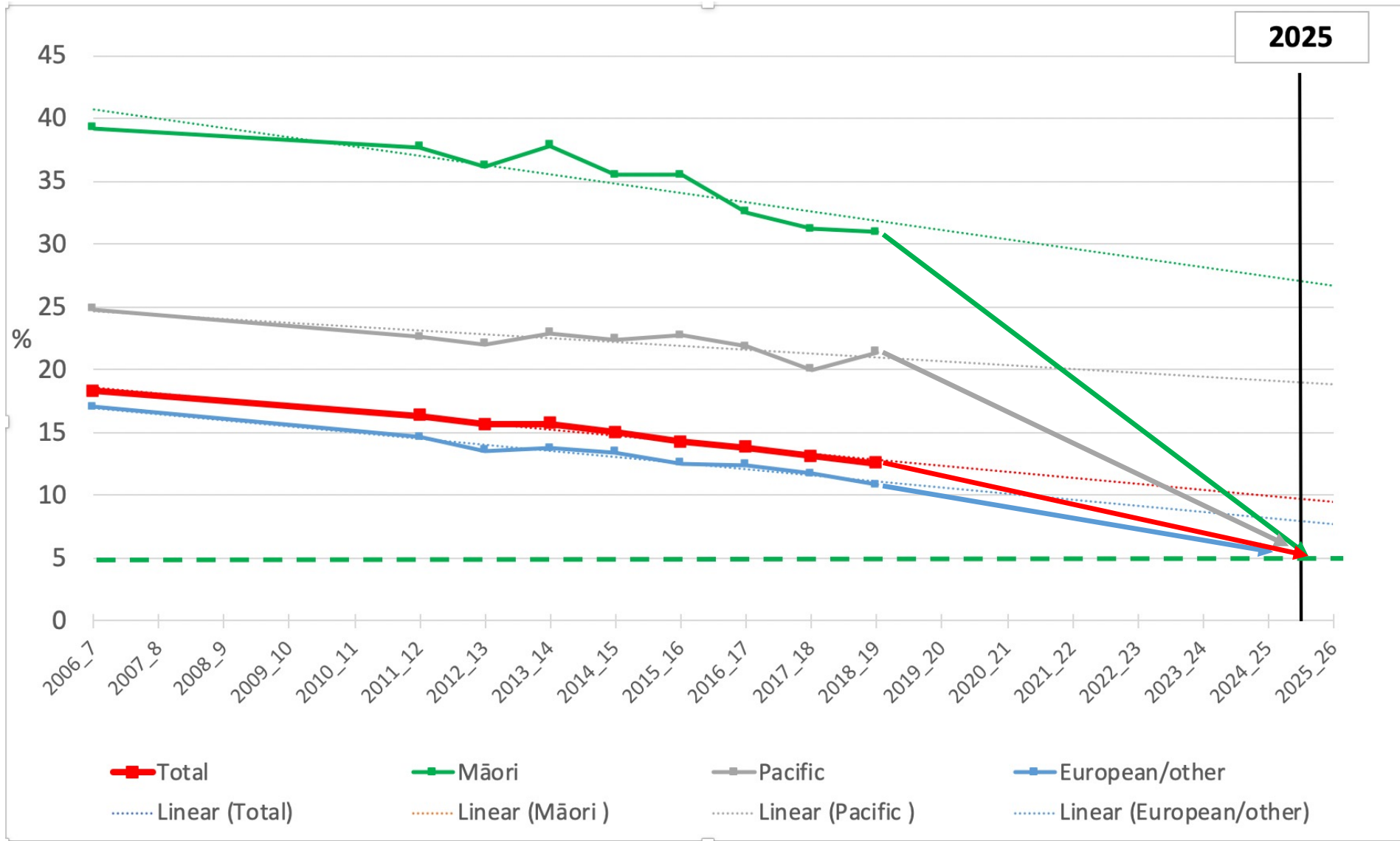
The Smokefree Aotearoa Goal



“..... the Government agrees with a longer term goal of **reducing smoking prevalence and tobacco availability to minimal levels**, thereby making New Zealand essentially a smoke-free nation by 2025.”

Government Response to the Report of the Māori Affairs Committee on its Inquiry into the tobacco industry in Aotearoa and the consequences of tobacco use for Māori
Wellington: New Zealand (NZ) Parliament, 2011.

Trends in adult daily smoking (NZHS)



Possible positive and negative impacts for vaping in reaching Smokefree Aotearoa

Direct positive impacts

- Enhanced quitting smoking among smokers
- Smokers switching to less harmful vaping
- Reduced smoking uptake among youth (displacement)

Null effect

- Smokers quit with ECs instead of through other means

Direct negative impacts

- Reduced smoking cessation
- Health impacts among non-smokers who use ECs
- Gateway effects to smoking

Indirect positive impacts

- Synergism with smoked tobacco control measures
- Facilitate implementation of smoked tobacco control measures
- Disrupt (positively) the smoked tobacco market

Indirect negative impacts

- Distraction from advocating for and implementing other effective measures
- Undermining smokefree sector

Potential Country-level Health and Cost Impacts of Legalizing Domestic Sale of Vaporized Nicotine Products

Frederieke S. Petrović-van der Deen,^a Nick Wilson,^a Anna Crothers,^b Christine L. Cleghorn,^a Coral Gartner,^c and Tony Blakely^{a,d}

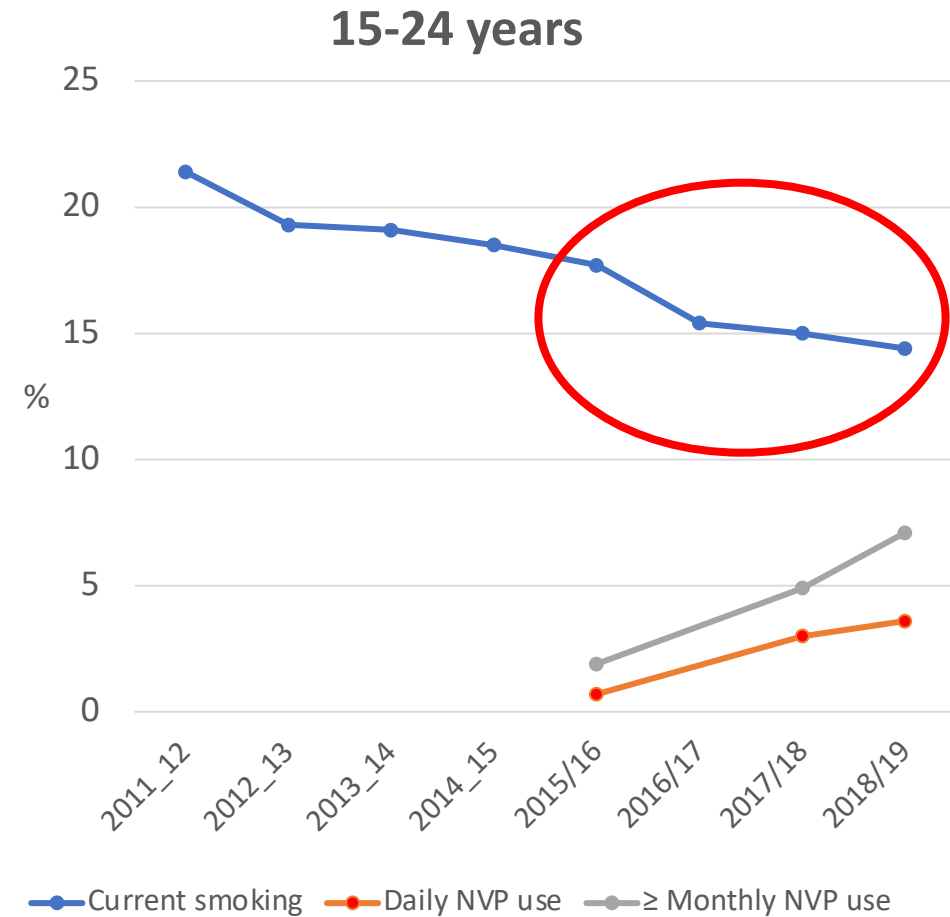
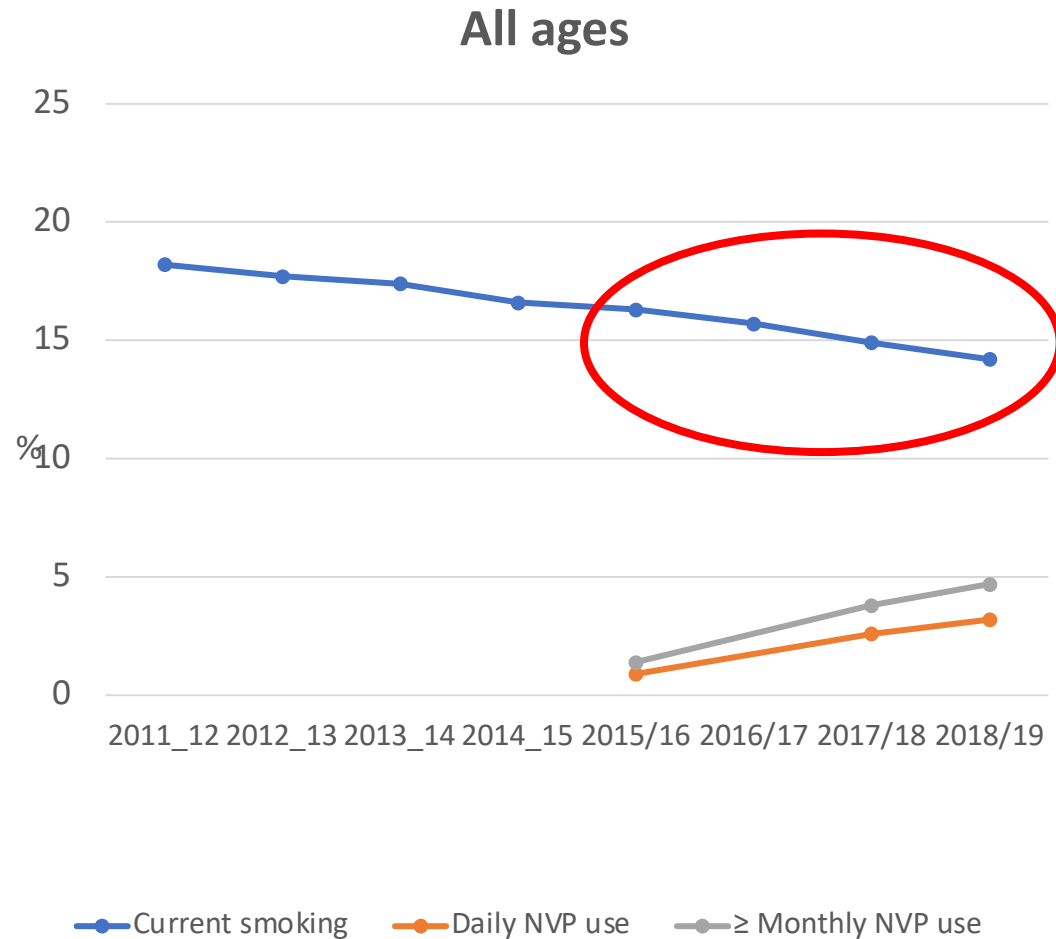
- Substantial potential health benefits and health system cost savings from liberalized sales of ECs

Lifetime health gains and health system cost savings for 2011 NZ population (base scenario vs BAU, 0% discounting)

- Sensitive to assumptions about:
 - Impact of ECs on population cessation rates
 - Relative health effects of ECs (cf smoking)
 - Impact of ECs on smoking initiation among youth

Age Group (at Baseline)	Remaining Lifetime (with 95% UIs)	
	QALYs Gained	Net Cost Savings (NZ\$ million for Year 2011)
0–14 years	68,100 (–23,900 to 188,000)	\$1,010 (–\$530 to \$2,930)
15–24 years	59,100 (13,000 to 117,000)	\$930 (\$218 to \$1,910)
25–44 years	72,000 (13,200 to 126,000)	\$1,070 (\$257 to \$1,910)
45–64 years	35,000 (–1,200 to 61,200)	\$400 (\$11 to \$712)
65+ years	1,690 (–4,020 to 3,950)	\$11 (–\$24 to \$26)
All age groups combined	236,000 (27,000 to 457,000)	\$3,420 (\$370 to \$7,050) ^d

Trends in current smoking and vaping (NZHS)



New Zealand vaping products regulatory context

Pre 2017

- Very restricted availability of nicotine-containing vaping products

March 2017 – February 2020

- Progressively greater availability of nicotine-containing vaping products + marketing
- By 2019 – virtual ‘free for all’
 - Sold in wide range of shops
 - Marketing allowed – no controls
 - No mandated product standards, controls on flavours, nicotine content, packaging etc
 - General agreement that regulatory framework needed

February 2020 - Smokefree Environments & Regulated Products (Vaping) Amendment Bill

- Sale of devices and refills allowed, full range of flavours available only at registered R18 specialist vaping retailers
- No sales <18 years
- No advertising and sponsorship for ECs etc
- No use of ECs in legislated smokefree areas (allowed in specialist vape stores)
- Product notification with early warning system/recall, product safety standards, nicotine content regulation for consultation
- Packaging/labelling to be developed (? based on UK regulations)

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“The positive impacts of e-cigarettes are likely to be much greater if e-cigarettes are more affordable, more available, and more appealing, *relative to* smoked tobacco products.”

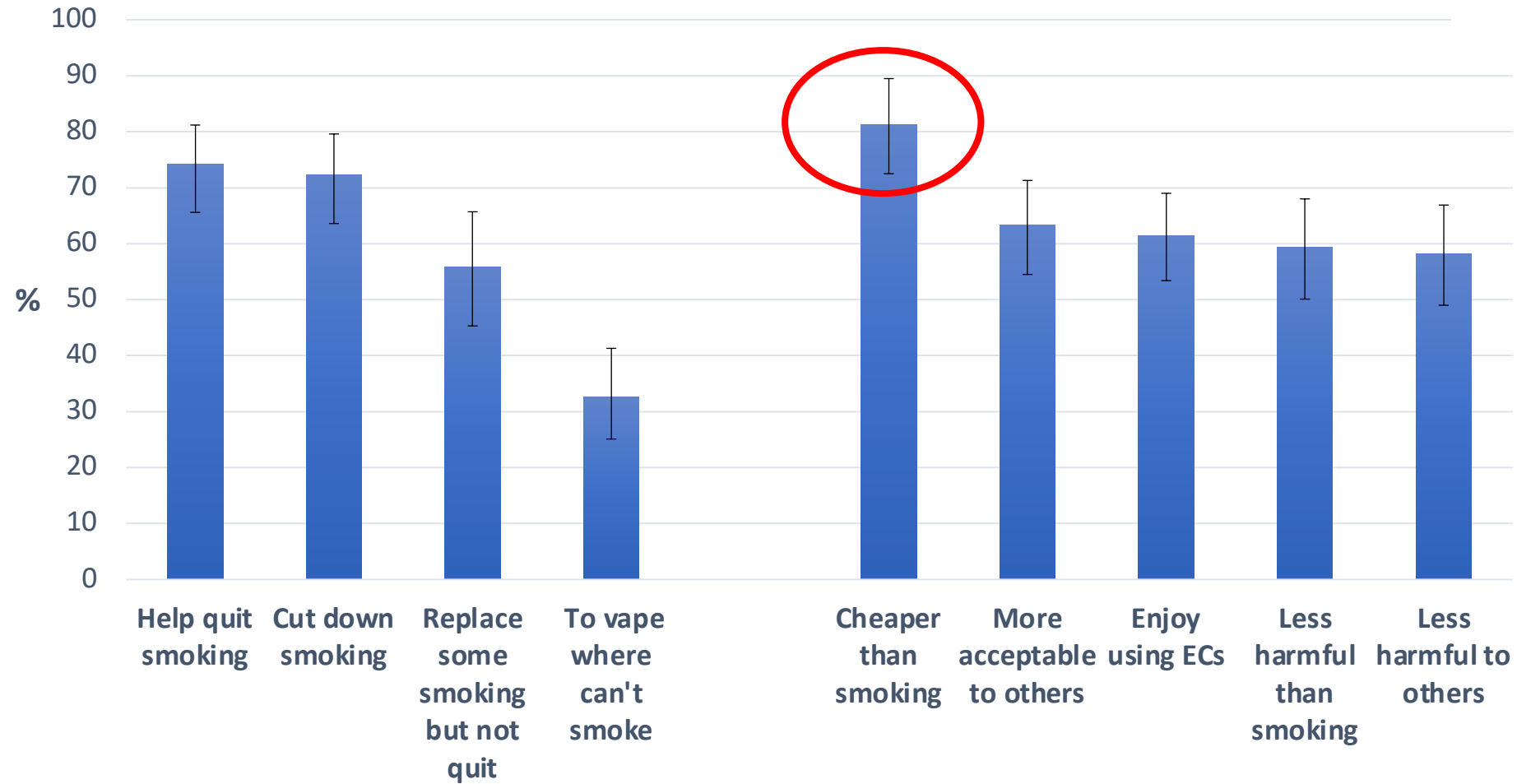


Smoked tobacco products	E-cigarettes
Less affordable	More affordable
Less available	More available
Less appealing	More appealing



SWITCH/SUBSTITUTE

E-cigarette purposes and motivations for use (NZL ITC - W2 ≥ monthly current EC users)



“Combining a mandated VLNC cigarette policy with other interventions, particularly expanding access to alternative nicotine-delivery products such as e-cigarettes, is likely to **enhance the effectiveness of each of these measures**, and to **make a mandated VLNC policy more acceptable** by ensuring alternative nicotine-delivery products are available for those who can’t, or don’t want to, quit nicotine use.” – ASAP Report



<https://aspire2025.org.nz/hot-topics/smokefree-action-plan/>

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Distraction: A comprehensive action plan for Smokefree Aotearoa?

GOVT COMMITS TO PLAN

At Tuesday's event, Associate Health Minister Jenny Salesa committed to developing an action plan to achieve the target. "We want to build on the achievements of tobacco control and I am committed to developing a plan," she said.

Stuff report March 27 2018



ROSA WOODS/STUFF

Associate Health Minister Jenny Salesa has committed to developing a plan for achieving a smokefree New Zealand by 2025.

<https://www.stuff.co.nz/national/102608415/no-room-for-complacency-if-were-to-reach-kick-smoking-by-2025-helen-clark-says>

Distraction: Smoked tobacco policies/ interventions introduced by 2017-2020 Labour-led Govt

- Standardised packs + enhanced health warnings (previous Govt)
- Report into tobacco tax policy (Annual increases stopped 2021)
- Smokefree cars for children (nearly)

That's it

Smokefree 2025 is five years away

Disunity: Undermining the smokefree sector

Philip Morris's Project Sunrise: weakening tobacco control by working with it

P A McDaniel, E A Smith, R E Malone

.....
Tobacco Control 2006;15:215-223. doi: 10.1136/tc.2005.014977

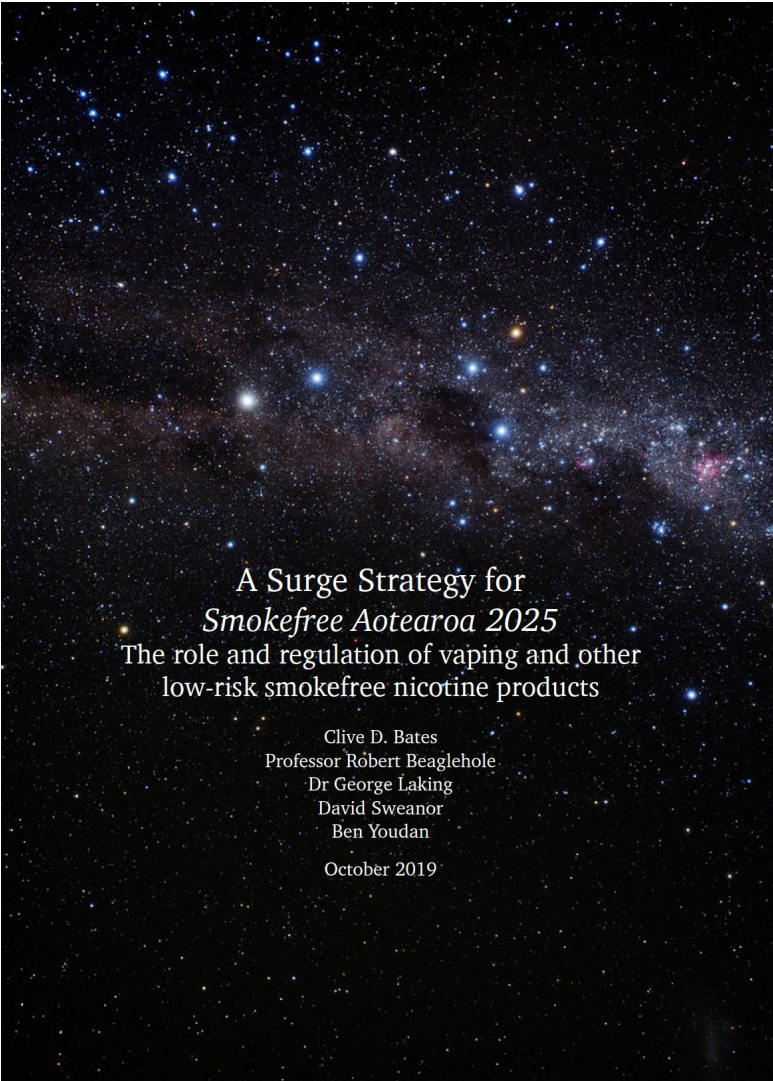
- PMI's 'divide and rule' strategy as laid out in internal documents

*A corporate affairs document explained that tobacco control organisations drew their strength from “their funding, their **credibility in public opinion, and ... their unity**. Our primary strategies focus on impacting each of [these] sources of strength”.*

“....[t]he rapid growth in resources, membership and successes has created a sense of invincibility within the ATI that may blind organizations to carefully orchestrated efforts by the tobacco industry and its allies to **accelerate turf wars and exacerbate philosophical schisms** (smoking and ETS, vs. youth and marketing).”

PMI 10 year strategy

- No 1 objective – ‘normalization’ of PMI – ‘position at the table’ (especially for NNTP regulation)
- Oppose ‘extreme regulation’ vs smoked tobacco products e.g.
 - Tax increases above inflation, industry profit taxes, earmarking
 - Plain packs, PoS display bans, packaging format restrictions, GHWs>65%
 - Nicotine limits, ingredients bans, menthol bans, design restrictions (capsule, slims etc)
 - ‘Extreme’ retailer licensing, duty free ban or restrictions, >18 years age limits
 - Outdoor smokefree laws and smokefree cars
- Marginalise policies and advocates of ‘extreme measures’ as ‘prohibitionists’
- Amplify voices of harm reduction supporters vs ‘prohibitionists’



A Surge Strategy for
Smokefree Aotearoa 2025
The role and regulation of vaping and other
low-risk smokefree nicotine products

Clive D. Bates
Professor Robert Beaglehole
Dr George Laking
David Sweanor
Ben Youdan

October 2019



VAPING: *degrees of harm*

E-cigarette and smokeless
tobacco products

A NARRATIVE REVIEW OF EVIDENCE



Cancer Society Auckland Northland
July 2019

Conclusions

- NNTPs have potential to contribute to achieving endgame goals
- Appropriate regulatory structure will maximise +ve contribution
 - NB Complex, uncertain, contextual and **contested**
- Very high risk strategy to rely only on NNTPs
- Continue efforts to implement evidence-based and cutting edge interventions vs smoking
 - FCTC measures, product modification, reducing availability
- Avoid distraction and division
- Guard against tobacco industry interference
 - Awareness of their motivations, aims and tactics

Every time e-cigarettes are discussed, we should make explicit links with conventional combusted cigarettes, **linking any proposals for less stringent regulations of the former to proposals for more stringent regulation (or even phaseout of sales) of the latter.**

Gartner C, Malone RE: *Tob Control* 2014, **23**(5):369-370.

Kia ora Thank you

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www.aspire2025.org.nz



A Smokefree Aotearoa by 2025

—let's do it for the kids