

Harm Reduction & Smoking in Movies

Tuesday 09 April
2pm–5pm

2.15–3.15pm Harm Reduction Seminar
3.15–3.45pm Afternoon tea
3.45–4.45pm Smoking in Movies

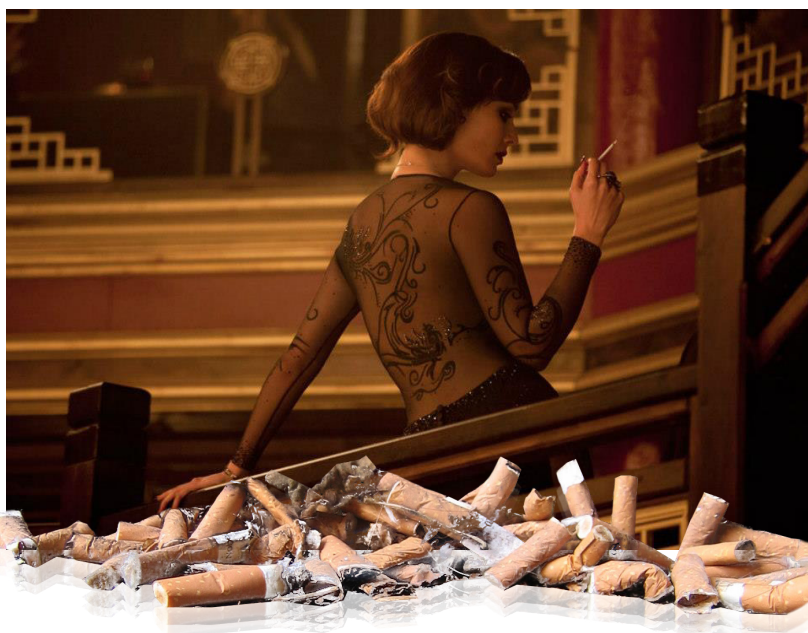
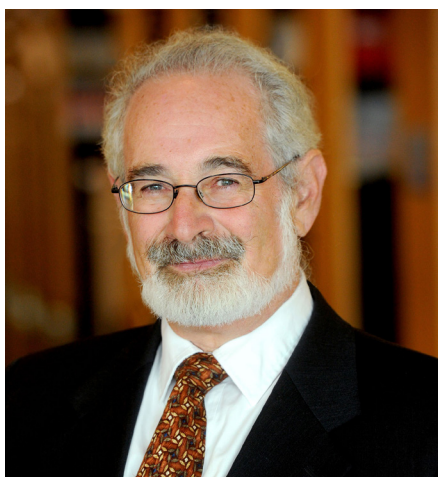
Te Wharewaka, 15 Jervois Quay,
Wellington waterfront

There is no cost to attend this seminar, but places are limited. To RSVP, please email D.Harding@hpa.org.nz by Thursday 4 April

Registration is not open to individuals who have any current or previous affiliations with any tobacco company

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Harm Reduction:

If E-cigarettes Are Not the Solution, What Is?

E-cigarettes are now being widely promoted as a safer alternative to conventional cigarettes as a “harm reduction” strategy. To assess whether this is a reasonable approach, it is important to consider not only the relative toxicity of the products, but how widespread promotion would affect overall nicotine and tobacco use patterns, the policy costs of this strategy, and proven alternatives.

Smoking in Movies:

The Open Back Door to Tobacco Promotion

Exposure to onscreen smoking is a powerful stimulus for youth smoking and may promote relapse among smokers who are trying to quit. Yet despite the research evidence, there are no effective controls on this exposure. Furthermore, governments around the world, including New Zealand, subsidise youth-rated films that promote tobacco use. Simple and inexpensive policy solutions, including adult content ratings for smoking films and an end to subsidies to movies with smoking, can go a long way toward solving this problem.