

Tobacco harm reduction in a hostile regulatory environment

The Australian experience

3rd E-cigarette Summit USA, 29 April 2019

Conjoint Associate Professor Colin Mendelsohn
Chairman, Australian Tobacco Harm Reduction Association




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Disclosures

- No payments from e-cigarette or tobacco companies
- ATHRA
 - Health promotion charity
 - Unconditional industry donations - ceased 1 March 2019
 - One donation from K.A.C in 2018

Outline


- Barriers to vaping
- Vaping behaviour
- Consequences of current policy
- Big Tobacco
- Advocacy




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Laws for nicotine liquid

- Federal law**
 - Nicotine is a poison ¹
 - Criminal offence to possess or use nicotine *liquid* (except with prescription for a therapeutic purpose)
- State laws**
 - Regulated as a tobacco product ²
 - Vaping banned in smoke-free areas
 - Advertising and display bans
 - Minimum age of sale 18y
 - No online sales (SA)




1. Poisons Standard, Therapeutic Goods Administration Oct 2018 2. www.athra.org.au/vaping/the-law





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Almost universal opposition




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Vaping in Australia

- 227,000 current vapers in 2016 ^{1,2}
- 1.2% of adult population (0.5% daily) ²
- 70% regular vapers use nicotine (11% don't know) ³
- 43% of *daily* vapers are dual users ^{1,4}
- 65% purchases online ⁴
- Low uptake by low income: 8% of all users
 - US 18%, Can 32%, England 17% ⁴

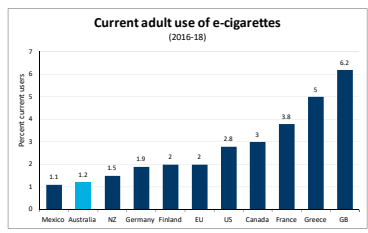


1. Chan G. Addict Behav 2019 2. AIHW NDSHS 2016 3. ITC data 2018 (unpublished) 4. Braak DA, (ITC) IJERPH 2019




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International current vaping rates




Mexico NCDAT 2016-17; Australia NDSHS 2016; NZ HLS 2017; Germany Katz 2018; Finland Ruokotieteen 2017; EU Eurobarometer 458 2017; US MMWR 2018 (NHS, CDC 2017); Canada CTAQ5 2017 (13+); France Pasquereau 2018; Greece Fanzinos 2018; GB AOP 2018



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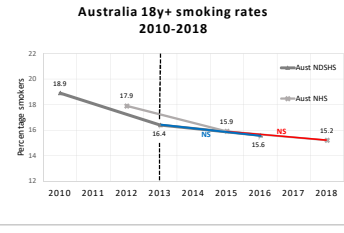
Consequences

1. Smoking rate
2. Financial stress
3. Illicit tobacco
4. Lack of regulation and black market
5. Vapers criminalised
6. Widespread misinformation




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1. Slowing of decline in adult smoking rates

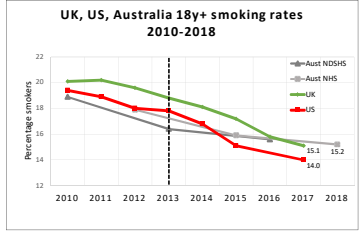


AHW, National Drug Strategy Household Surveys; ABS National Health Surveys




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International comparisons

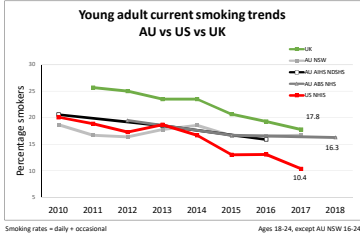


UK: Annual Population Survey, Office of National Statistics; US: National Health Interview Survey, CDC National Centre for Statistics; Australia: National Drug Strategy Household Survey, AIHW - ABS National Health Survey




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Young adults



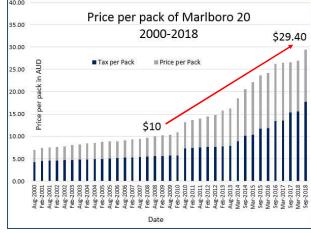
Smoking rates = daily + occasional
US: cigarette smoking only; AU, UK: all tobacco smoking

UK: Annual Population Survey, Office of National Statistics; US: National Health Interview Survey, CDC National Centre for Statistics; Australia: National Drug Strategy Household Survey, AIHW - ABS National Health Survey, NSW Ministry of Health




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2. Tobacco prices – financial stress, inequity



Country	Price per pack (AUD)
1. Australia	29.40
2. New Zealand	25.90
3. Ireland	19.10
4. Norway	18.70
5. United Kingdom	15.70
6. Iceland	14.70
7. Canada	14.50
8. Singapore	14.50
9. Israel	13.70
10. France	12.70
11. Switzerland	12.60
12. Finland	11.90
13. Netherlands	11.80
14. Belgium	11.70
15. Hong Kong	11.20
16. Germany	10.20
17. United States	9.70
18. Macao SAR	9.70
19. Sweden	9.40
20. Denmark	9.40
21. India	9.10
22. South Korea	9.00
23. South Africa	8.90
24. Italy	8.50
25. Mexico	8.10
26. Spain	7.90
27. Portugal	7.90
28. Ecuador	7.70
29. United Arab Emirates	7.60
30. Chile	7.30
31. Greece	7.10
32. Panama	7.00
33. Slovenia	6.30

1. Number price comparison website, www.numbeo.com; 2. Hirono KT. Tobacco Control 2017



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3. Illicit tobacco




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4. Lack of regulation and black market



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5. Vapers are criminals

State	Penalty	Prison term
ACT	\$30,000 or prison or both	2 years
Western Australia	\$45,000	
Victoria	\$15,546 max	
South Australia	\$10,000	
Northern Territory	\$15,400 or prison	12 months
Queensland	\$9,752	
New South Wales	\$1,100	
Tasmania	\$7,850 or prison	Up to 2 years



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6. Widespread misinformation

- 'More UK than Australian respondents (58.5% vs 35.2%) believed that ECs are a lot less harmful than conventional cigarettes'¹

1. Yong H. Nicotine Tob Res 2016



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Big Tobacco

- Lobbying MPs
- Big Tobacco conspiracy



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Advocacy

- Australian Tobacco Harm Reduction Association
 - Health promotion charity with medical board
 - Lobbying, educating, media, submissions
 - Campaigns
- New Nicotine Alliance AU
 - Consumer advocacy



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Acknowledgments

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