



Tobacco and related products: where's the harm?

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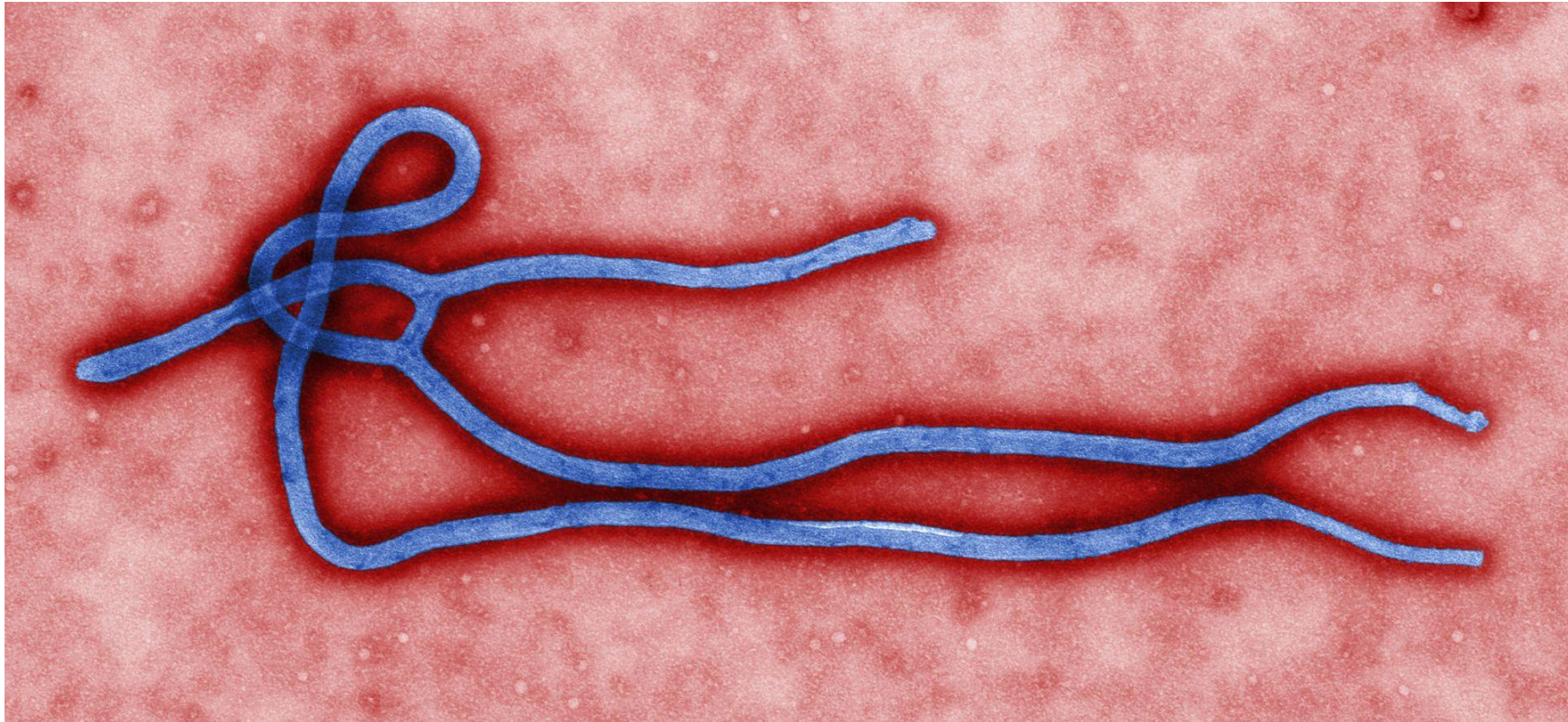
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ASH Scotland

- One of four independent UK ASH organisations
- We advocate for regulation of tobacco and tobacco related products
- Precautionary approach to recreational nicotine, in line with WHO.



Tobacco – the invisible pandemic?



Tobacco as a commercially driven disease vector

“Infectious diseases do not employ multinational public relations firms. There are no front groups to promote the spread of cholera. Mosquitoes have no lobbyists.”



Learning from the past – tobacco tactics

WHO FCTC ARTICLE 5.3

In setting and implementing their public health policies with respect to tobacco control, Parties shall act to **protect these policies** from **commercial** and **other vested interests of the tobacco industry** in accordance with national law.

Forms of Tobacco Industry Interference

					
Manoeuvring to hijack the political and legislative process	Exaggerating the economic importance of the industry	Manipulating public opinion to gain the appearance of respectability	Fabricating support through front groups	Discrediting proven science	Intimidating governments with litigation or the threat of litigation

Influence public and democratic debate



Marketing to young people



Dr.Vape now open in Union Square, Aberdeen
(across from Cosmos)

Upsurge in underage vaping in Scotland

2018 SALSUS

2%

of 13-year-olds used
e-cigarettes
regularly

3%

of 15-year-olds used
e-cigarettes
regularly

2021/2022 Health and Wellbeing Census Scotland

4.3%

of 13-year-olds used
e-cigarettes
regularly

10.1%

of 15-year-olds used
e-cigarettes
regularly

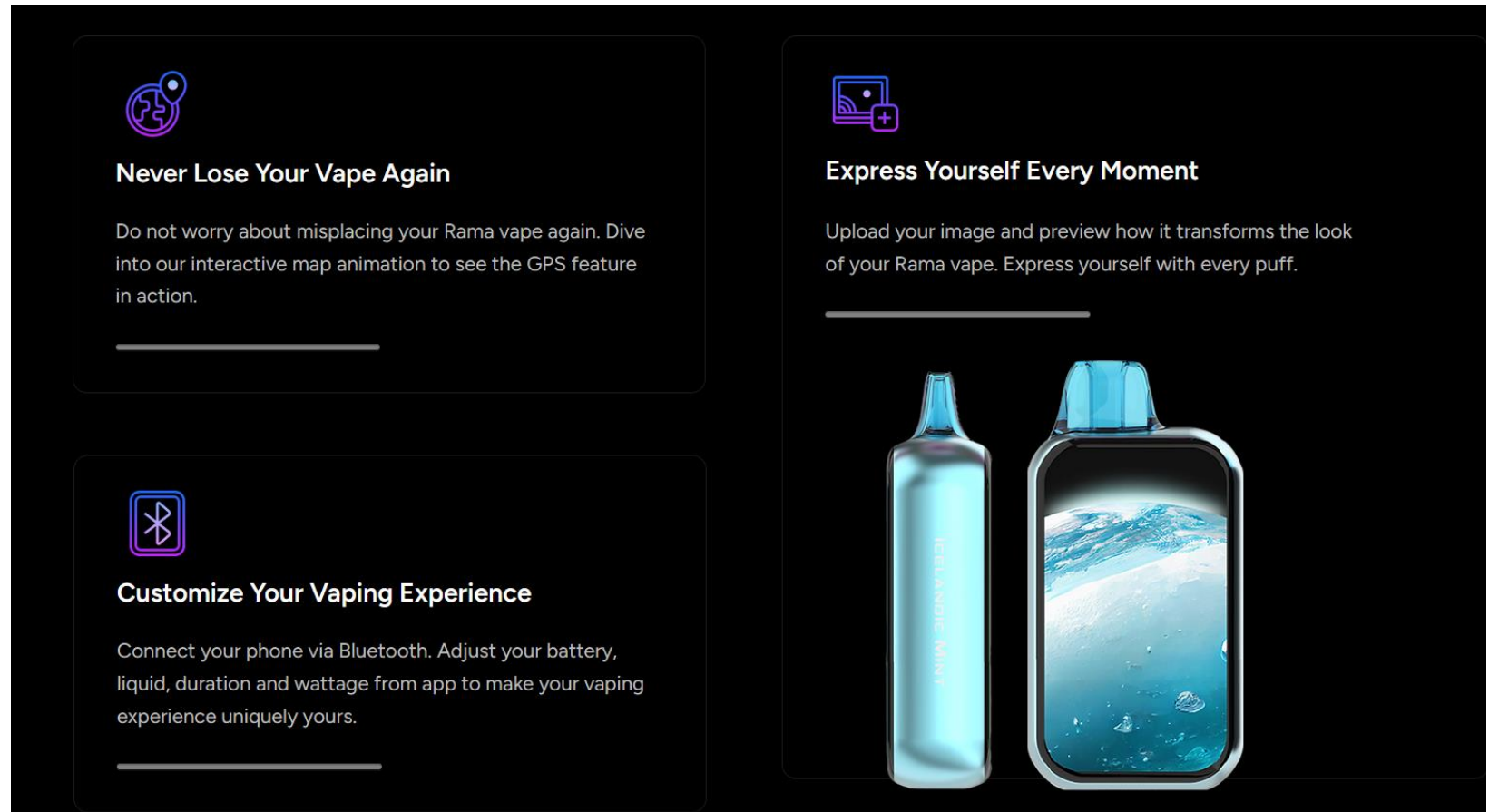
Good for Business?

- Local businesses are rooted in community
- Multinational corporations privatise profits, socialise costs
- Giving minimal social return



Exploiting Next Gen digital features

- Settings can be customised
- Bluetooth connection and GPS allows use and location to be uploaded to an app
- Bonus games
- What data is industry collecting?



What's next?

- Pouches
- Toothpicks
- Heat not Burn tobacco & herbal

Electronic Tobacco Products	Combustible Tobacco Products	Non-Combustible Tobacco Products
 E-Cigarettes, Vaping Devices	 Cigarettes	 Cigars/Cigarillos
 Heated Tobacco Products	 Hookah	 Pipe
	 Bidis	 Nicotine Pouch
	 Roll-Your-Own	 Smokeless Tobacco
		 Snus

Graphic adapted with permission from the
Centers for Disease Control and Prevention
(CDC) Office on Smoking and Health



Are we industry lab rats?

- Denial
- Deceit
- Delay
- DARVO (deny, attack, reverse victim and offender)



What happens next?

- UK Tobacco & Vapes legislation
- Consultations on vape flavours & packaging, extending smoke-free & aerosol free spaces

Keep in touch through ASH Scotland's social media channels and e-newsletter
<https://ashscotland.org.uk/e-newsletter/>





Taking Action on Smoking and Health

Thank you - Questions & Comments?

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