



Public Health
England

E-cigarettes and Tobacco Harm Reduction

A public health perspective

Martin Dockrell, Tobacco Control Programme Lead



Public Health
England

Tobacco harm reduction: It isn't all about nicotine

**Reducing harm from smoking without
total, immediate permanent cessation**

Smokefree places

“Stop before the op”

“Cut down to quit”

Reduced risk alternatives

Cutting down



Public Health's reasonable concerns

We don't yet know all we need to know about

1. Health harms
2. Secondary exposure
3. Youth uptake and the impact on smoking rates
4. Unintended consequences

And

Vested interests matter



The threat of “post truth public health”

1. Confirmation bias is rife
2. Social media: reduce, abuse, recycle
3. Dismiss challenges as motivated by bias
4. Appeal to emotions and Treat the facts as secondary



The threat of “post truth public health”

1. Choose a tribe based on value affiliations
2. Adopt the issue positions of the tribe,
3. Develop arguments that support those issue positions,
4. Choose facts to bolster those arguments



Reformation not schism

2007 – RCP Tobacco Harm Reduction

2008 – Beyond Smoking Kills

2010 – MHRA consultation

2013 – NICE Tobacco Harm Reduction Guidelines

2015 – Smoking Still Kills

2016 – RCP Nicotine Without Smoke





That didn't hurt (much) Towards a consensus on "public vaping"

2013 – ASH and CIEH "Five Questions"

2014 – PHE "public conversation"

2016 – ROSPA & CFOA vaping in homes
with children

2016 – PHE EC in public places and
workplaces

2016 – Herts CC adopts a comprehensive
policy on EC use in the county





The evaluation imperative

- It is impossible to know now which policies will be most health promoting
- Not all our policies will be as effective as we hope
- Innovations will occur elsewhere that we can learn from

So PHE will

- Continue to monitor behaviour “in real time”
- Publish annual reviews of evidence and trends
- Seek to maximise the benefits and manage the risks



Public Health
England

Echo chambers or “cross cleavages”

