

Cigarettes and the challenge for doctors

What can doctors say to their patients about e-cigarettes?

BMA

Mr Ram Moorthy FRCS
Member Board of Science, British Medical Association



Introduction

- BMA and Tobacco Control
- Impact of E-Cigarettes- Doctor's Perspective
- BMA policy on e-cigarettes
- BMA priorities
- The future

BMA and Tobacco Control

Significant involvement with tobacco control:

- Public Smoking Ban
- Plain packaging
- Smoking in vehicles
- Tobacco free society

Impact of E-cigarettes

- Surge in e-cigarette use over last 5-6 years
- Alternative vs Cessation
- Initial paucity of evidence regarding benefit and risks
- Variety of devices - Variability and safety
- NICE guidance
- Concerns-marketing, gateway effect, place of use.

BMA Policy

- How is BMA policy made?
- ARM
- Composite motions
- How is policy changed?

Annual Representative Meeting, 2012:

That this Meeting, in light of the increasing use of “electronic cigarettes” (“e-cigarettes”) and statements from the WHO and US Food and Drugs Administration:-

- i) welcomes the Board of Science paper on e-cigarettes;
- ii) calls on the UK Administrations to regulate the sale of e-cigarettes;
- iii) calls on the UK Administrations to extend smoke-free public places legislation to include second-hand vapours from e-cigarettes.

Annual Representative Meeting, 2014:

That this Meeting is concerned that e-cigarettes may be entry portals to nicotine addiction, and calls:-

- i) for governments to prohibit 'vaping' on e-cigarettes in public places where smoking is prohibited;
- ii) for the BMA to lobby for restriction of e-cigarette advertising in the UK.

Annual Representative Meeting, 2015:

That this meeting congratulates the previous government on its decision to support plain tobacco packaging, and exhorts politicians to investigate the advertising of E-cigarettes, particularly with reference to its appeal to young people.

BMA Priorities

BMA

- Safety
- Marketing
- Evidence

Future

- ? licensed e-cigarettes
- ?NICE Guidance
- Reviewing policy to reflect changing environment

