

Electronic cigarettes and history : why countries have different policies

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- Wellcome Trust funded pilot study of evidence, history and policy in:
- U.K.
- Australia
- Why do countries have different policies when evidence is global?
- Methods
- Published reports and other evidence
- Interviews

- UK : either licensed as medical products or sold as tobacco products with criteria set out in TPD. Product approval through Medicines and Healthcare Products Regulatory Agency (MHRA)



- Australia :sale of nicotine liquid banned. Therapeutic Goods Administration(TGA) Poisons standard classifies nicotine in schedule 7 as a 'dangerous poison'.

So why such a difference?

- Public health networks and the past- forming consensus on evidence.
- Institutional contexts
- The pre history of harm reduction
- Activism and activist networks

Public health networks and the past



Mike Daube

- Australia: policy access for key dominant public health personalities and reference to history of 'safer smoking' in UK in 1970s.
- UK : public health networks with origins in psychiatry/psychology alliance in 1970s drawing into consensus a wide range of other players, including mainstream public health organisations.
- Public health generalists in opposition, based on the position established in the 1970s.

- Institutional contexts

- Australia : series of national and state based inquiries, health department, Senate and 2017 House of Representatives Parliamentary Inquiry – first public opposition to policy. Federal/state policy.
- UK : role of newly created Public Health England(PHE 2013 onward)reports ; 95% safer claim.
- Building of consensus among wide range of organisations
- Role of Europe and TPD



The new EU Directive

The **Tobacco Products Directive** provides a mandate for stronger regulation of the manufacture, marketing and sales of tobacco products, ingredients, additives, disclosure to the public, oral tobacco and e-cigarettes.
“... will improve the functioning of the internal market for tobacco and related products, while ensuring a high level of health protection for European citizens”

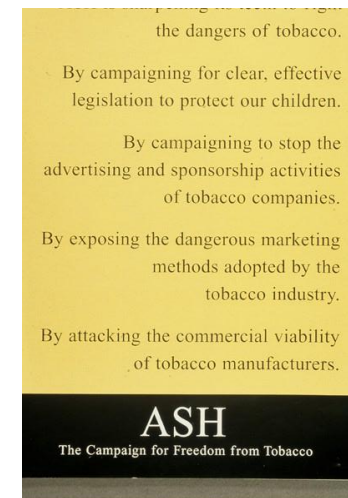
Harm reduction and its pre history

- UK : some impact from HIV/AIDS drugs harm reduction-cigarette as the 'dirty syringe'.
- Strong harm reduction moves round role of nicotine dating back to 1970s and 80s and into 2000s.
- History of smoking cessation services.
- Australia ; less impact from drugs HR
- NRT only a subsidised medication since 2011
- Smoking cessation services limited-public health emphasis on 'cold turkey'.



Activism and activist networks

- UK : important role of vaping activism.
- Also long established pressure groups-ASH
- Australia
- Vaping activism a more recent development.
- Public health 'players' have taken a different stance.



- Scientific evidence important but by itself it does not form or change policy e.g. snus and similar products
- Filtered through networks, key personalities, state , federal and regional structures, located in pre history.
- These also are part of the evidence for research.