

e-cigarette impact on Public Health

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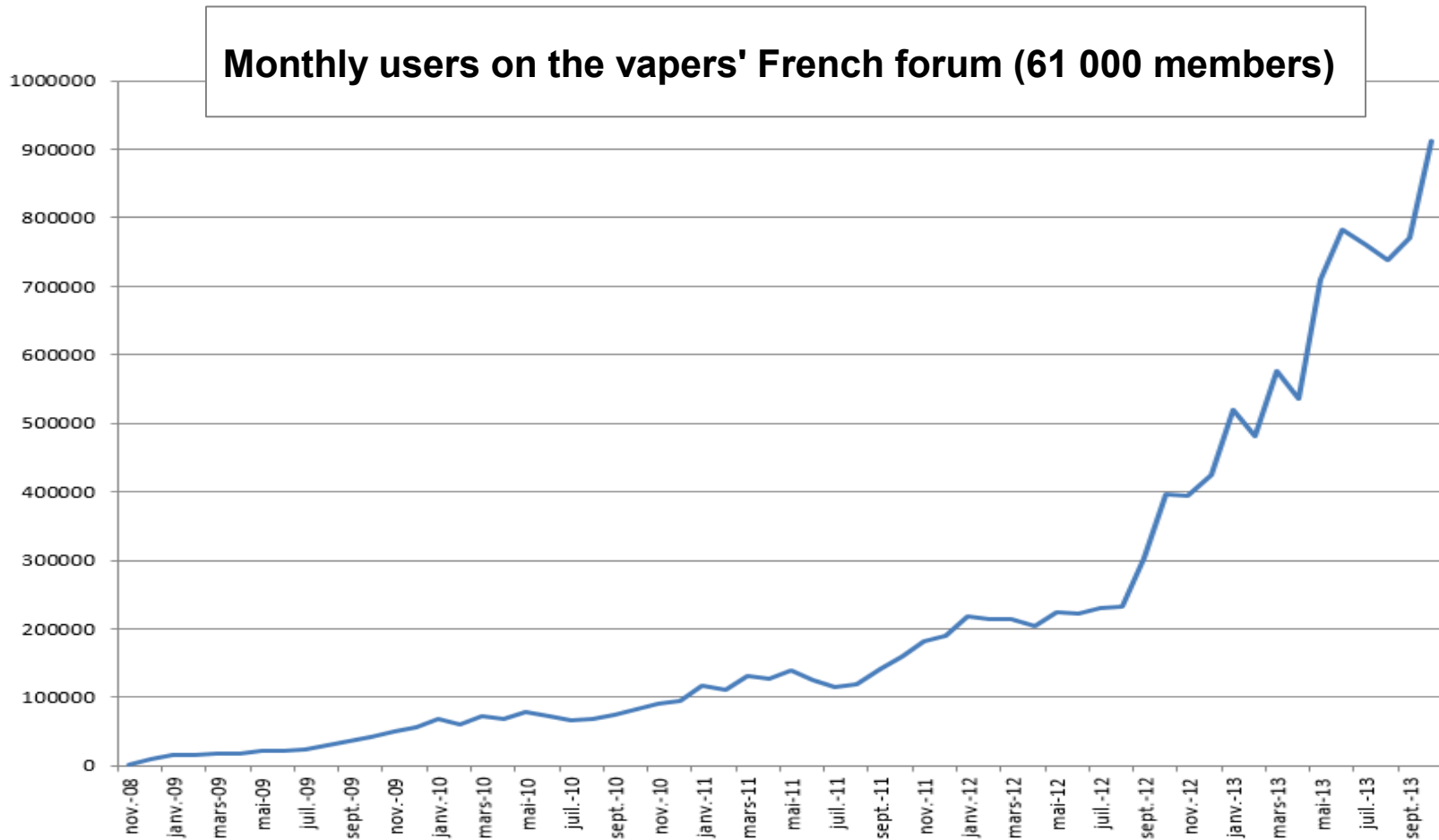
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Disclosure

- Consultant for public sector : EC SCENIHR, INSERM (France), Ministry of Health, writer of a Newsletter for smoking cessation specialists (SFT)
- Consulting for pharmaceutical industry : J&J, Pfizer, Novartis, Pierre Fabre
- Consulting for tobacco industry : never
- Consulting for e-cigarette industry : never

e-cigarettes a consumer led revolution

- For the 1st time in tobacco control, smokers talk to each other...

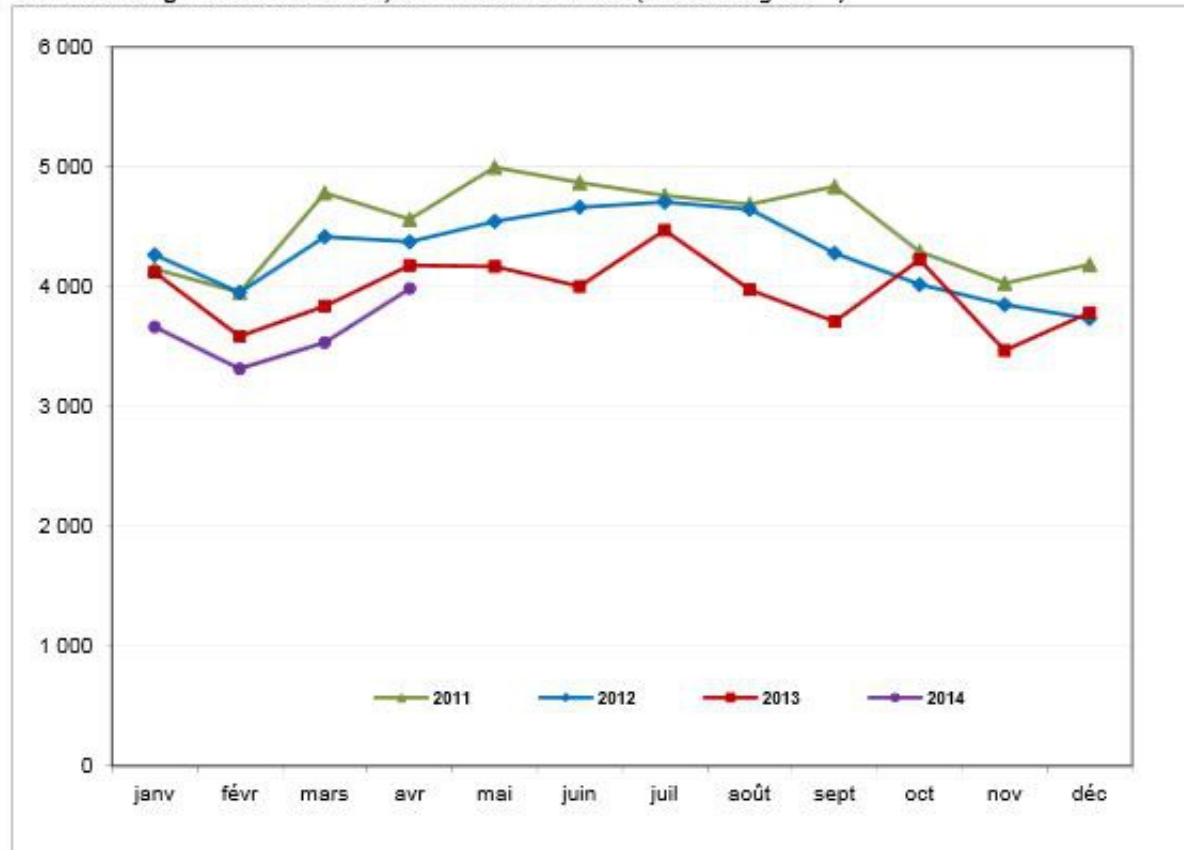


Tobacco sales are decreasing in France

In France (OFDT data), cigarette sales - 4.6% in 04 2014/04 2013, - 7.8% for Jan-Apr 2014 roll-your-own tobacco, - 8.2% in 04/14 (-7.7% for Jan-Apr)

cessation treatments, -23.2% in 04/14 (-30.2% for Jan-Apr, patches most affected (-57.8%).

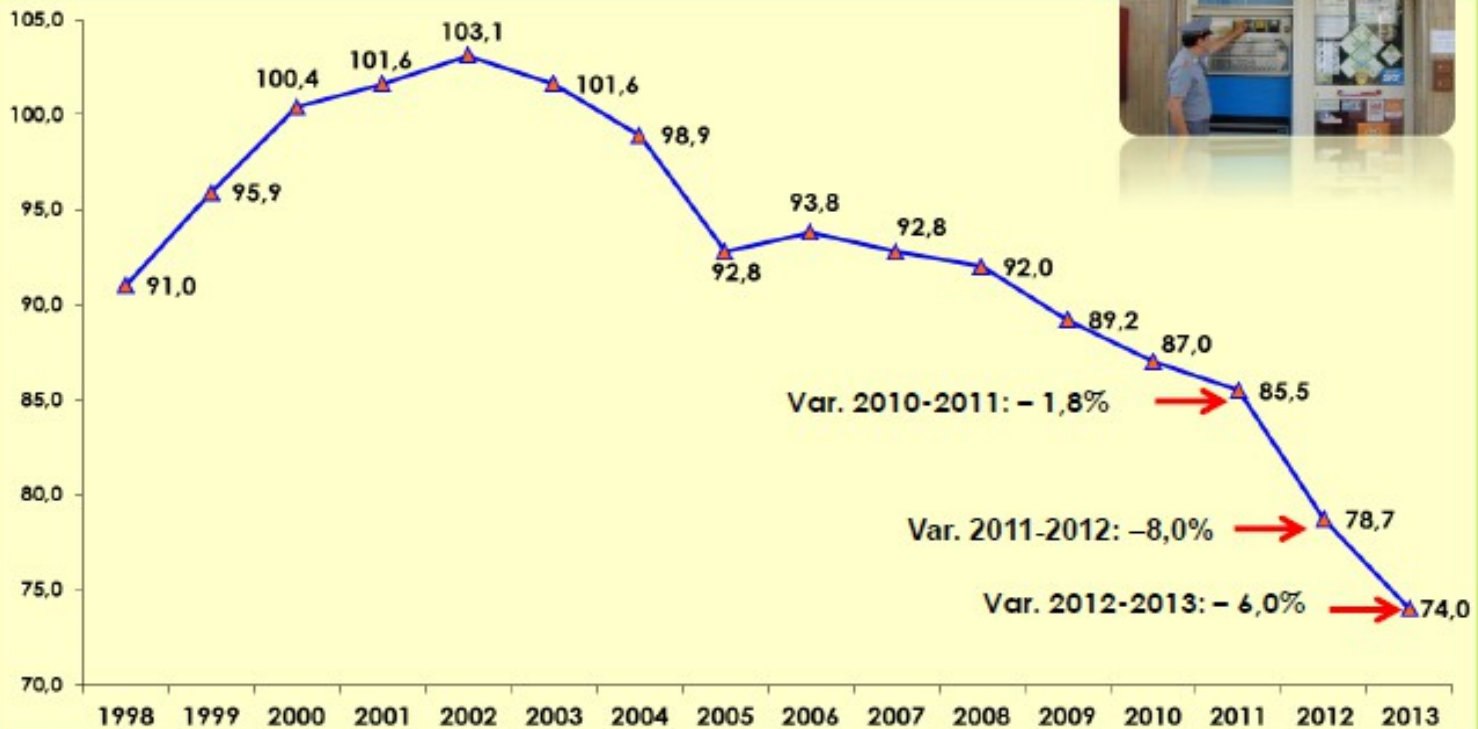
Ventes de cigarettes 2011-2014, en millions d'unités (source: Logista ⁽¹⁾)



Tobacco sales are decreasing in Italy

Vendite di sigarette in Italia: ultimi 15 anni

Sigarette (milioni di Kg)



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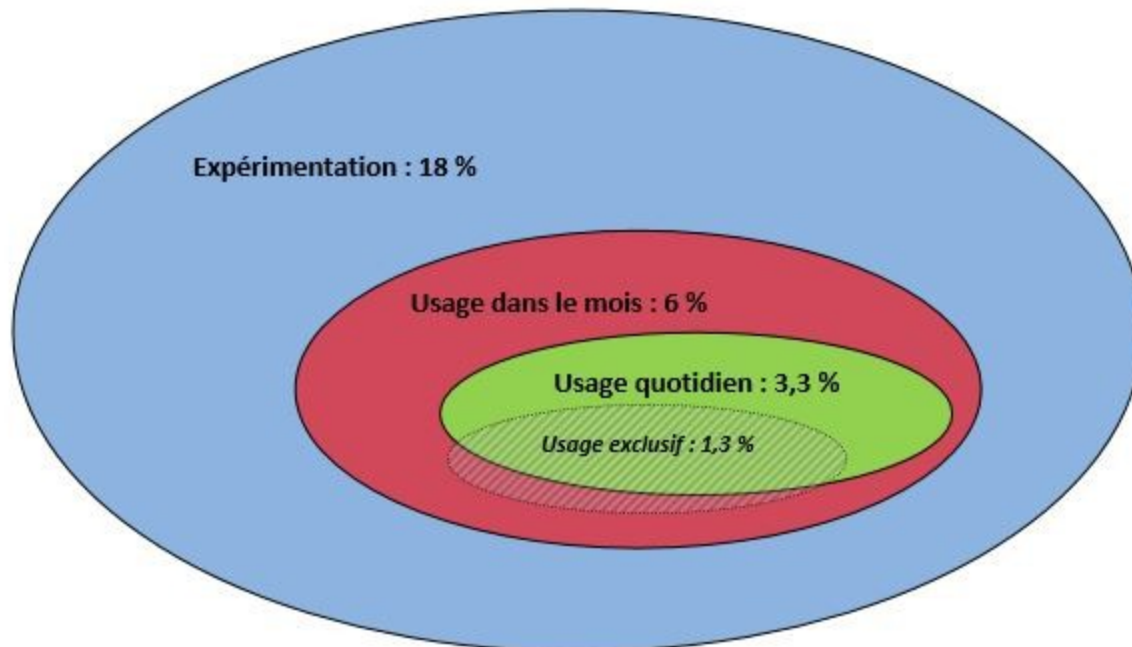


Experimentation rates, recent use and daily use of e-cigarette in France.

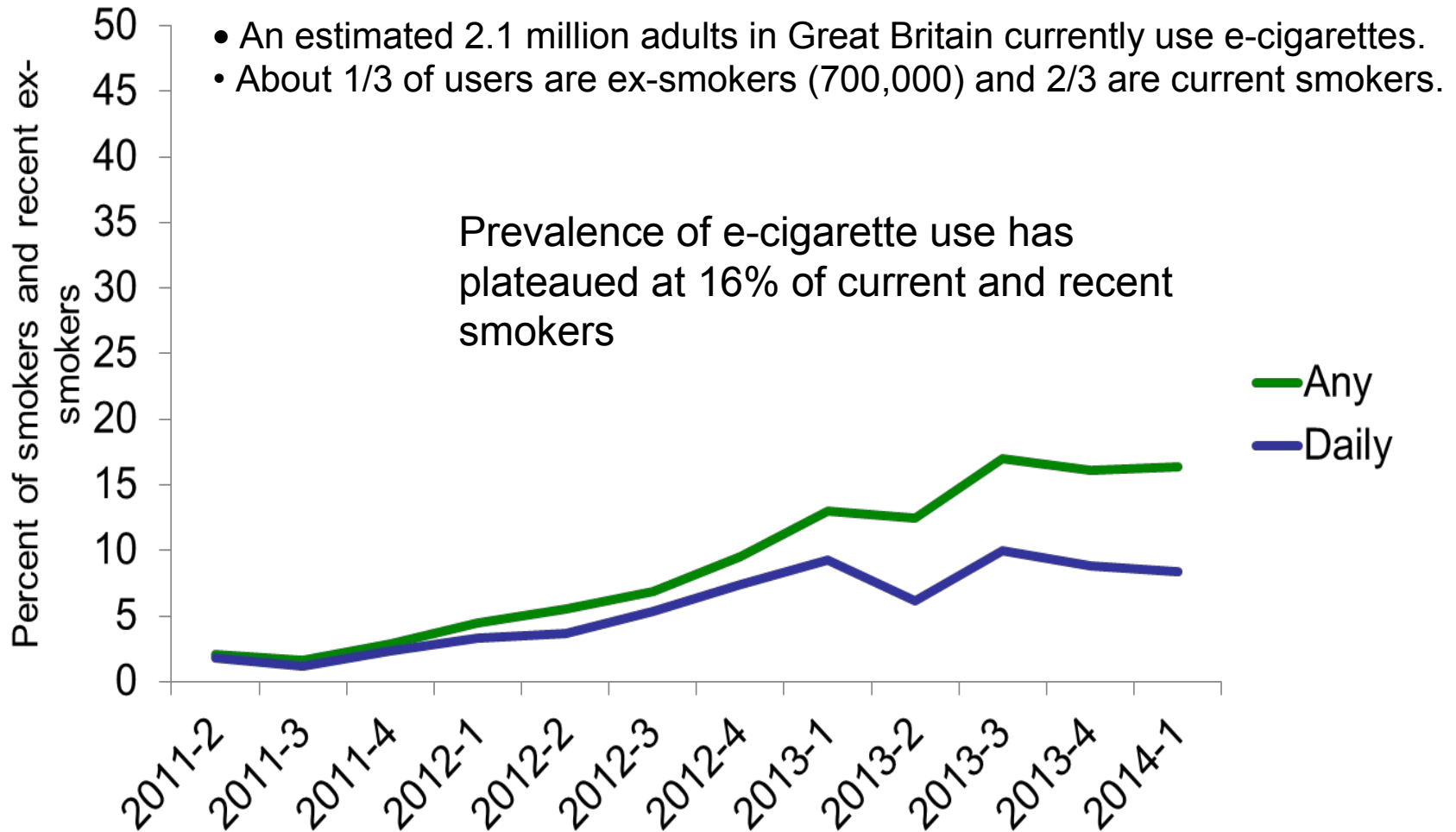
ETINCEL-OFDT (telephone survey) realised 12 to 18 November 2013 on 2,052 individuals representative of French population (15 to 75 years).

18% [16,7-20,1] have used at least once an e-cigarette, 2.5 folds more than in March 2012.

Over 3% of daily use: 54% of recent e-cigarette users use it daily, representing 3.3% [2.5-4.1] of French people. **1.3% use exclusively** e-cigarettes, and have quit smoking, **500,000 new quitters.**

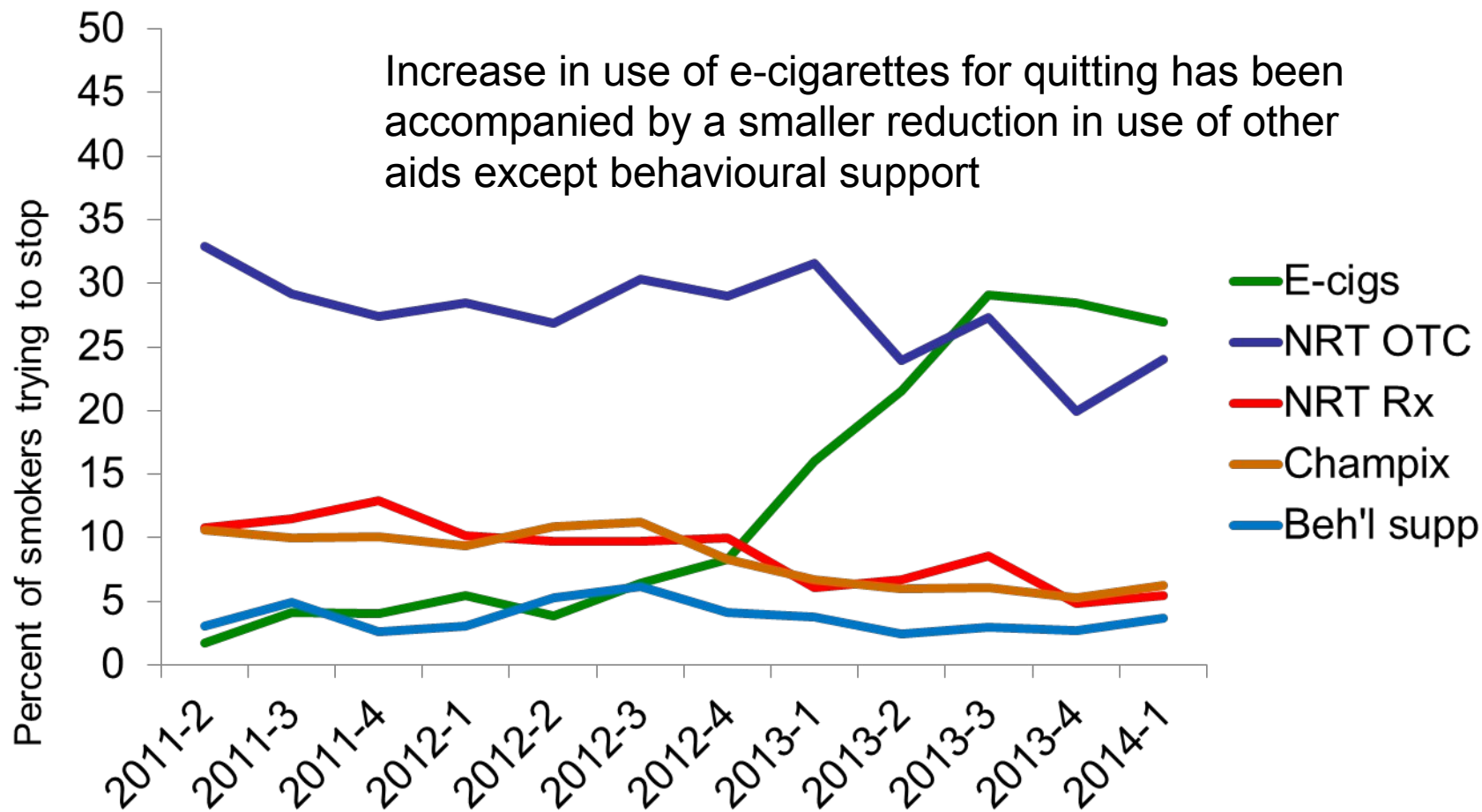


Prevalence of e-cigarette use in England



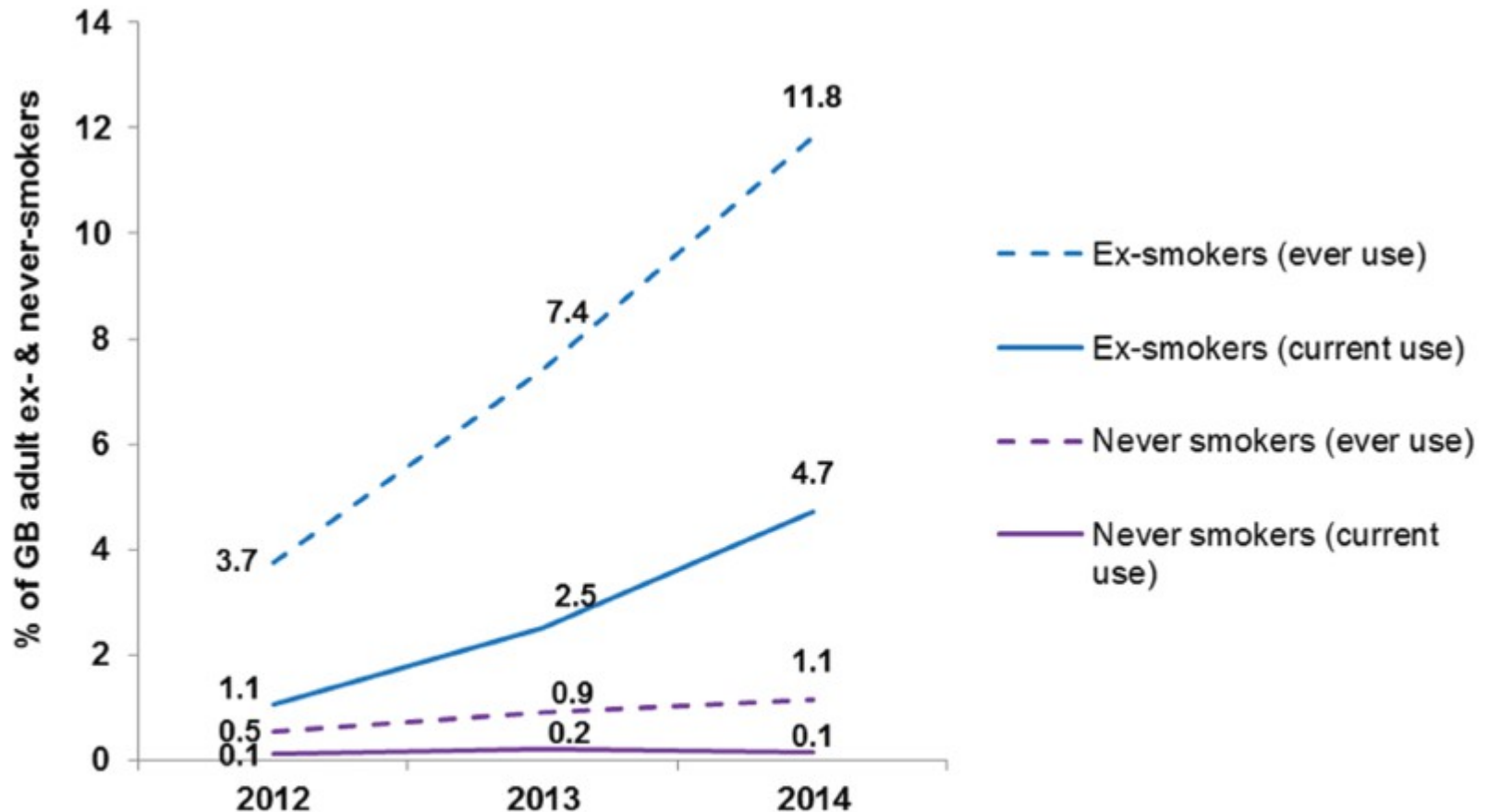
N=11,318 adults who smoke or who stopped in the past year; increase $p < 0.001$

Aids used in most recent quit attempt



N=4,810 adults who smoke and tried to stop or who stopped in the past year

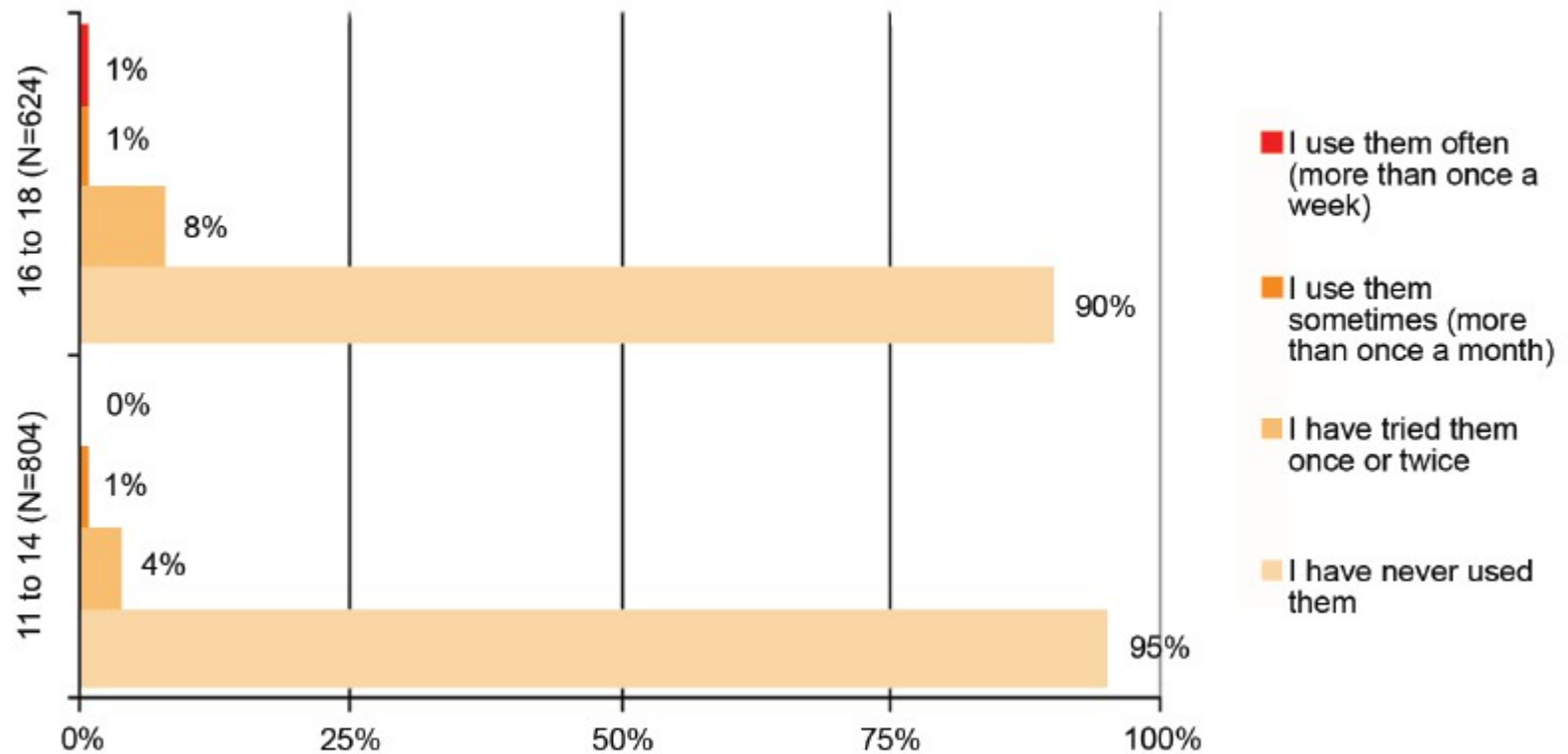
e-cig use in former and never smokers



Unweighted base: GB adult ex-smokers (2012, n=4473; 2013, n=4303; 2014, n=4478), GB adult never smokers (2012, n=5886; 2013, n=5973; 2014, n=6081)

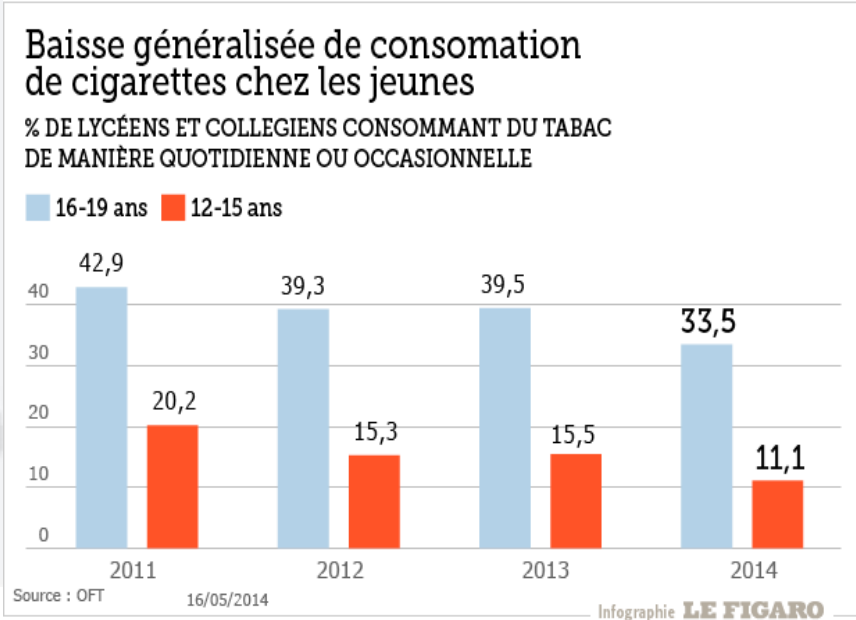
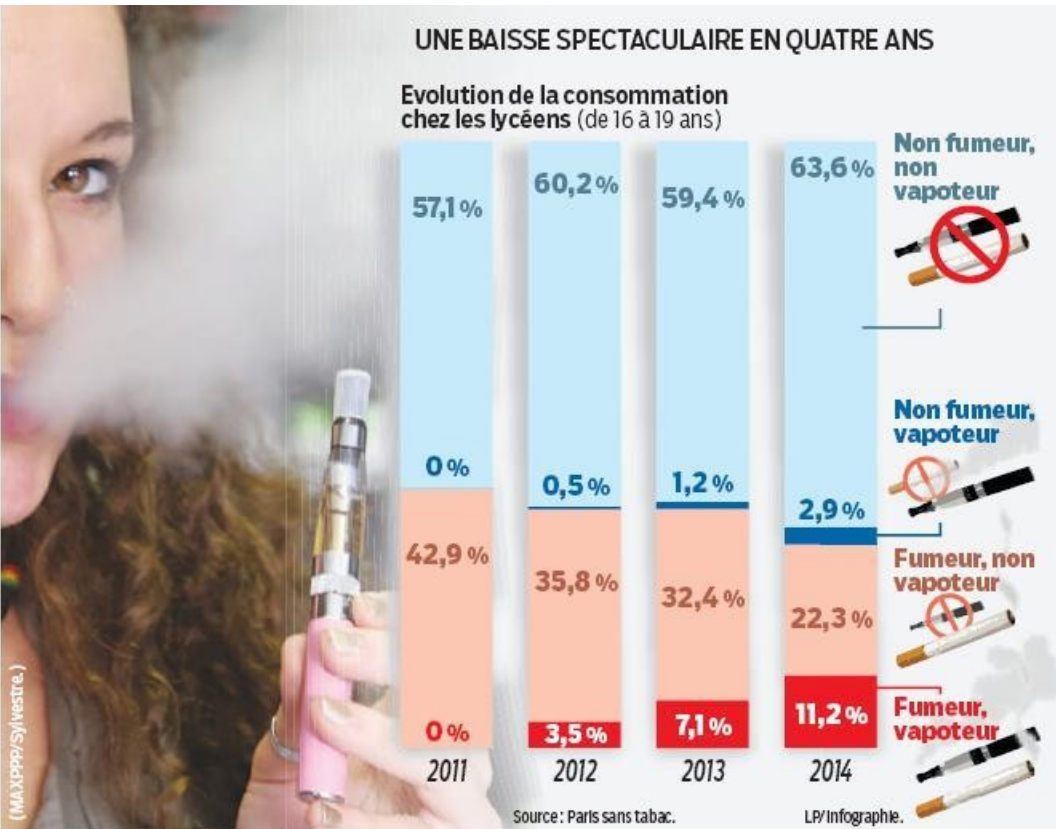
e-cigarettes use in children in Britain

Figure 2: Usage of e-cigarettes among children in Britain, 2013

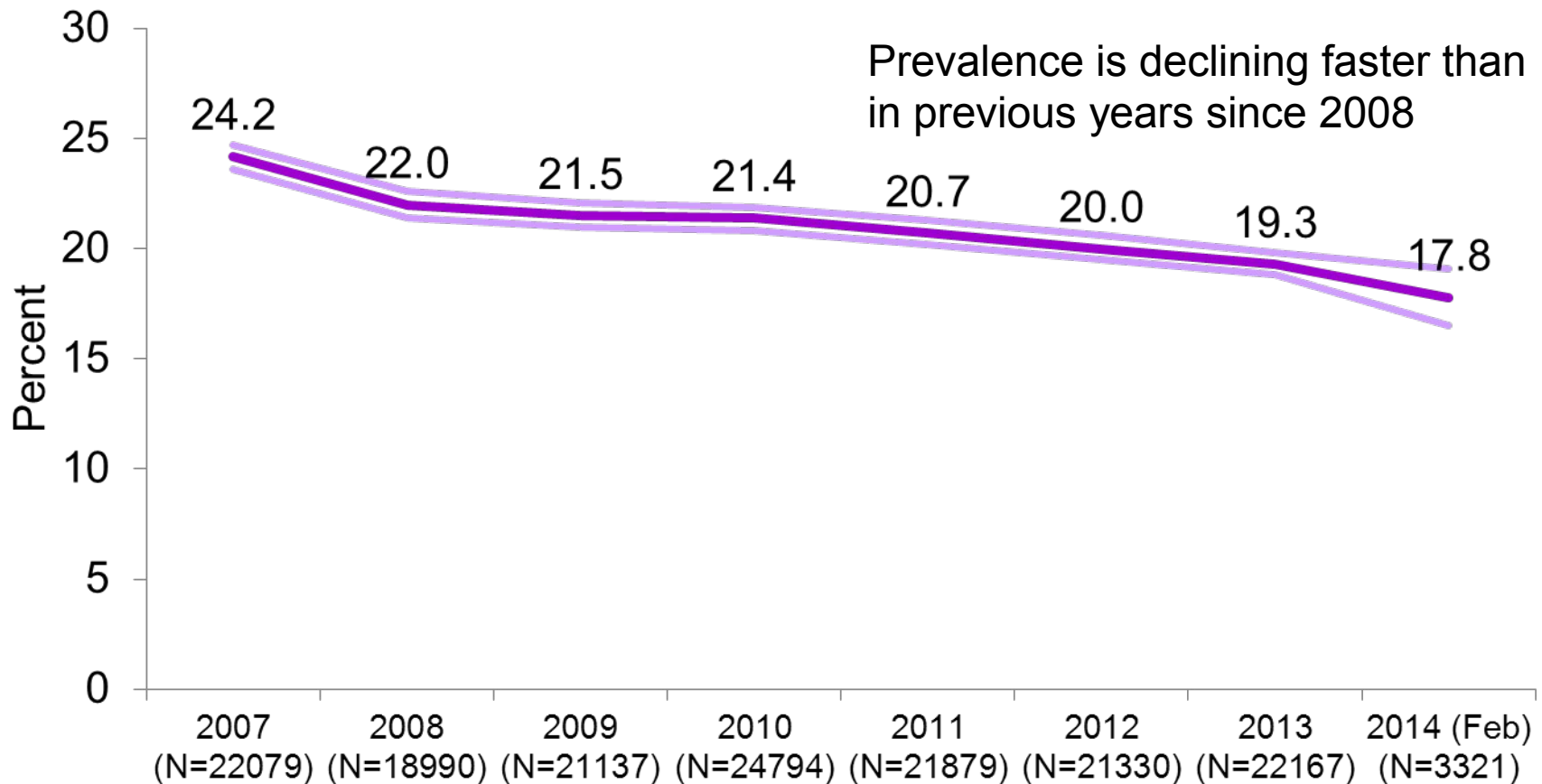


Source: ASH/ YouGov

e-cigarettes use in children in France



Cigarette smoking prevalence in England

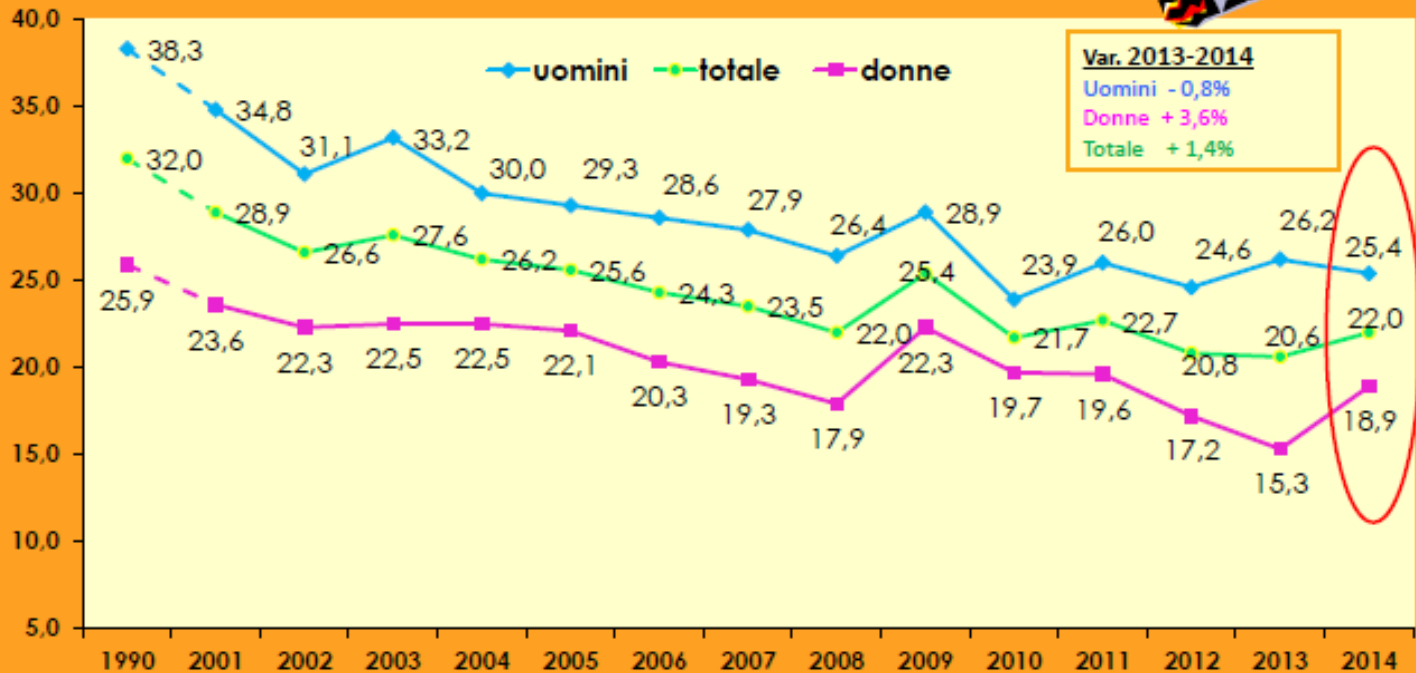


Base: All adults

Graph shows prevalence estimate and upper and lower 95% confidence intervals

Cigarette smoking prevalence in Italy

Prevalenza del fumo di sigaretta secondo le indagini DOXA condotte fra il 1990 e il 2014



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e-cigarettes impact on Public Health

Electronic cigarettes	Tobacco cigarettes
How harmful are e-cigarettes ? ($\geq 99\%$?)	Cigarettes kill half of their users !
What about secondhand vapour ? (no known risk so far)	Secondhand smoke kills too !
Will they lead to smoking cessation ? (some data showing it is the case)	Prevalence of smoking is plateauing in many countries
Will they undermine tobacco control efforts ? (data show decrease in cigarettes sales and prevalence when e-cig use increase)	Tobacco control efforts should be sustained

Recent conclusions by ASH London

According to Action on Smoking and Health (London)

- Electronic cigarettes are not cigarettes. They contain no tobacco and using them is not smoking.
- e-cigarettes are more attractive to smokers than NRT while providing them with a safer alternative to cigarettes. There is evidence that they can be effective in helping smokers' quit, and little evidence that they are being used by never smokers.
- The number of children and young people regularly using electronic cigarettes remains very low and their use is almost entirely amongst those who are current or ex-smokers. This is a similar pattern to that found in jurisdictions such as the USA.
- In the absence of evidence of significant harm to bystanders, ASH does not support the inclusion of electronic cigarettes in smokefree laws which would completely prohibit their use in enclosed public places.