

# THE VALUE OF HARM REDUCTION IN ENDING THE SMOKING EPIDEMIC.

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Relevant Disclosure:

I am not paid for this and is part of an Advisory Board for Swedish Match (obtaining MRTP order from FDA).

That humanity at large will ever be able to dispense with Artificial Paradises seems very unlikely. Most men and women lead lives at the worst so painful, at the best so monotonous, poor and limited that the urge to escape, the longing to transcend themselves if only for a few moments, is and has always been one of the principal appetites of the soul.

Aldous Huxley

# CULTURAL DRUGS

- ALCOHOL, BEER, WINE, HARD LIQUER
- CAFFEINE, SODA, TEA, COFFEE
- NICOTINE, CLEAN NIC. SMOKEFREE, CIGARETTES

## Semi cultural

- THC, marijuana etc

**Global, regional, and national comparative risk assessment  
of 84 behavioural, environmental and occupational, and metabolic risks or clusters of  
risks, 1990–2016: a systematic analysis for the Global Burden of Disease Study 2016  
Lancet 2017; 390: 1345–422**

“There is sufficient evidence that chewing tobacco and other products of similar toxicity cause excess risk of oral and oesophageal cancer while, at this time, existing evidence does not support attributing burden to snus or similar smokeless tobacco products. Globally, smoking tobacco causes far more burden than smokeless tobacco”.

**Statement from FDA Commissioner Steve Gottlieb**

“nicotine, while highly addictive, is delivered through products on a continuum of risk, and that in order to successfully address cigarette addiction, we must make it possible for current adult smokers who still seek nicotine to get it from alternative and less harmful sources”.

# DAILY TOBACCO USE

Sweden 2017

IPSOS

Men Woman

Smoking

6

8

Snus

15

5

E-Cigarettes

1

1



# DAILY TOBACCO USE

Sweden 2017

IPSOS

Norway 2017

Statistics Norway

Men

Women

Men

Women

Smoking

6

8

12

10

Snus

15

5

17

6

0

0

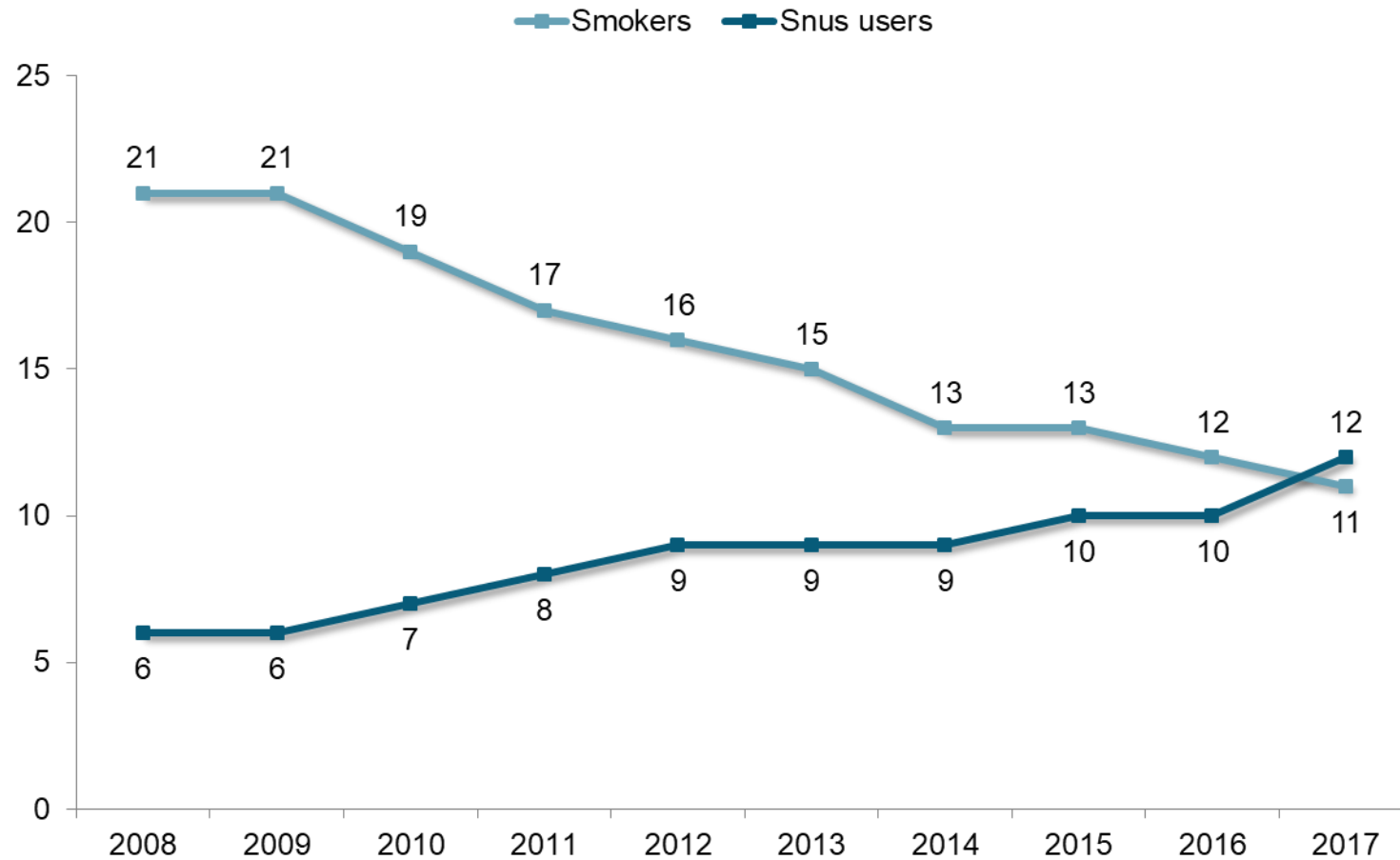
E-Cigaretts

1

1

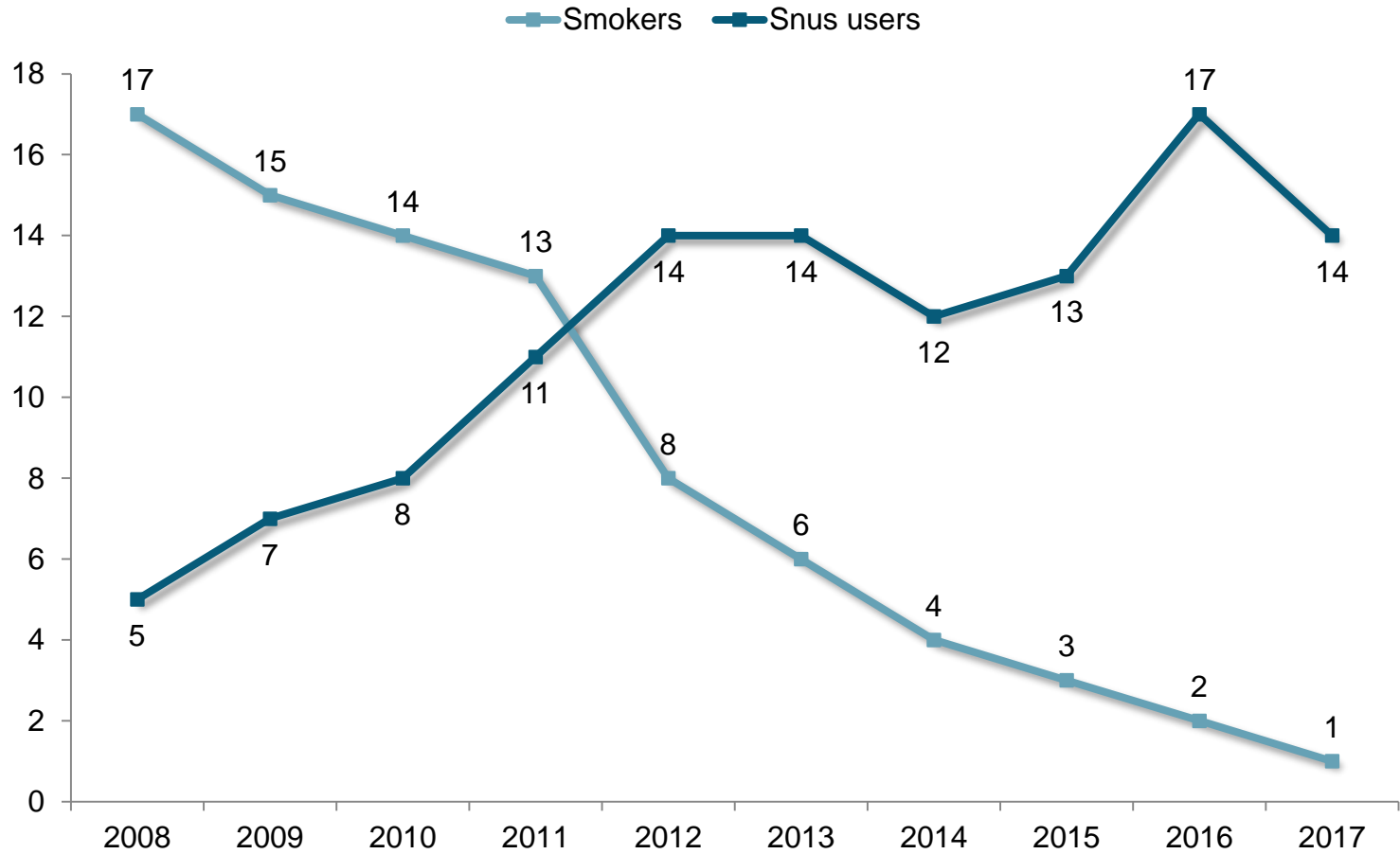


## Prevalence (%) of smoking and snus use in the Norwegian population



Source: Statistics Norway/The Norwegian Directorate of Health

## Daily usage as a percent of population (women under the age of 25)



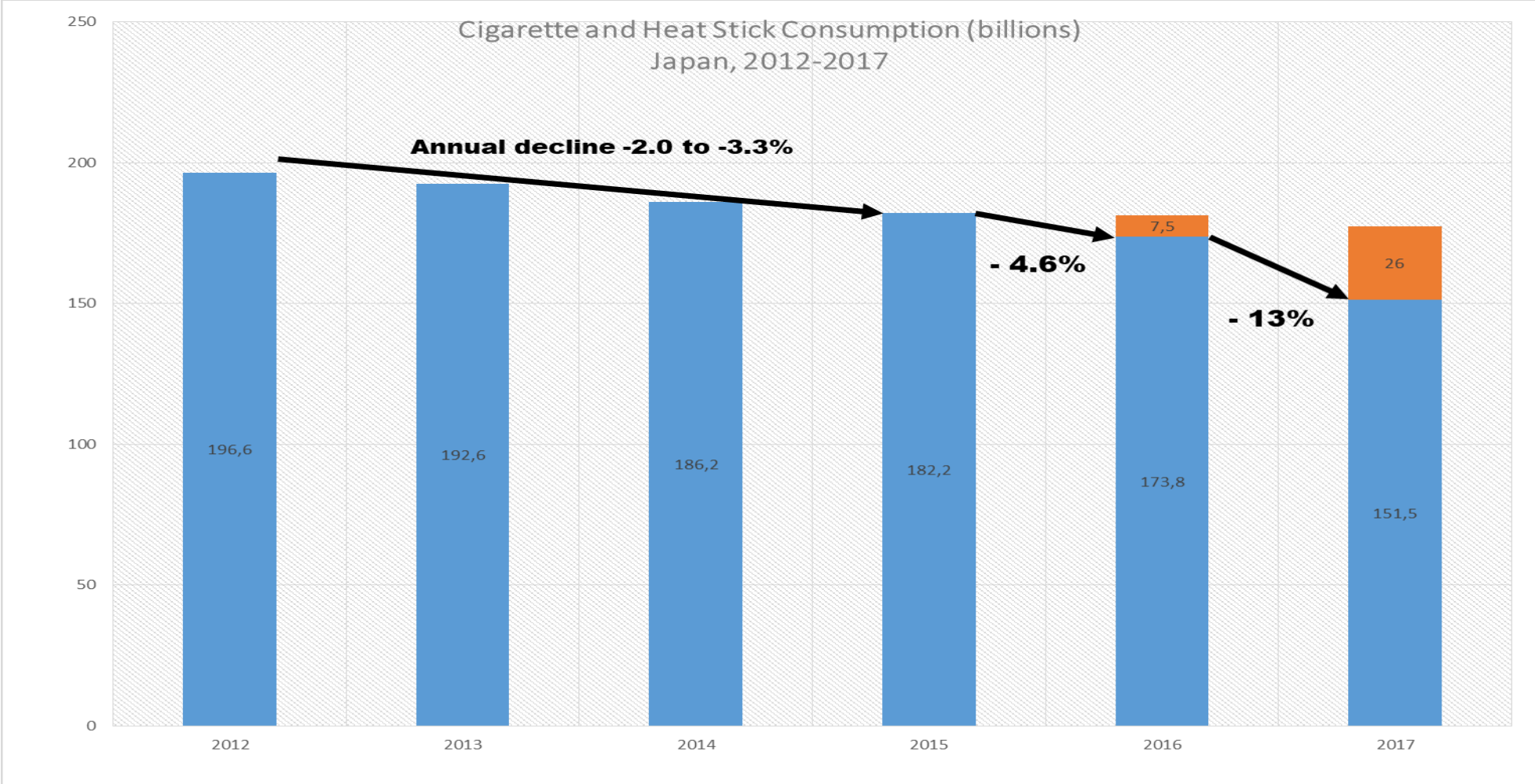
Source: Statistics Norway/The Norwegian Directorate of Health.



# DAILY TOBACCO USE

	Sweden 2017 IPSOS		Norway 2017 Statistics Norway		UK Office Nat Statistics		EU 2017 Eurobarometer	
	Men	Woman	Men	Woman	Men	Women	Men	Women
Smoking	<b>6</b>	8	<b>12</b>	10	17	4	<b>30</b>	22
Snus	15	4	17	6	0	0	0	0
E-cigarettes	1	1			6	5		





During 2017 almost 5 milj. gave up smoking with the help of a heat but not burn products .  
Currently about 10000 smokers/day stops smoking with heat but not burn products.

# DEATH RATES (PER 100,000) ATTRIBUTABLE TO TOBACCO, 2004

	Sweden	European Union Member States other than Sweden		
		Min	Median	Max
<b>MEN (age 60-69)</b>				
Lung cancer	87	91	220	399
Other cancer	36	41	105	217
All cardiovascular	72	107	170	618
All causes	222	378	550	1388
<b>WOMEN (age 60-69)</b>				
Lung cancer	61	5	39	127
Other cancer	17	1	10	39
All cardiovascular	63	5	50	222
All causes	173	14	115	690

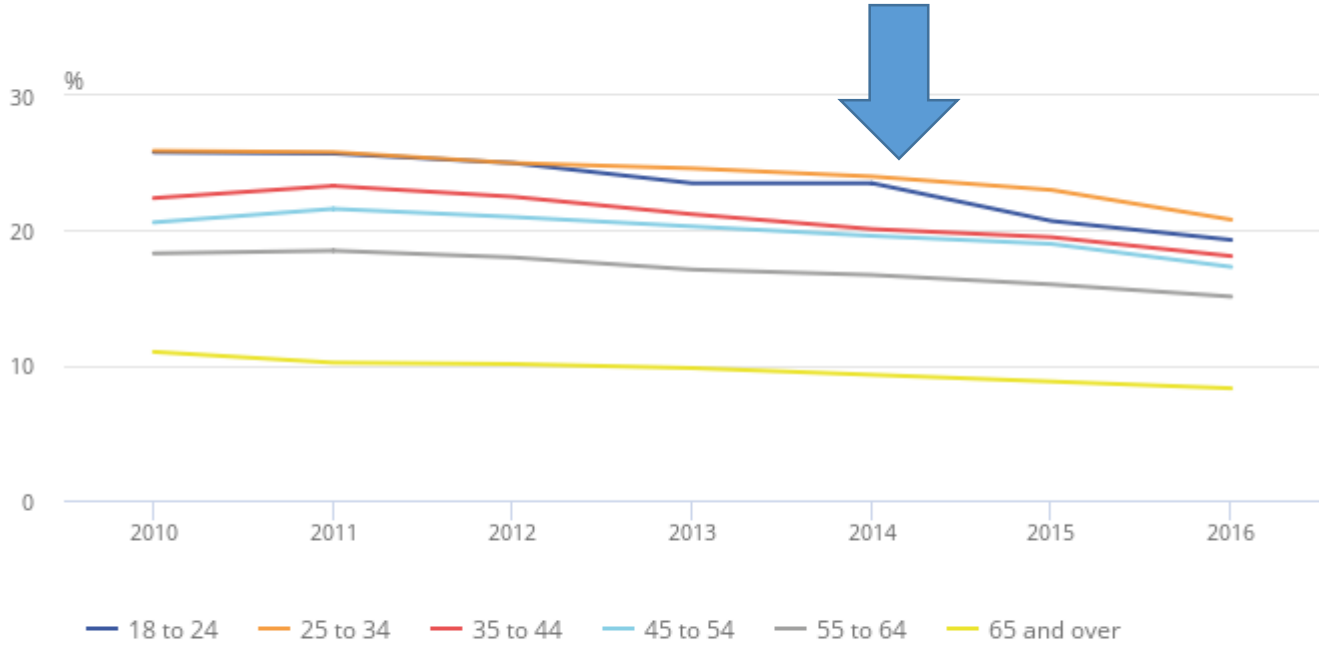
# SUMMARY

- Tobacco used primarily for nicotine but the health effects largely from other substances.
- Smoking prevalence lower in countries with alternative products.
- Most important, the death rates attributable to tobacco use is lower.

THANK YOU FOR YOUR ATTENTION.

Figure 2: Proportion of current smokers, all persons by age group

UK, 2010 to 2016



Source: Annual Population Survey - Office for National Statistics