



DRAFT

Tobacco harm reduction: addressing complexities across the risk continuum

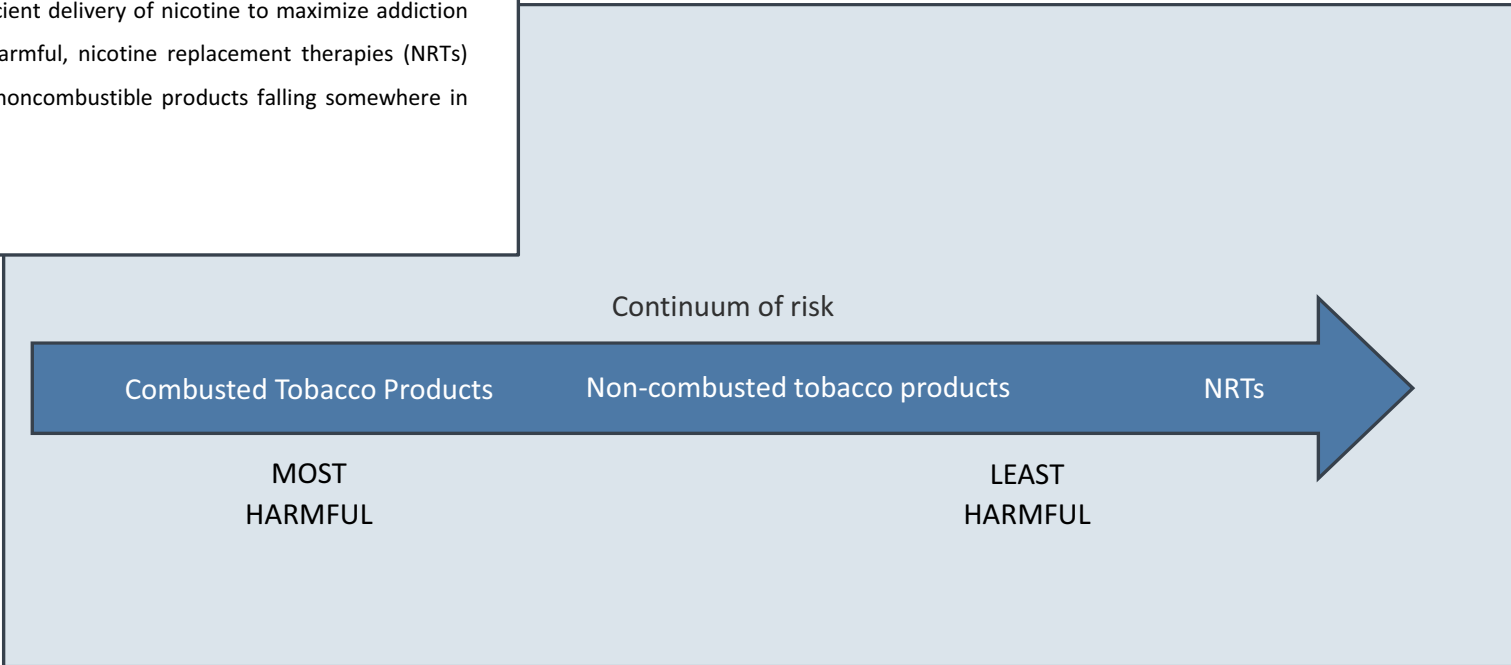
Willie J. McKinney, Ph.D., DABT
September 16, 2019

Continuum of risk

“Products containing nicotine pose different levels of health risk to adult users, with combustible products -- like cigarettes, with their toxic mix of more than 7,000 chemicals and efficient delivery of nicotine to maximize addiction potential -- being the most harmful, nicotine replacement therapies (NRTs) being the least harmful, and noncombustible products falling somewhere in between.”

- FDA website June 24, 2019

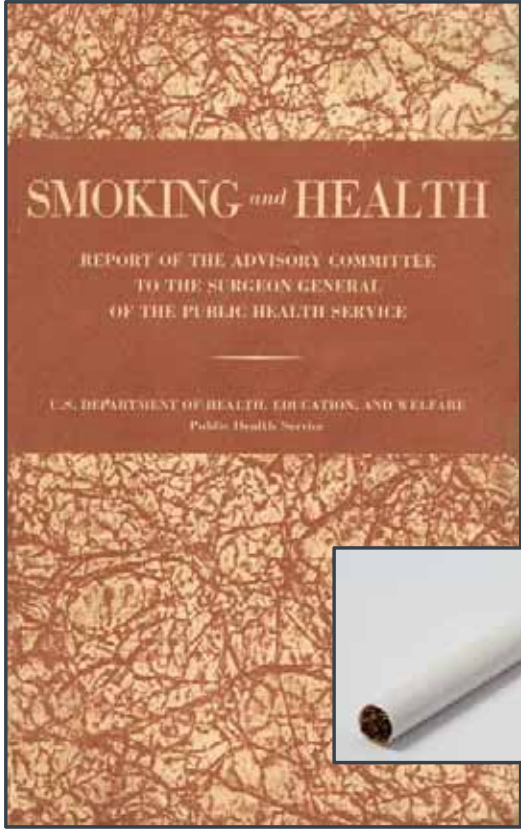
<https://www.fda.gov/tobacco-products/products-guidance-regulations/nicotine-addictive-chemical-tobacco-products>



July 28, 2017: Protecting American Families: Comprehensive Approach to Nicotine and Tobacco
<https://www.fda.gov/NewsEvents/Speeches/ucm569024.htm>



Evolution of the marketplace

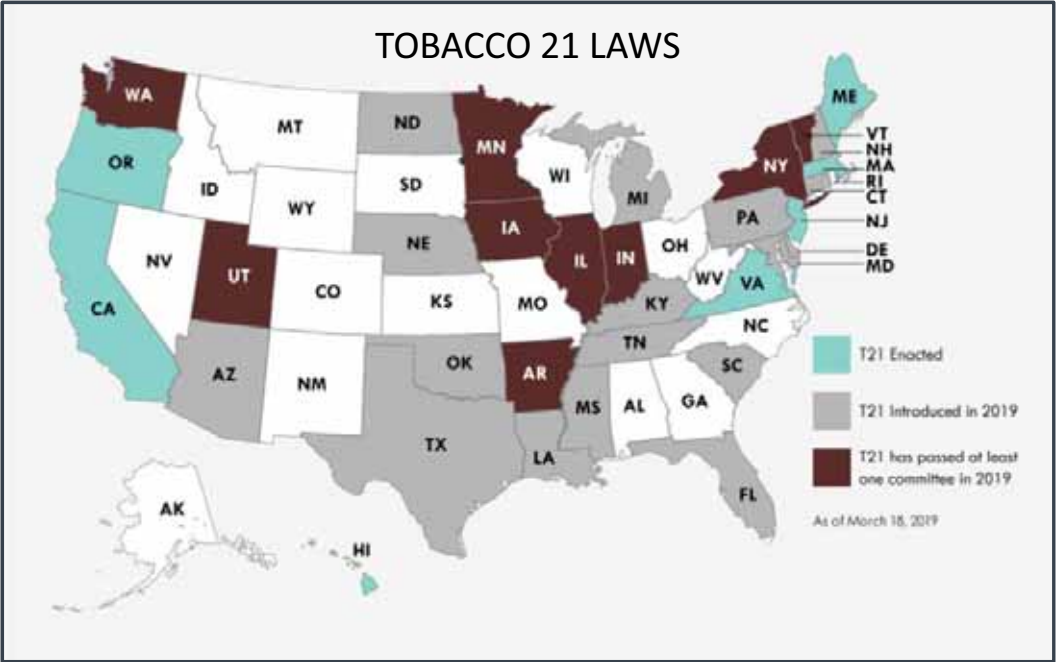


https://en.wikipedia.org/wiki/Smoking_and_Health:_Report_of_the_Advisory_Committee_to_the_Surgeon_General_of_the_United_States

Addressing youth prevention



<https://www.wecard.org/>



<https://newsroom.juul.com/>



Nicotine misrepresentations



<https://www.npr.org/sections/health-shots/2018/03/15/593870771/fda-advances-plan-to-slash-nicotine-in-cigarettes>

Most Adults Fail To Understand That Nicotine Does Not Cause Cancer

Pinney Associates

PinneyAssociates' Analysis Shows that Nicotine Misperceptions are Widespread, Especially among Current Smokers, which May Reduce Their Willingness to Try Less Harmful Nicotine-Containing Products

NEWS PROVIDED BY
PinneyAssociates →
 Feb 24, 2018, 10:00 ET

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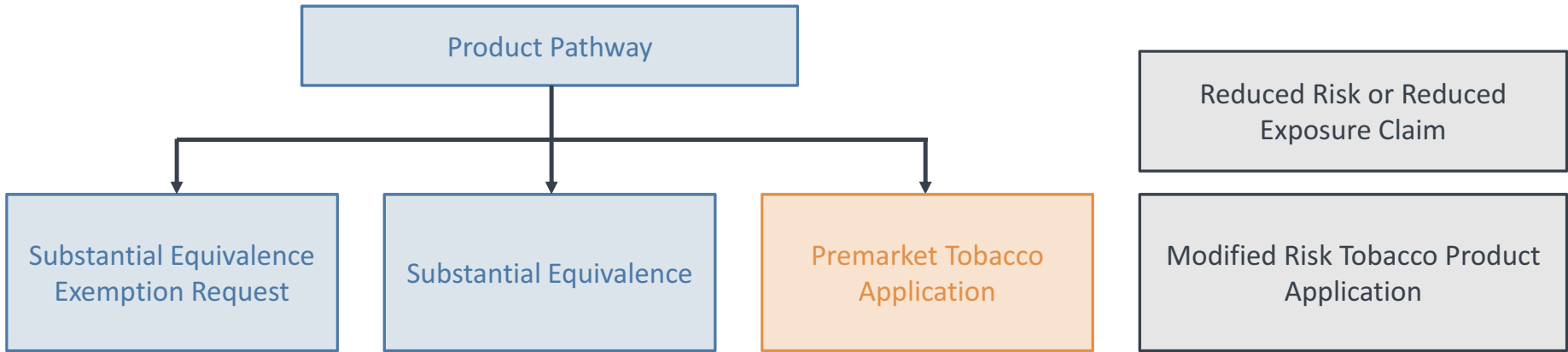
f t in p e w

BETHESDA, Md., Feb. 24, 2018 /PRNewswire/ -- A new study reveals that most adults hold beliefs about the harms from nicotine that are opposite from what scientists have concluded. The findings, presented at the Society for Research on Nicotine and Tobacco 24th Annual Meeting in Baltimore, Maryland, highlight the need to correct misperceptions about the harmfulness of nicotine so that adults can make informed decisions about use of nicotine-containing and lower risk tobacco products.

<https://www.prnewswire.com/news-releases/most-adults-fail-to-understand-that-nicotine-does-not-cause-cancer-300603709.html>



US regulatory process



Conclusion

- Tobacco regulation, communication of risks, and access to new technology are **critical components** utilized to both advance harm reduction and resolve unintended consequences
- Further discussion is required on disparate approaches to harm reduction
- Collaboration is **critical** to achieve **harm reduction for the one billion smokers** worldwide