



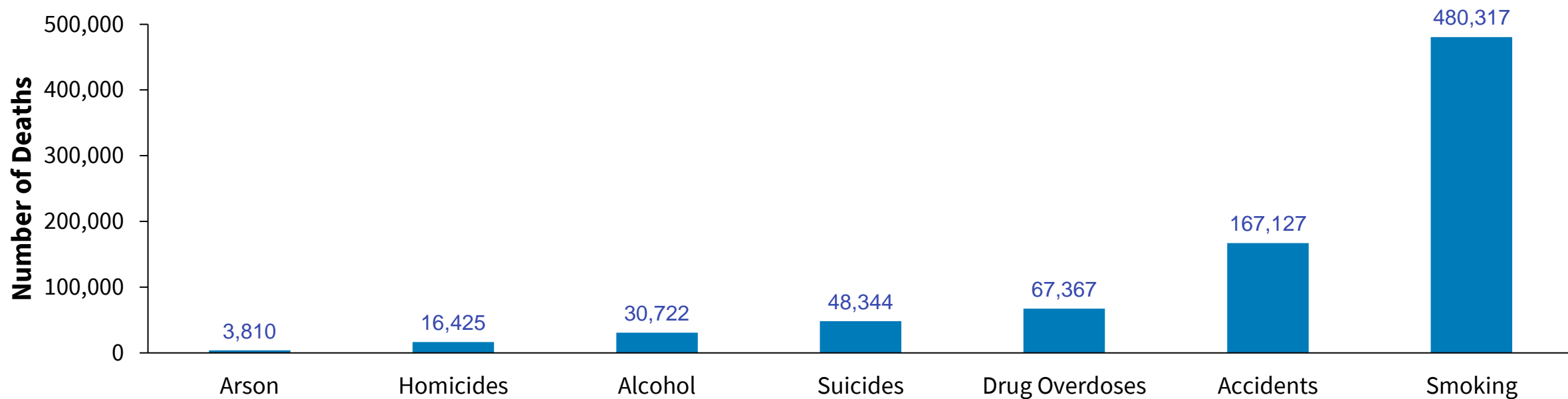
FDA Perspective: Opportunities for Harm Reduction The Need for Science and Engagement

***Matthew R. Holman, Ph.D.
Director
Office of Science, CTP***

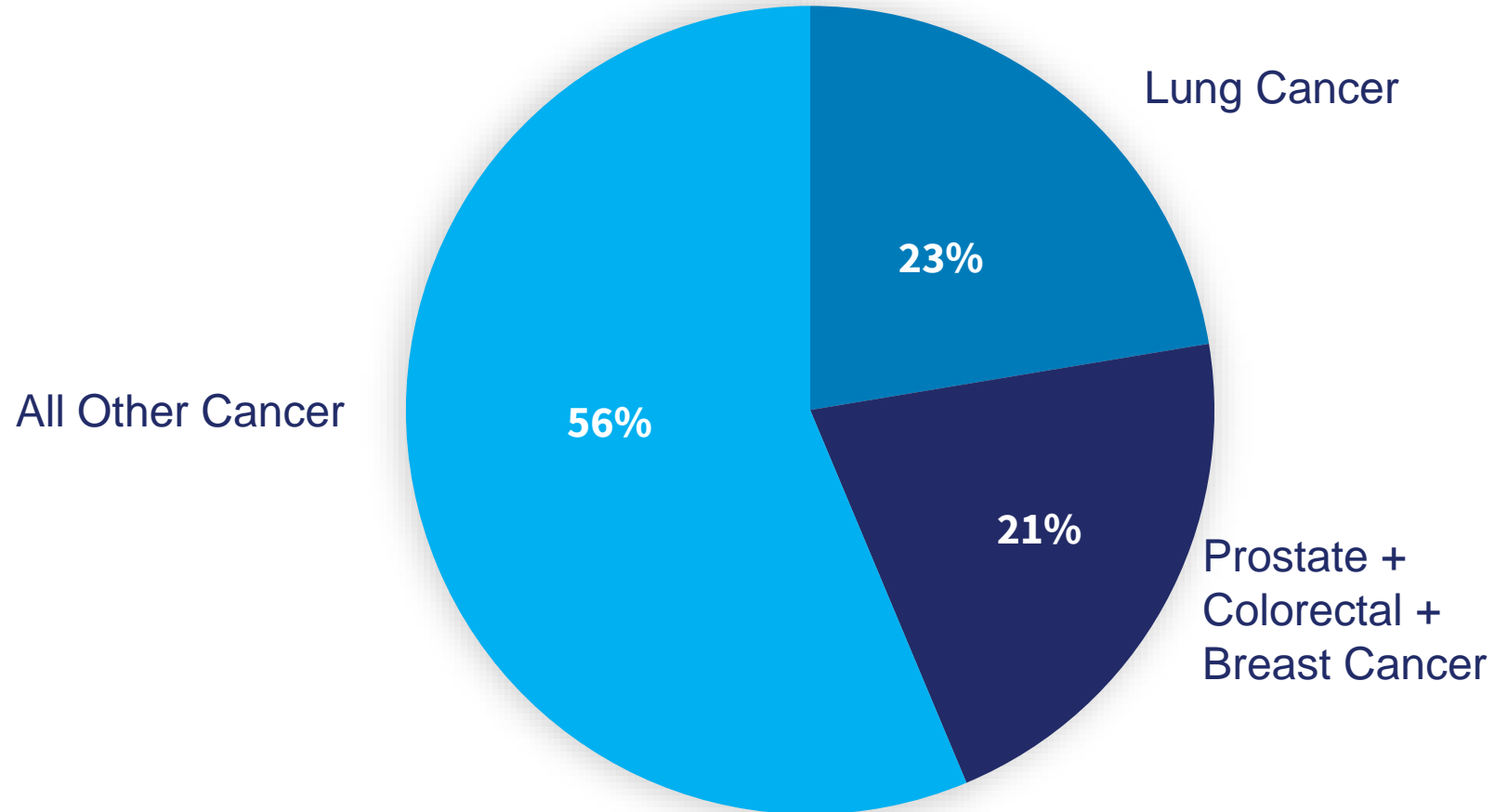


Smoking is still a leading cause of death in the United States

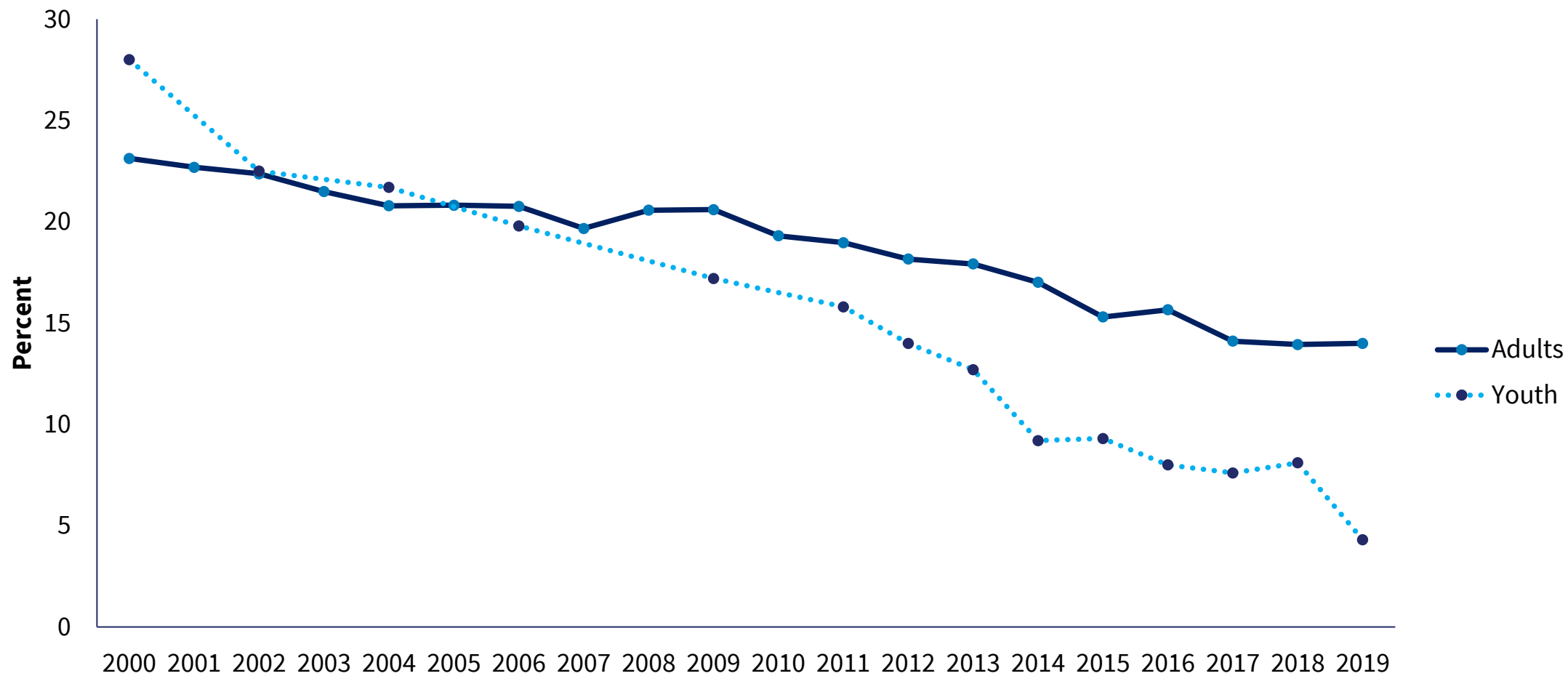
CAUSES OF DEATH IN THE UNITED STATES



CANCER DEATHS IN UNITED STATES (2020)



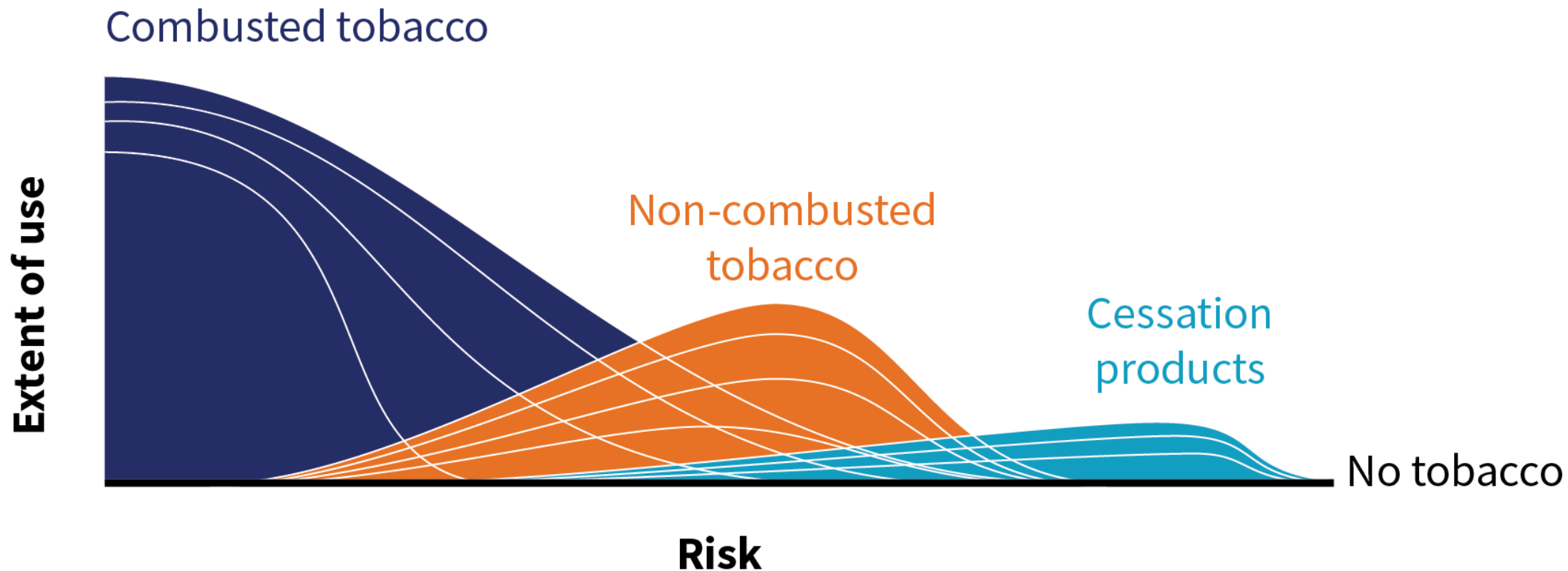
TRENDS IN U.S. ADULT & YOUTH CIGARETTE SMOKING



Adult data from NHIS
Youth data from NYTS

Continuing to help the public

CONTINUUM OF RISK



*Conceptual model, not to be interpreted as actual tobacco use data

FDA commits to evidence-based actions aimed at saving lives and preventing future generations of smokers

FDA NEWS RELEASE

FDA permits sale of two new reduced nicotine cigarettes through premarket tobacco product application pathway

[f Share](#) [t Tweet](#) [in LinkedIn](#) [✉ Email](#) [🖨 Print](#)

FDA NEWS RELEASE

FDA Authorizes Marketing of IQOS Tobacco Heating System with 'Reduced Exposure' Information

Agency Will Closely Monitor Real-World Data to Assess if Marketing Continues to be Appropriate

IMPLEMENT PRODUCT STANDARDS

“Banning menthol—the last allowable flavor—in cigarettes and banning all flavors in cigars will help save lives, particularly among those disproportionately affected by these deadly products. With these actions, the FDA will help significantly reduce youth initiation, increase the chances of smoking cessation among current smokers, and address health disparities experienced by communities of color, low-income populations, and LGBTQ+ individuals, all of whom are far more likely to use these tobacco products,”

- Acting FDA Commissioner Janet Woodcock, M.D.



IMPROVE CONSUMER UNDERSTANDING

“Using General Snus instead of cigarettes puts you at a lower risk of mouth cancer, heart disease, lung cancer, stroke, emphysema, and chronic bronchitis.”



- “The IQOS system heats tobacco but does not burn it.”
- “This significantly reduces the production of harmful and potentially harmful chemicals.”
- “Scientific studies have shown that switching completely from conventional cigarettes to the IQOS system significantly reduces your body’s exposure to harmful or potentially harmful chemicals.”

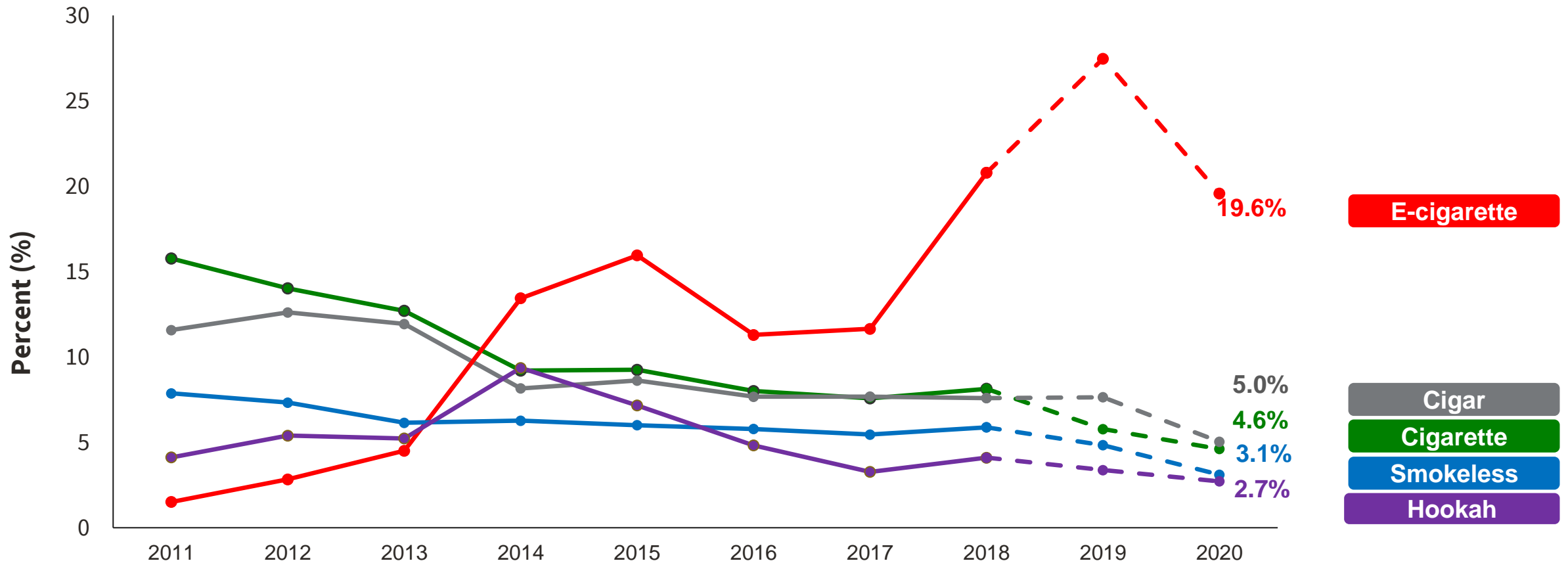
Barriers



A close-up photograph of two hands against a plain white background. The left hand is open, palm up, and holds three cigarettes with yellow filters and white paper. The right hand is also open, palm up, and holds a black, sleek, cylindrical electronic cigarette or vape pen. The device has a clear window near the bottom showing the internal coil and a small black tip. The text "Insufficient evidence" is overlaid in the center of the image, between the two hands.

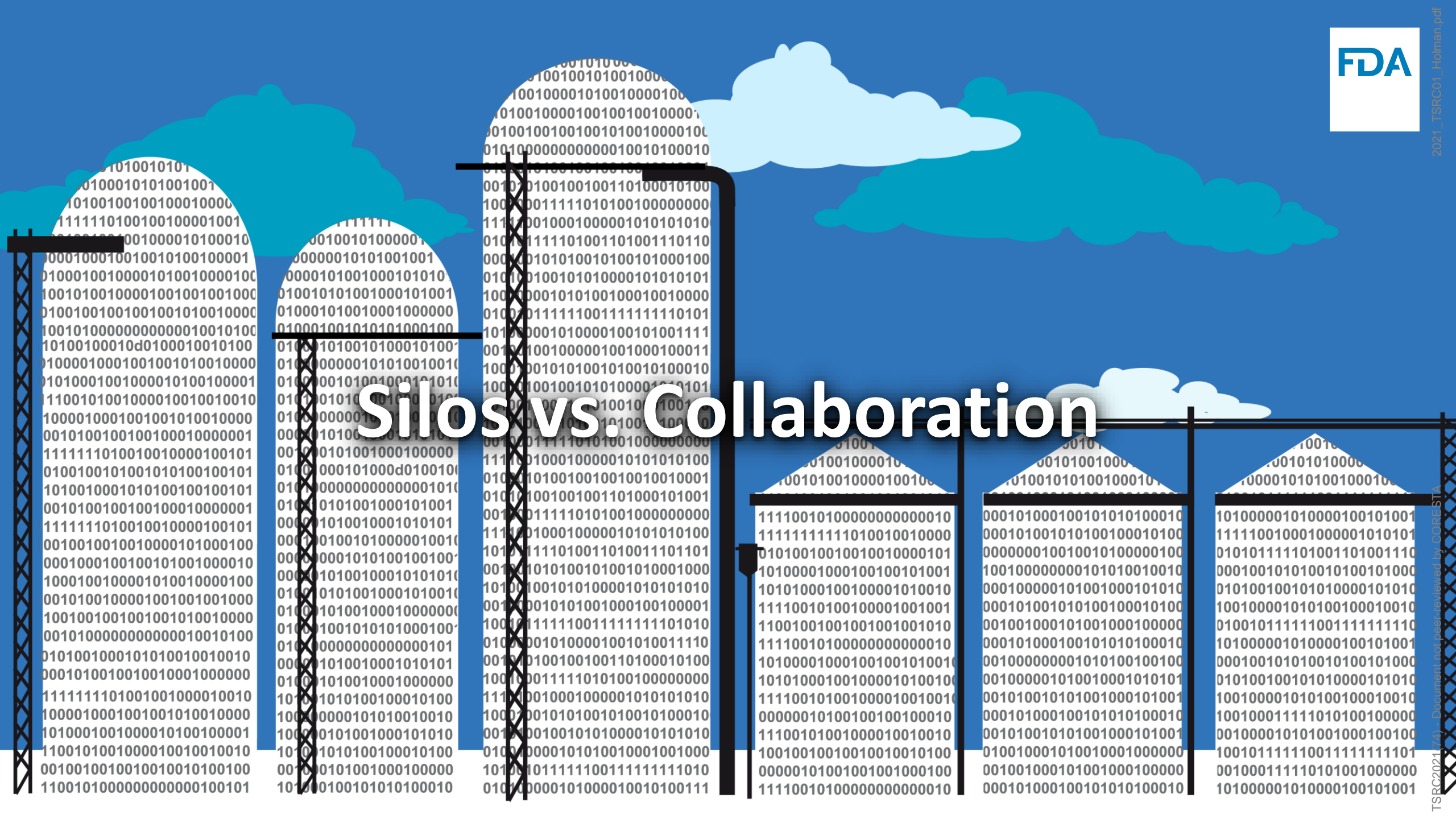
Insufficient evidence

PAST 30-DAY USE AMONG HIGH SCHOOL STUDENTS



Dashed lines represent change in the mode of survey administration.
 Smokeless tobacco use is defined as use of chewing tobacco, snuff, dip, snus, or dissolvable tobacco product on 1 or more days.
 SOURCE: National Youth Tobacco Survey (NYTS), 2011-2020

Silos vs. Collaboration





TIME
TO ACT