

UPDATE ON WHO FCTC AND MPOWER

Date: 18 March 2015

Time: 16:00-17:30

Room: ICC

Tri-plenary 6 Title: **Electronic Nicotine Delivery Systems (ENDS)**

Description: Electronic cigarettes, also called “e-cigarettes” or “e-cigs”, are the best known electronic nicotine delivery systems. Interest in e-cigarettes has been growing recently among smokers, manufacturers, including leading cigarette companies, and also among tobacco control health professionals, researchers and advocates who are concerned with their various risks at the individual and public health level.

E-cigarettes have been marketed aggressively by companies, which now include transnational tobacco companies. With their increasing popularity, experts, media and governments have raised many questions about their risks and benefits, including their potential to help quit smoking and reduce smoking-attributable diseases, and their potential to re-normalize or re-socialize smoking or their potential to prolong smoker’s dependence of tobacco.

Recently, the Conference of the Parties of the WHO FCTC discussed possible avenues for the regulation of such devices in order to maximize its benefits and minimize their risks.

Objectives of the tri-plenary:

Objective 1: To understand the public health benefits and risks of ENDS

Objective 2: To understand the potential efficacy of ENDS as a nicotine replacement therapy

Objective 3: To understand policy and regulatory objectives and options for ENDS

Objective 4: To appreciate the concerns regarding tobacco industry involvement with the ENDS business

Chair 1: Dr Douglas Bettcher, Director, Prevention of Noncommunicable Diseases, World Health Organisation, Switzerland

Chair 2: Dr Vera Da Costa e Silva, Head, WHO FCTC Secretariat, Switzerland

16:00-16:10

Presentation 1: WHO’s position on ENDS as articulated at the 6th Session of the Conference of the Parties to the WHO FCTC

Speaker 1: Dr Armando Peruga, World Health Organisation Tobacco Free Initiative, Switzerland

16:10-16:20

Presentation 2: Decision by the Conference of the Parties on ENDS

Speaker 1: Ana Claudia De Andrade, ANVISA, Brazil

16:20-16:30

Presentation 3: A Perspective on ENDS and their Regulation

Speaker 1: Professor K. Srinath Reddy, President, Public Health Foundation of India (PHFI), India

16:30-16:40

Presentation 4: A Perspective on ENDS and their Regulation

Speaker 1: Professor Jean Francois Etter, University of Geneva, Switzerland

16:40-16:50

Presentation 5: How Panama banned ENDS

Speaker 1: To be confirmed

16:50-17:00

Presentation 6: How Australia regulated ENDS as medicines

Speaker 1: To be confirmed

17:00-17:10

Presentation 7: How the EU regulated ENDS as tobacco products

Speaker 1: To be confirmed

17:10-17:25

Question & Answer session

17:25-17:30

Summary and conclusions from Dr Douglas Bettcher and Dr Vera Da Costa e Silva