

## **Independent Review of SmokeFree 2030 Policies: meeting with the All Party Parliamentary Group (APPG) on Vaping (22 /02/22)**

- The meeting was attended by MPs on the APPG and members of the UKVIA who provide a secretariat function to the APPG.
- The Independent Review of SmokeFree 2030 Policies was broadly introduced, in particular that if we don't do something different, Government won't hit the SmokeFree 2030 targets.
- Discussion ensued on the role of the WHO when it comes to developing policy on e-cigarettes.
- APPG members highlighted that when it comes to vaping, it is important to focus on the concept of relative harm. It is all the other things in cigarettes that kill, not the nicotine.
- UKVIA report/ guideline on vaping regulations mentioned. APPG guidelines on vaping regulations discussed in detail.
- It was noted that the biggest potential market for vaping is the products is adults that are currently smoking. Suggestion that pack inserts in cigarettes directing to vaping would have a big benefit to directly reach smokers.
- There was a discussion around the fact tobacco retailers are not licenced and the need to regulate and enforce more closely the illicit tobacco market.
- There was further discussion around public views on the relative harm of smoking compared to vaping, and the false perception that vaping is just as harmful which puts some smokers off using vapes as a quitting tool.
- The APPG noted that a medicinally licenced product is not necessary if you communicate the message that vaping is less harmful, then smokers can buy their own vapes.
- The aim of the APPG is to consider moving people away from smoking. If successful, there will be a decline in the size of the smoking market.
- When it comes to tackling prevalence in deprived communities, vaping as a quitting tool has been communicated through word of mouth. You need to get into those communities in the first place.
- The point was raised that there may be a similar pushback to vaping like there was with antivaxxers, by those who are suspicious of authority.
- On raising the age of sale, considering the target market for vaping is people who are smoking, the age probably should be consistent.
- We need to be cautious of illegal vaping products that promote to children and don't follow our regulations.