

HEATED TOBACCO PRODUCTS TALKING POINTS



THE DANGERS OF HEATED TOBACCO PRODUCTS

SOUND BITE

Heated tobacco products (HTPs) are being marketed aggressively by the tobacco industry in our country. No one knows just how damaging HTPs will be to users' health in the long term. What we do know is that they are harmful, highly addictive, and particularly appealing to children and youth. We need strong, clear regulations on HTPs to protect our citizens—especially our children—from suffering a lifetime of addiction and avoidable health harms.

TALKING POINTS

Heated tobacco products (HTPs) are being marketed aggressively by the tobacco industry in [Country/Region].

- The tobacco industry is purposely targeting their promotion of HTPs at our children and youth.
 - They use social media influencers with millions of young followers to promote HTPs.
 - These products use flavors like strawberry and vanilla and marketing at fashion events and festivals to attract and entice young users.
- HTPs are being marketed to the public as lifestyle and health products, despite the fact that they are harmful to health and extremely addictive.
- Many people of all different ages are trying these products, getting exposed to nicotine for the first time, and getting addicted.

No one knows just how damaging HTPs will be to users' health in the long term.

- Because HTPs have only recently emerged into the market, we don't yet have data on the long-term health implications of using them.
- Current evidence suggests that HTPs are likely as addictive as conventional cigarettes and emit many of the same harmful chemicals.

What we do know is that HTPs are harmful, highly addictive, and particularly appealing to children and youth.

- Smoke from HTPs exposes the user and bystander to many of the same harmful compounds found in cigarette smoke. These compounds cause health complications including cancer and heart and lung diseases.
- Research shows nicotine exposure is the same for exclusive HTP users and exclusive conventional cigarette users. In addition to being highly addictive, nicotine is particularly harmful for adolescent brain development.

THE DANGERS OF HEATED TOBACCO PRODUCTS

We need strong, clear regulations on HTPs and all tobacco and nicotine products to protect people across the country—especially our children—from suffering a lifetime of addiction and avoidable health harms.

For policymakers: Thanks to the dedication of leaders like you, our global and national tobacco regulations are strong. As a result, smoking rates among youth have been steadily decreasing for years.

- [Insert relevant youth smoking statistics for Country/Region]

HTPs have the dangerous potential to undo the progress we've made by addicting a new generation of users: children and youth that would likely never have picked up a cigarette.

- [Include data on HTP use in Country/Region, with statistics about youth usage if available]

If we do not act swiftly and strongly to regulate HTPs, we risk not only allowing our youngest citizens to become addicted to a harmful substance, but to backtrack on all the progress we've made toward ending cigarette use and saving lives.

- The WHO recommends that countries should ensure that their tobacco control laws and regulations are comprehensive enough to regulate all forms of novel and emerging nicotine and tobacco products," including HTPs.
- [Insert specific policy ask]

Note: Please visit our website to find regulatory guidance documents from the International Legal Consortium for HTPs [LINK] and other products. The ILC uses a three-step process to assist governments in determining how to regulate these products to fit their country's circumstances while balancing competing public health considerations.

THE INDUSTRY'S HTP PLAYBOOK

SOUND BITE

Tobacco companies are using new technologies like heated tobacco products (HTPs) to save their industry, not to save lives. The companies marketing HTPs are not interested in reducing harm or encouraging users to quit smoking—they want to get more people, especially youth, addicted to nicotine. We know many non-smokers are getting addicted to HTPs and other emerging products. Many existing smokers who start using HTPs continue smoking cigarettes, too—multiplying the harms to their health. As long as the industry continues profiting off nicotine products, it will be in the business of creating and sustaining addiction.

TALKING POINTS

Tobacco companies are using HTPs to save their industry, not to save lives.

- The tobacco industry has only ever been interested in one thing: making money off of their addictive products.
- The aggressive marketing of HTPs is part of the industry's strategy to hook a new generation on nicotine and keep profits high as cigarette use declines around the world.

The companies marketing these products are not interested in reducing harm or encouraging users to quit smoking—they want to get more people, especially youth, addicted to nicotine.

- Harm reduction is a public health strategy aimed at reducing risk from harmful substances. It requires strict regulation and the supervision of medical professionals.
- No legitimate harm reduction approach includes selling new, addictive products on the open market to smokers and non-smokers alike with limited or no regulation.
- The tobacco industry is not interested in harm reduction. They are interested in marketing and profiting off of new, addictive products.

We know many non-smokers are getting addicted to HTPs.

- The tobacco industry deliberately markets HTPs to children and young people through social media and targeted marketing.

- The industry is also fighting hard to continue selling fruit- and candy-flavored products that are clearly enticing to children and youth.
- There is also substantial evidence that youth who become addicted to nicotine by using HTPs are more likely to begin smoking cigarettes.

Many existing smokers who start using HTPs continue smoking cigarettes, too—worsening the harms to their health.

- There is insufficient evidence to support that HTPs are an effective tool for quitting smoking.
- Research shows that many smokers who start using HTPs continue smoking cigarettes as well, increasing their overall consumption and worsening their health risks.

As long as the industry continues profiting off nicotine products, it will be in the business of creating and sustaining addiction.

- There is important work to be done to help reduce the health risks for those addicted to cigarettes and other tobacco products. To be effective, that work must be led by legitimate public health and medical professionals.
- The interests of the tobacco industry are directly at odds with public health priorities.