NO SMOKE LESS HARM

Stockholm, May 2024

SMOKE FREE SWEDEN

No Smoke Less Harm report

Nicotine is not the problem

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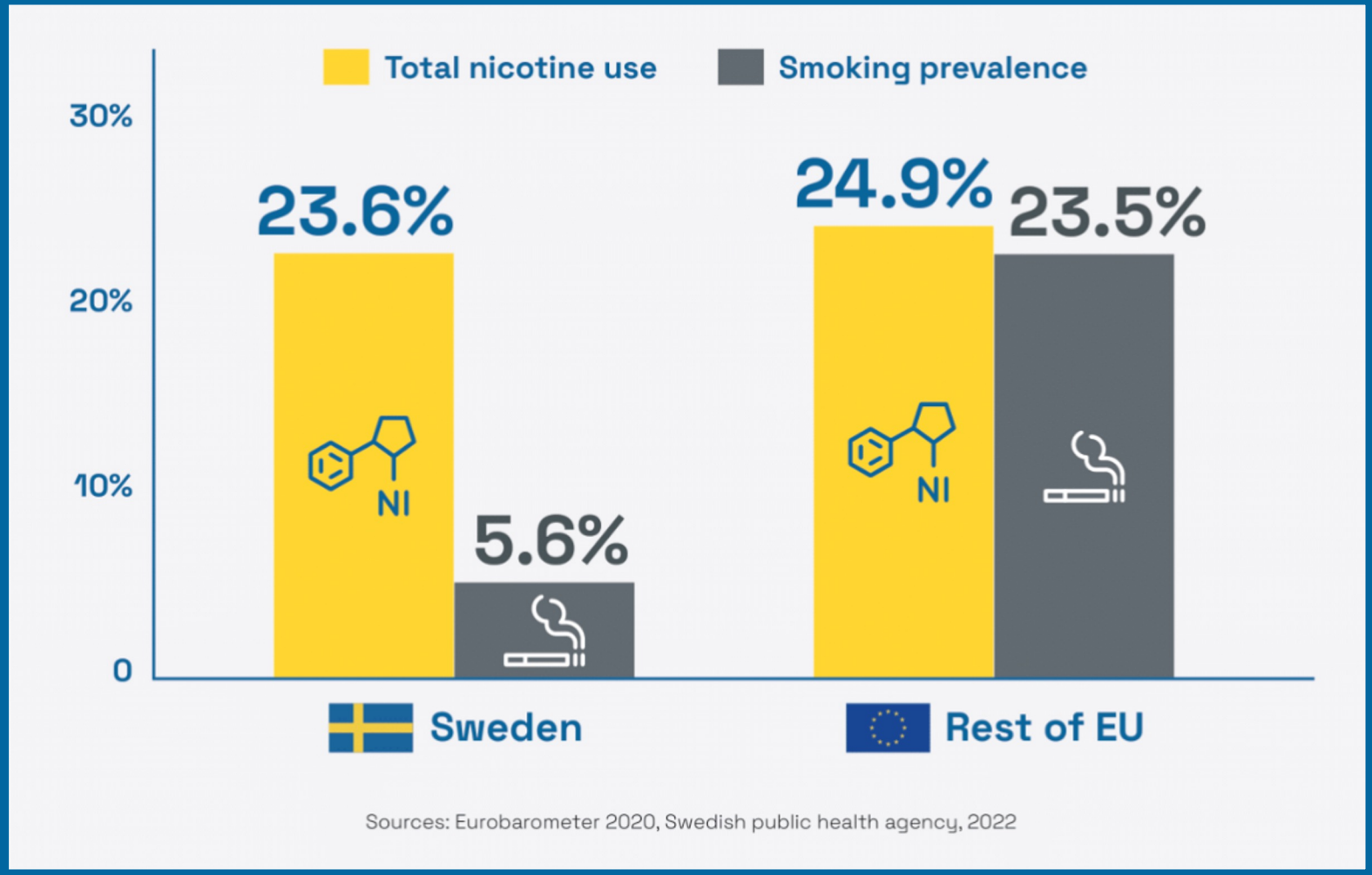
- Despite widespread misperceptions, **nicotine does not cause cancer** and has minimal, if any, contribution to tobacco-related disease

- **There will always be people who wish to consume nicotine**, like those who consume caffeine

- **Total nicotine use in Sweden is equivalent to other EU countries,** but because smoke free nicotine products are allowed, Sweden has significantly less tobacco-related disease and premature deaths

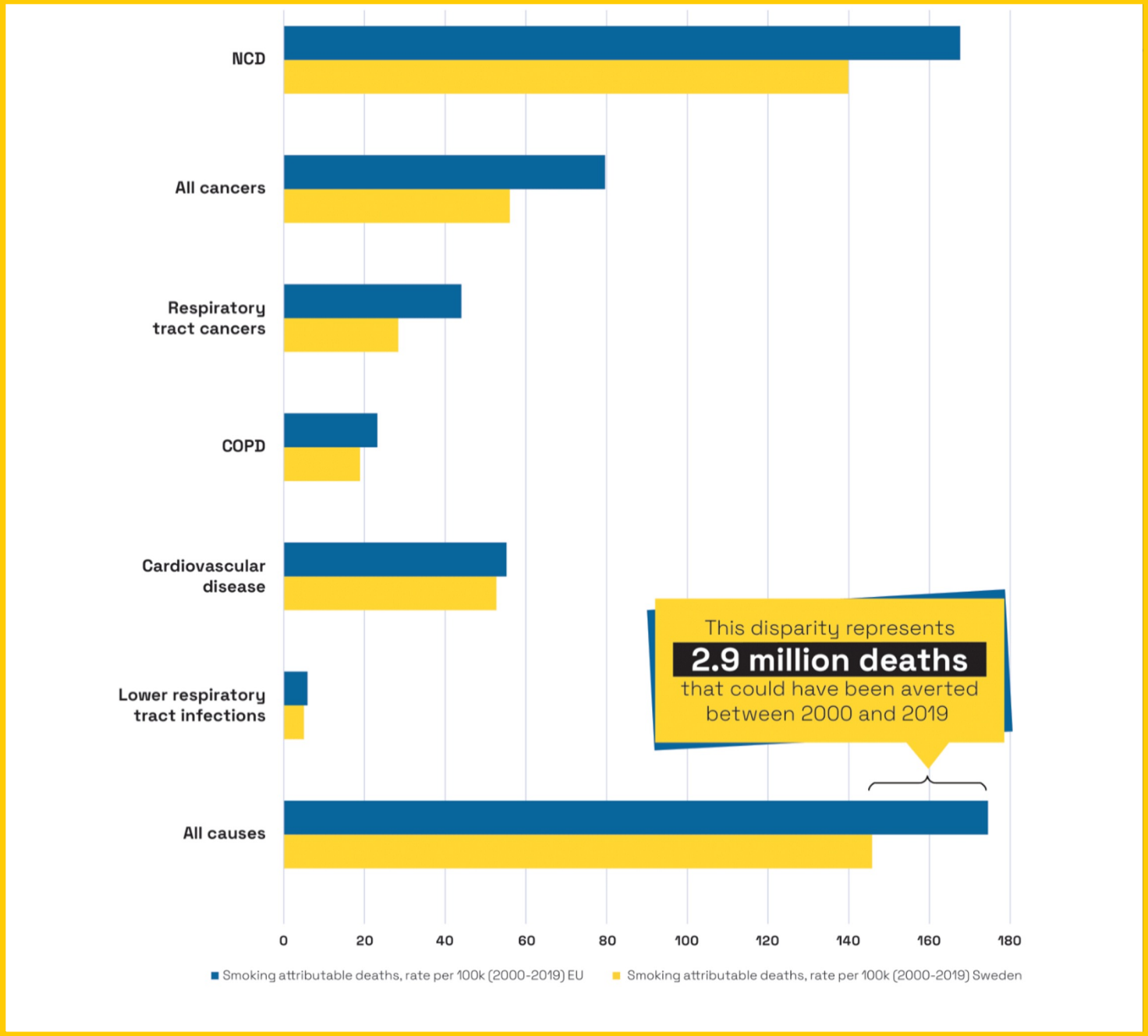
- Enabling consumers to use nicotine in **less risky ways** will save millions of lives

Nicotine use vs. smoking rates

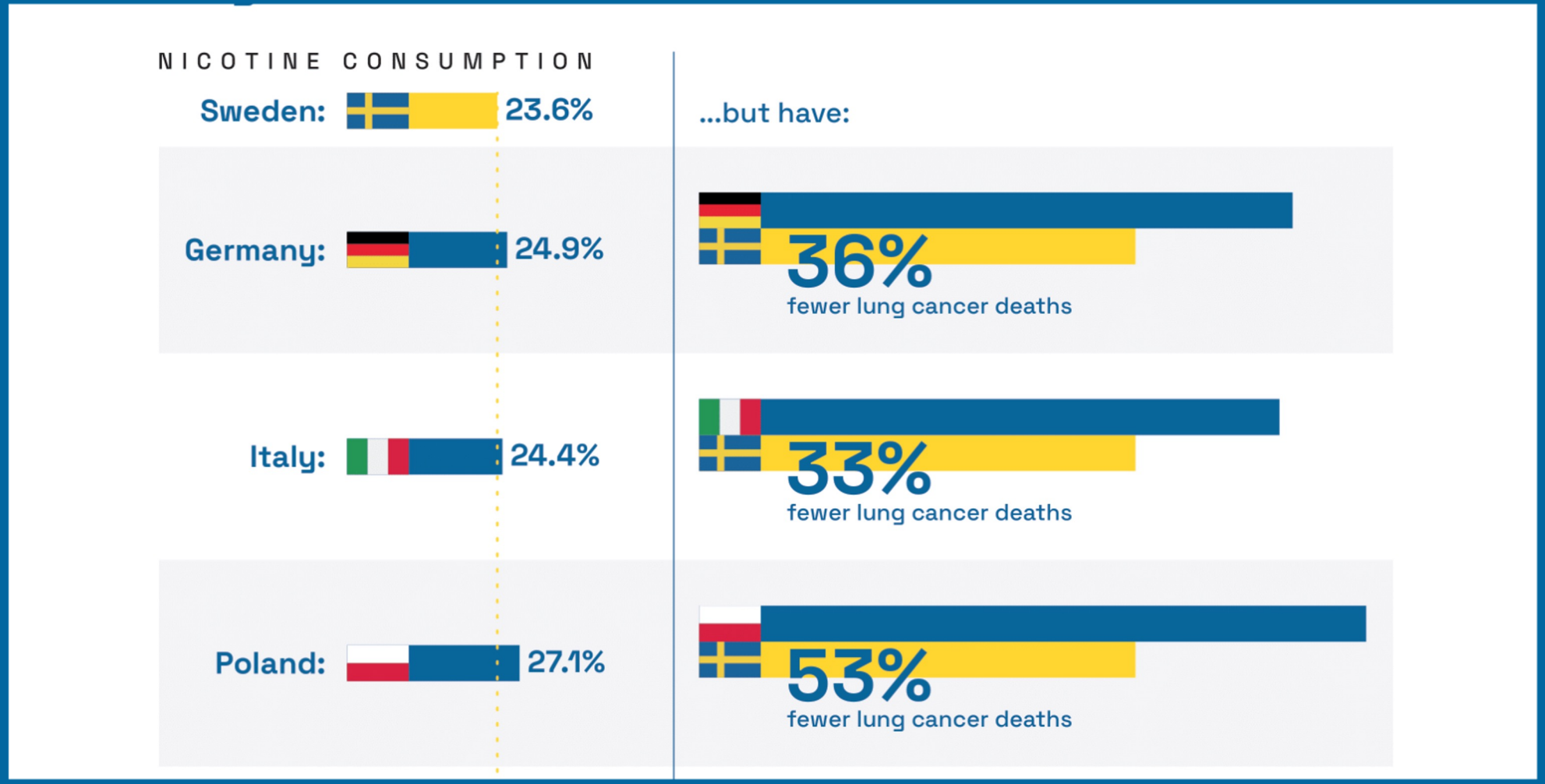


Sources: Eurobarometer 2020, Swedish public health agency, 2022

Smoking attributable death rates by cause: Sweden vs. EU (2000-2019)



Swedes consume similar levels of nicotine to other Europeans



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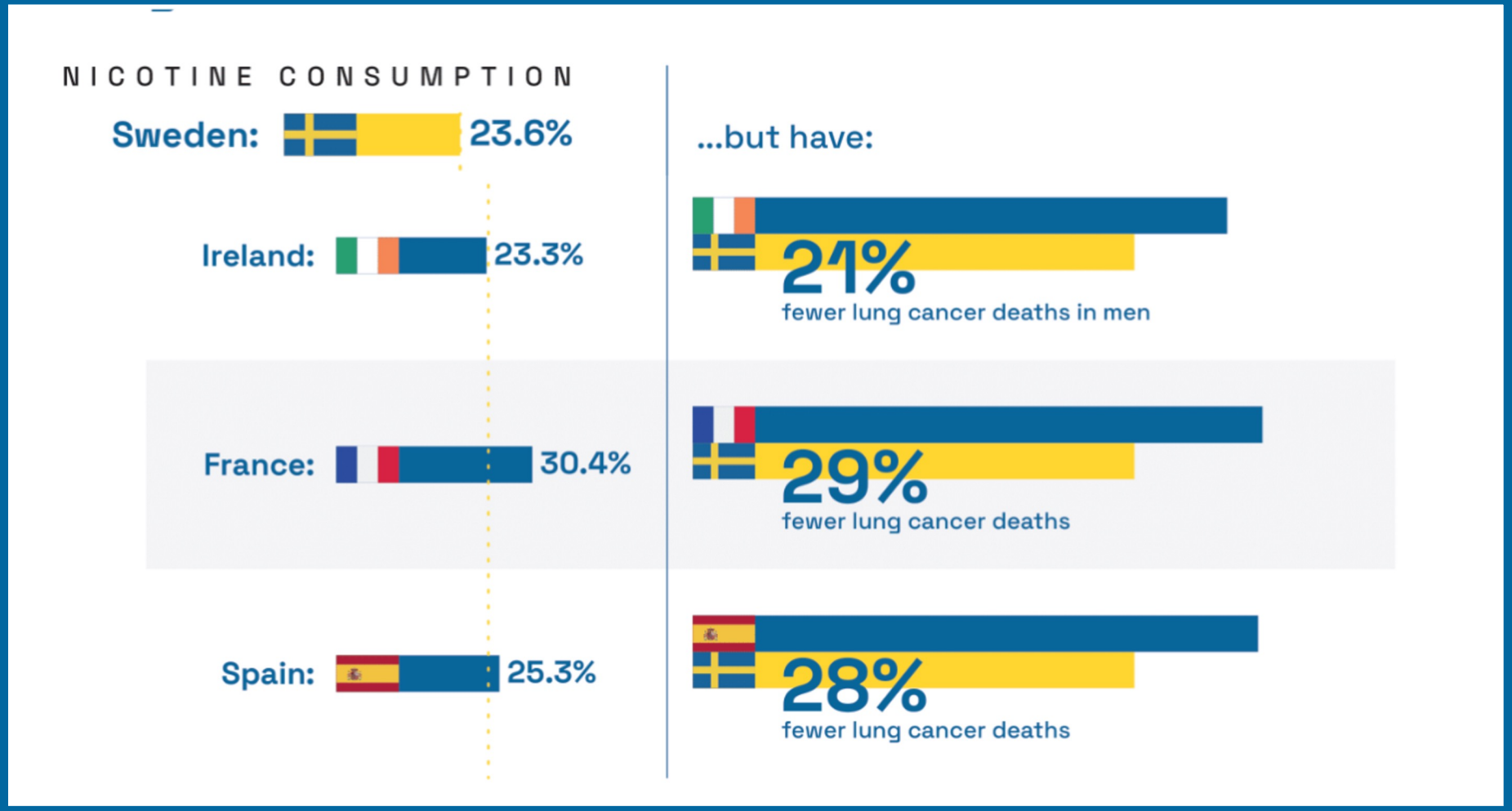
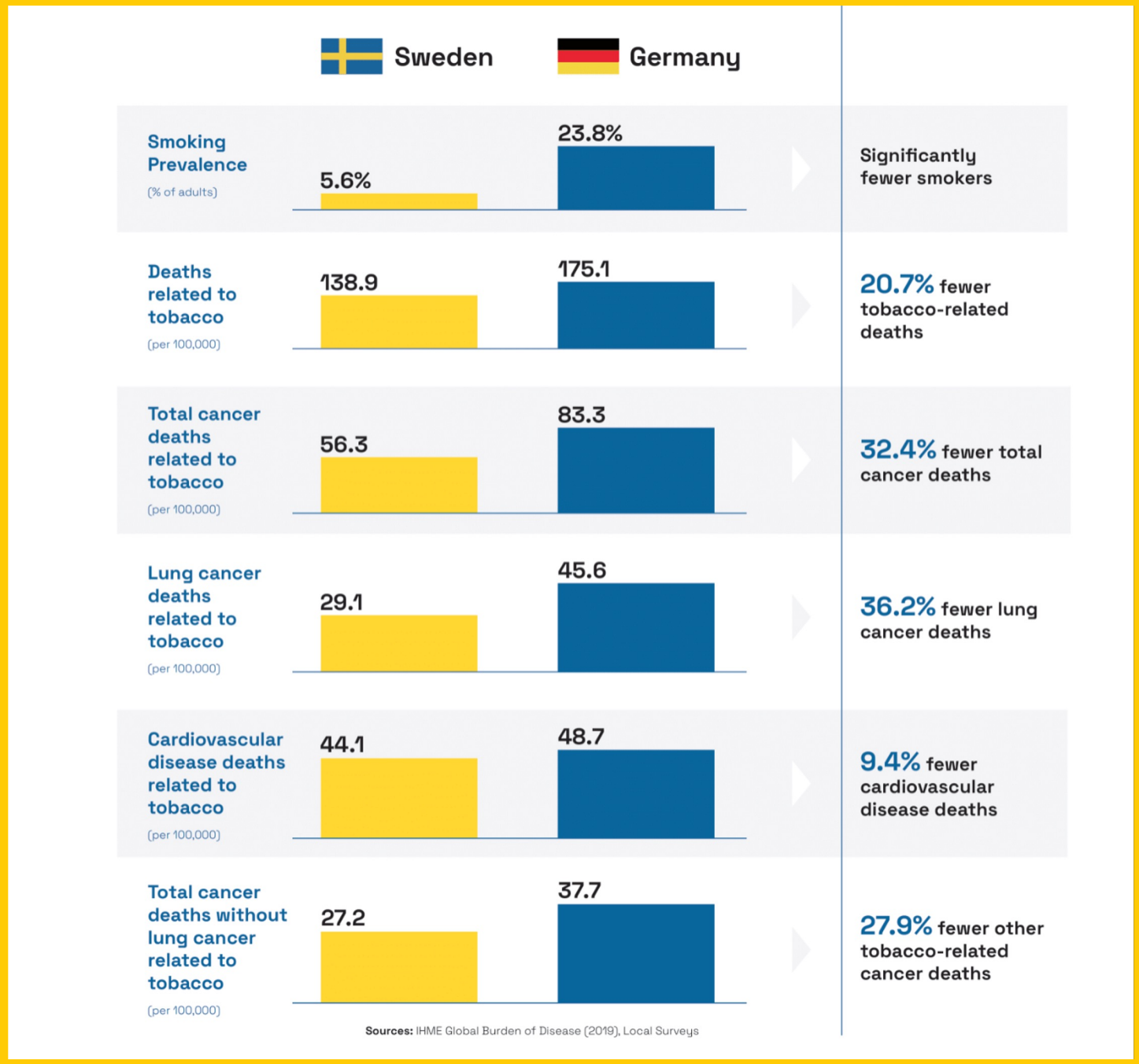
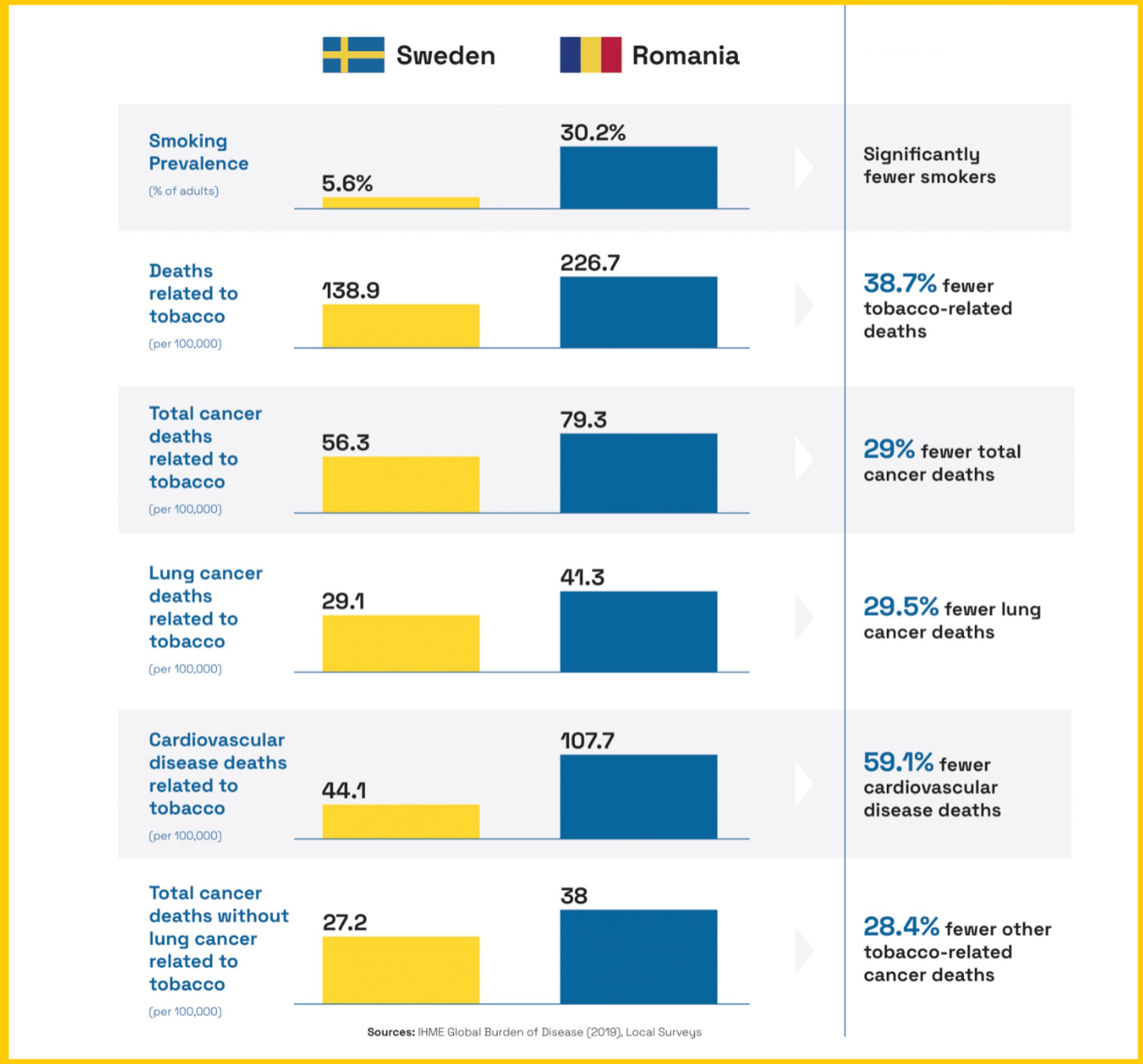


While people in **Sweden** consume similar amounts of nicotine to those in **Germany,** the health outcomes are significantly different



While people in **Sweden** consume similar amounts of nicotine to those in **Romania,** the health outcomes are significantly different



Recommendations

- There should be i**ncreased THR awareness and adoption.** The “No Smoke, Less Harm” principle should be employed by fundamentally differentiating between smoke and smoke free products.
- WHO should formally add the **4th pillar of THR to tobacco control policy.**
- Member states should adopt a **risk-proportionate regulatory framework** for all nicotine products, based on the risk continuum.
- **Nicotine disinformation** should be actively eliminated.
- All stakeholders should be building **THR evidence through research.**
- WHO and member states should **step up monitoring and evaluation of THR.**

A science-led public health revolution is needed to accelerate the end of smoking

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