



GfN

LIVERPOOL 2021

GLOBAL FORUM ON NICOTINE 2021

'THE FUTURE FOR NICOTINE'

17-18 JUNE 2021

#GFN21

Whether you are joining us in person, in Liverpool, or participating in #GFN21 online, a very warm welcome from the conference team to this hybrid eighth edition of the conference.

We are delighted this year to have the conference based in Liverpool, which has a lengthy and proud history of adopting progressive public health measures. In the mid-1980s, the Mersey Health Region became known for pioneering the harm reduction approach to illicit drug use, which has since saved countless lives worldwide. We are proud to bring #GFN21 to the 'home of harm reduction'.

The theme for this year is 'the Future for Nicotine'. Speakers and panellists will be asked to address current issues that, in and of themselves, as well as collectively, will determine the future for safer nicotine use and tobacco harm reduction. The conference programme shown in full elsewhere in this brochure provides more detail, with broad themes including:

- the tensions that often exist between science and politics
- challenging orthodoxy in science
- who uses nicotine and why?
- with COP 9 in mind, why has the FCTC failed to significantly reduce smoking?
- the risks and rewards for public health of investment in nicotine innovation
- obstacles to tobacco harm reduction in low and middle income countries (LMICs)
- hearing the voices of consumers
- is regulation supporting, or undermining the smoking end game?

Tobacco harm reduction is growing in influence and is increasingly accepted as a key component in improving the health of individuals and their communities. As always, the conference programme is driven by and reflects science and evidence and is proud to remain 'the only place where science and policy meet'.

Last year's conference was moved online at short notice. We were pleased that the event reached a bigger audience than ever before, when 2,000 people registered, from over 100 countries. This included many consumers around the world able to join the event for the first time. Building on this success – while recognising that over a year of online meetings have taken their toll – we aim to re-energise the digital format, using our new GFN•TV platform, streaming broadcast quality footage of the conference free to viewers around the world.

This year we also introduce a new feature, the GFN Fives, which is designed to present opportunities to contribute to the programme for those unable to attend in person, as well as providing interesting content as part of the legacy for the conference. The GFN Fives will be available to view before and throughout the conference, with one session in the programme designated for discussion of the themes and key issues emerging from them.

The way we have structured #GFN21 can be described as 'CNN meets Netflix', with the live content over two days being delivered in a dynamic TV news format and the website content as an easily searchable selection of multi-media presentations. In terms of the live content, this will comprise mainly hosted panel discussions, with panellists having produced presentations that can be viewed online prior to the conference. The discussion will be steered by the hosts, with questions and contributions also taken from those present and online.

Prior to the formal programme each day another new feature, the GFN Commentary Team, will preview the day's programme and highlight interesting and important items to watch out for. The team will also convene to discuss the proceedings during the lunch break and at the end of both days.

However you join the proceedings, we hope that the experience will be both informative and enjoyable. As ever we value your feedback and use this in designing future editions of the conference. We look forward to hearing your comments and suggestions after the event, as we begin to plan for next year, when the conference will return to Warsaw - and hopefully more of you will be able to join us in person!

INFORMATION FOR GFN PARTICIPANTS

The GFN conference is funded by registrations and has not received any sponsorship from manufacturers, distributors or retailers of nicotine products, including pharmaceutical, electronic cigarette and tobacco companies.

This is a multi-stakeholder event – participants include consumers, scientists, regulators, manufacturers and distributors, public health professionals, policy analysts and parliamentarians. Inevitably there will be a wide range of views expressed. We ask you to observe a basic ‘house rule’ that every speaker – whether from the platform, or the audience – deserves to be listened to with courtesy.

FILMING AND PHOTOGRAPHY

The conference welcomes commercial and non-commercial media coverage of the event, including film, photographic and audio recording. Filming and audio recording (excluding photography using small equipment such as mobile phones) in the session rooms is by permission of the organisers and should be done in an unobtrusive manner that does not impede the proceedings for participants. For this conference, with Covid social distancing requirements in place, facilities to film in the auditorium are likely to be restricted.

Unless otherwise agreed in writing, copyright in all images and recordings in the session rooms becomes joint copyright of the person, or organisation making the recording and the conference organisers. No film, images, or audio-recordings taken anywhere in the conference venue may be used in any commercial advertisement without the agreement of the organisers and those who appear in such media.

GFN PATRON - MR HON LIK



Mr Hon Lik is the Chinese pharmacist who invented the modern electronic cigarette. In 2001, while using high-dose nicotine patches to help himself stop smoking, he devised a system on a large console, using food additives as solvents. The challenge was managing to scale the mechanism down to a miniature size, suitable for a hand-held cigarette-sized device, and getting the right dose of nicotine while also getting the right odours from additives.

In 2000, he came up with the idea of using a piezoelectric ultrasound-emitting element to vaporize a pressurized jet of liquid containing nicotine diluted in a propylene glycol solution. Hon also proposed placing the liquid in a disposable plastic cartridge, which serves as a reservoir and mouthpiece. These inventions are the basis of the present-day electronic cigarettes. In 2003, Hon filed the first patent in China for the device and the first electronic cigarette was manufactured that year in Beijing.

MICHAEL RUSSELL



The Michael Russell Oration has been established as an annual event, delivered to honour the work and memory of **Professor Michael Russell**, one of the pioneers in the study of smoking behaviour, clinical interventions and public policy action, who died in 2009. The oration is usually delivered as a stand-alone address, but given the nature of this year’s conference, we have invited three thought leaders in tobacco harm reduction to deliver Michael Russell Keynotes, as part of the main programme for the event.

Michael Russell, a psychiatrist and research scientist, was a pioneer in the study of tobacco dependence and the development of treatments to help smokers quit. The enduring impact of his work is likely to place him among the foremost clinical public health scientists of the twentieth century.

He was born in Cape Town, South Africa, and whilst working in London at the Institute of Psychiatry between 1969 and 1998, he conducted a number of highly original studies that revolutionised our understanding of both the pharmacological and psychological basis of tobacco smoking. For public health, the interventions and treatments he developed have had an enormous impact throughout the world in reducing the morbidity and mortality caused by tobacco. In the UK, his work formed much of the evidence base that inspired the new NHS Stop Smoking services, launched in the year after his retirement. He argued that while the tobacco industry remained free to market cigarettes, millions of lives would be prematurely ended, especially in the growing markets in developing countries, before enough smokers could quit.

Based on the knowledge that pure nicotine carries little health risk, but is the main reason why people smoke, he advocated the development and promotion of safer nicotine products to the exclusion of cigarettes, to reduce the majority of harm caused by ingesting the non-nicotine toxins in burning tobacco. Michael Russell is the person who did the most to lay the foundations for tobacco harm reduction that drives much research in the field today.

**MICHAEL RUSSELL KEYNOTE #1
SCIENCE AND POLITICS: AN OFTEN FRACTIOUS RELATIONSHIP****FIONA PATTEN**

Australian governments consistently state that drug use must be treated as a health issue not a criminal one. Yet when it comes to nicotine they are actively making criminals out of users. Not all nicotine users, just those that are trying to end their deadly relationship with combustible tobacco. Most political parties refuse to accept donations from 'Big Tobacco' - yet they still protect it. For decades they ignored the science about the dangers of smoking, but today they argue that there is not enough science to sanction alternative nicotine products. It took nearly thirty years for Australian governments to act on the science about smoking, so how can we expedite action from them on the science of vaping and tobacco harm reduction? The "listen to the evidence and the experts" mantra has been on high rotation in all politician's speaking notes over the past 18 months. So, now may be the time to extend this new found respect for science and health experts to change tobacco harm reduction policy in Australia.

**MICHAEL RUSSELL KEYNOTE #2
INVESTMENT IN NICOTINE INNOVATION: RISKS AND REWARDS FOR PUBLIC HEALTH****JONATHAN FELL**

'Big Tobacco' might once have been a useful term for rallying opposition to a poorly-behaved group of companies at the nexus of a critical public health problem, but its use has now become a barrier to critical thinking about a rapidly-evolving industry. The larger businesses have – at differing speeds – all changed, and the development of reduced-harm tobacco and nicotine products, with some major contributions from small and independent firms, has blurred old certainties about what's 'good' and what's 'bad'. The investment world, as a key stakeholder in the larger companies and as a provider of funds for a lot of the next-generation nicotine start-ups, has played an important part in that evolution. Dealing with these changes can be painful and polarising for public health, but ultimately a reframing of the question as to how tobacco and nicotine consumers can best be helped has the potential to bring very substantial gains.

**MICHAEL RUSSELL KEYNOTE #3
WHY HAS THE WHO FCTC FAILED TO REDUCE ADULT SMOKING AND ITS HEALTH IMPACT?****DEREK YACH**

We are in the midst of a revolution in nicotine technology. Thanks to massive investments in research and development, patents are being filed at a dizzying pace and the ramifications of this intellectual property are being felt in the real world: already, 100 million people are using harm reduction products. Yet, even as bodies like the FDA and Cochrane recognise the value of new nicotine technologies, they face strong headwinds. In many cases, critical science is banned by journals and institutions, creating research silos that impede progress in tobacco control. If we are to finally end the use of combustible cigarettes, it will be necessary to unlearn decades of industry demonisation and embrace what the science is telling us: harm reduction works.

GLOBAL FORUM ON NICOTINE

17 JUNE 2021

GFN.TV COMMENTARY TEAM

11:45-12:00



HARRY SHAPIRO

UNITED KINGDOM
Host



MARTIN CULLIP

UNITED KINGDOM
Panellist



SARAH COONEY

UNITED KINGDOM
Panellist

MICHAEL RUSSELL KEYNOTE #1
SCIENCE AND POLITICS: AN OFTEN FRACTIOUS RELATIONSHIP

12:00-12:50



FIONA PATTEN

AUSTRALIA
Speaker



PADDY COSTALL

UNITED KINGDOM
Host



CHRIS SNOWDON

UNITED KINGDOM
Respondent

GFN FIVES

12:50-13:05

PANEL DISCUSSION
SCIENCE: ORTHODOXY, CHALLENGES AND DISSENT

13:05-14:05



CLIVE BATES

UNITED KINGDOM
Host



ROBYN GOUGELET

USA
Host



ROBERTO SUSSMAN

MEXICO
Panellist



BRAD RODU

USA
Panellist



MICHELLE MINTON

USA
Panellist



KONSTANTINOS FARSALINOS

GREECE
Panellist

GFN.TV COMMENTARY TEAM

14:05-14:30



HARRY SHAPIRO

UNITED KINGDOM
Host



MARTIN CULLIP

UNITED KINGDOM
Panellist



SARAH COONEY

UNITED KINGDOM
Panellist

GFN FIVES

14:30-14:45

PANEL DISCUSSION
WHO USES NICOTINE AND WHY?

14:45-15:45



CHRISTOPHER RUSSELL

UNITED KINGDOM
Host



SUELY CASTRO

UNITED KINGDOM
Host



SAIRAH SALIM-SARTONI

UNITED KINGDOM
Panellist



MIROŚLAW DWORNICZAK

POLAND
Panellist



BENGT WIBERG

SWEDEN
Panellist



CHARLES GARDNER

USA
Panellist

17 JUNE 2021

GLOBAL FORUM ON NICOTINE

15:45-16:00

GFN FIVES

16:00-16:45

PANEL DISCUSSION
THEMES EMERGING FROM THE 'GFN FIVES'

DAVID MACKINTOSH
UNITED KINGDOM
Host



WILL GODFREY
USA
Panellist



ELIANA GOLBERSTEIN
RUBASHKYN
NEW ZEALAND
Panellist



AISHAT ALARAN
NIGERIA
Panellist



DAVID CROSS
UNITED KINGDOM
Panellist



16:45-17:00

GFN FIVES

17:00-17:45

MICHAEL RUSSELL KEYNOTE #2
INVESTMENT IN NICOTINE INNOVATION: RISKS AND REWARDS FOR PUBLIC HEALTH

JONATHAN FELL
UNITED KINGDOM
Speaker



RUTH GOLDSMITH
UNITED KINGDOM
Host



DAVID SWEANOR
CANADA
Respondent



17:45-18:00

COMMENTARY TEAM GFN.TV

HARRY SHAPIRO
UNITED KINGDOM
Host



MARTIN CULLIP
UNITED KINGDOM
Panellist



SARAH COONEY
UNITED KINGDOM
Panellist



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GLOBAL FORUM ON NICOTINE

18 JUNE 2021

GFN.TV COMMENTARY TEAM

11:45-12:00



HARRY SHAPIRO

UNITED KINGDOM
Host



MARTIN CULLIP

UNITED KINGDOM
Panellist



SARAH COONEY

UNITED KINGDOM
Panellist

MICHAEL RUSSELL KEYNOTE #3
WHY HAS THE WHO FCTC FAILED TO REDUCE ADULT SMOKING AND ITS HEALTH IMPACT?

12:00-12:50



DEREK YACH

USA
Speaker



GERRY STIMSON

UNITED KINGDOM
Host



CLIFF DOUGLAS

USA
Respondent

GFN FIVES

12:50-13:05

PANEL DISCUSSION
OBSTACLES TO TOBACCO HARM REDUCTION IN LMICS

13:05-14:05



SUD PATWARDHAN

UNITED KINGDOM
Host



DELON HUMAN

SOUTH AFRICA
Host



SREE SUCHARITHA

INDIA
Panellist



NATALIIA TOROPOVA

UKRAINE
Panellist



TOMÁS O'GORMAN

MEXICO
Panellist



JOSEPH MAGERO

KENYA
Panellist

GFN.TV COMMENTARY TEAM

14:05-14:30



HARRY SHAPIRO

UNITED KINGDOM
Host



MARTIN CULLIP

UNITED KINGDOM
Panellist



SARAH COONEY

UNITED KINGDOM
Panellist

GFN FIVES

14:30-14:45

PANEL DISCUSSION
SAFER NICOTINE PRODUCT REGULATION: SUPPORTING OR UNDERMINING THE END OF SMOKING?

14:45-15:45



CLIVE BATES

UNITED KINGDOM
Host



REBECCA TAYLOR

UNITED KINGDOM
Host



GREGORY CONLEY

USA
Panellist



ROBYN GOUGELET

USA
Panellist



PRZEMYSŁAW BOBIŃSKI

POLAND
Panellist



JEANNIE CAMERON

UNITED KINGDOM
Panellist

18 JUNE 2021

GLOBAL FORUM ON NICOTINE

15:45-16:00

GFN FIVES

16:00-16:45

PANEL DISCUSSION
CONSUMER VOICES

MARK OATES

UNITED KINGDOM
Host



SUELY CASTRO

UNITED KINGDOM
Host



**JAGANNATH
SARANGAPANI**

INDIA
Panellist



JULIE WOESSNER

USA
Panellist



ROBERTO SUSSMAN

MEXICO
Panellist



PETER STIGAARD

DENMARK
Panellist



16:45-17:00

CLOSING SESSION WITH THE GFN COMMENTARY TEAM

GFN^{TV}

HARRY SHAPIRO

UNITED KINGDOM
Host



MARTIN CULLIP

UNITED KINGDOM
Panellist



SARAH COONEY

UNITED KINGDOM
Panellist



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ORGANISER



THE PRESENTERS, PANELLISTS AND HOSTS



AISHAT ALARAN

NIGERIA 

Alaran Aishat Jumoke is a trained Pharmacist, Global Health Advocate and early career researcher. Graduated from the University of Ilorin, Nigeria with Bachelor of Pharmacy (B.Pharm) (Hons), Aisha is passionate about pushing research and innovation forward in her country and has published several papers on global health. She is keen about tobacco harm reduction, and is currently a Tobacco Harm Reduction Scholar under Knowledge-Action-Change (KAC). Her project under KAC aims to have an understanding of the role community pharmacists play in smoking cessation and their perception of tobacco harm reduction. She intends to continue to build capacity and work in this field.



CLIVE BATES

UNITED KINGDOM 

Clive Bates has had a diverse career in the public, private and not-for-profit sectors. Starting out with IBM, he then switched career to work in the environment movement. From 1997-2003, he was Director of Action on Smoking and Health (UK), campaigning to reduce the harms caused by tobacco. In 2003, he joined Prime Minister Tony Blair's Strategy Unit as a civil servant and worked in senior roles in the public sector and for the United Nations in Sudan. He is now Director of The Counterfactual, a consulting and advocacy practice focussed on a pragmatic approach to sustainability and public health.



PRZEMYSŁAW BOBIŃSKI

POLAND 

Przemysław Bobiński is a editor-in-chief of the Vapor Poland magazine. A graduate of the Medical University of Warsaw, he has been associated with public health for two decades as the director of clinics and health projects. Since 2017, an active advocate of harm reduction and alternative nicotine products, a trainer and consultant of new technologies.



JEANNIE CAMERON

UNITED KINGDOM 

Jeannie Cameron is Vice President, International Engagement at Juul Labs focused on advocacy and engagement in pursuit of the company's mission to advance tobacco harm reduction and risk proportionate regulation. Before joining Juul in 2020, Jeannie was for 10 years Managing Director of JCIC INTERNATIONAL Ltd, a London-based strategic advocacy and public affairs consultancy specialising in international public health and anti-illicit trade systems. Jeannie is a public affairs professional with over 25 years' public policy experience, starting out in Australia in the parliament as advisor and chief of staff to various ministers, and in the International Legal Section of the Australian Cabinet Office serving as a member of various intergovernmental meetings. She has an LLM in international law, a degree in politics/communications and a graduate diploma in finance and economics.



SUELY CASTRO

UNITED KINGDOM 

In her role as a strategic advocacy and public affairs adviser, Suely Castro worked with a number of clients during international negotiations at the Framework Convention on Tobacco Control Conferences of the Parties in Geneva, South Korea and New Delhi. She also worked for the Centre for Substance Use Research, managing research exploring vapers' perceptions and experiences of using electronic cigarettes, as well as conducting surveys and running focus groups on novel psychoactive substances (NPS). Using her experience in policy development and within regulatory frameworks, corporate events, business development and multi-project management, at Knowledge-Action-Change Suely is responsible for the planning and delivery of the Global State of Tobacco Harm Reduction roadshow events, taking the report to audiences around the world.



GREGORY CONLEY

USA 

Gregory Conley is the president of the American Vaping Association, a nonprofit organisation that champions regulatory policies toward vapour products designed to maximise the effectiveness of vaping for quitting smoking. He is one of the most prominent defenders of vaping in the United States and has appeared on CNN, Fox News, and MSNBC. Mr Conley is also an attorney and a consultant on vaping legislative and regulatory issues. He began working on vaping issues in 2010 after quitting smoking with a vapour product while in law school. He served as the pro bono legislative director for the Consumer Advocates for Smoke-Free Alternatives Association from 2011 to 2014.



SARAH COONEY

UNITED KINGDOM 

Sarah Cooney joined BAT in 2010 to establish the science engagement function for their R&D department. Her department was created to better communicate the science behind less-risky nicotine products to a regulatory and general science audience. She drove a real change in BAT's publishing strategy and created the visitor engagement programme, science exhibition (an industry first) and a series of award-winning science reports – which showcases the company's tobacco harm reduction products research in an accessible way. Prior to BAT, she held various editorial and publishing roles at Nature, Elsevier and BioMedCentral, and was for five years the Publications Director at the Society of Chemical Industry. She holds a BSc in molecular genetics and an MSc in plant biotechnology both from the University of Toronto, and her research has been published in Science and Genetics. She is also dedicated to choral singing!



PADDY COSTALL

UNITED KINGDOM 

Since graduating in 1978, Paddy worked within health and social care, mainly for NGOs, spent four years working in the probation service and is a qualified social work practice teacher. He has delivered training and developed and directed community and prison-based substance misuse services. Latterly he has produced over 150 national and international conferences and events, ranging from 50 to 1,500 participants, around the world. Paddy is a founding Director of KAC Communications, which has organised the Global Forum on Nicotine every year since 2014.

THE PRESENTERS, PANELLISTS AND HOSTS

UNITED KINGDOM

Dave is a consumer advocate and freelance writer. He writes for old and new media on subjects as diverse as motorbikes and music to tobacco harm reduction. He was published in a When Saturday Comes anthology of "Greatest Football Writing", and currently acts as the news editor for Planet of the Vapes. Dave used to be a Physics teacher and worked in Primary Education in the UK, Colombia, and Venezuela. He is a trustee on the board of the New Nicotine Alliance charity and sits on Standards Committee CH/437 Electronic cigarettes and E-liquids with the British Standards Institute. As Clarence the Dragon, Dave was a vital cog in the third tier of the English football pyramid.



DAVID CROSS

UNITED KINGDOM

Martin Cullip is a transport company director who uses e-cigarettes and other reduced risk nicotine products and has seen positives from his staff members quitting or reducing their smoking through vaping. He is a passionate consumer advocate for all forms of tobacco harm reduction as a trustee of educational charity, The New Nicotine Alliance. He has a keen interest in the rapidly-evolving nicotine market and the politics surrounding it, and has taken part in consumer, industry and political events on the subject from Bournemouth to Brussels and beyond. Martin has also written and blogged for a decade on a diverse range of lifestyle and free market issues for a number of media outlets.



MARTIN CULLIP

USA

Cliff Douglas is a long-time expert on a wide range of tobacco-related policy, regulatory and legal issues, ranging from federal regulation of tobacco products and the challenges and potential benefits of e-cigarettes to the widening disparities in the smoking population. As director of the University of Michigan Tobacco Research Network, he leads the Smoke-Free Environments Law Project, a 20-year-old statewide project that provides information, consultation and advice for the Michigan Department of Health and Human Services, local units of government, tobacco control advocates, and communities regarding evidence-based policies and practices to protect Michigan residents from the harmful effects of tobacco.



CLIFF DOUGLAS

POLAND

Mirosław Dworniczak, PhD - chemist, freelance science journalist, former scientist and lecturer at the Department of Chemistry, Adam Mickiewicz University (Poznan, Poland). Author (under the name "Stary Chemik" - "Old Chemist") of the first blog in Poland dealing with e-cigarettes and e-liquid chemistry and safety (<http://starychemik.wordpress.com> - in Polish) and the webpage for complete beginners (<http://epapieros.edu.pl>) including a manual for beginners in English (<http://epapieros.edu.pl/manual-english/>).



MIROSLAW DWORNICZAK

GREECE

Konstantinos Farsalinos, MD, MPH is a physician and senior researcher at the University of Patras and the School of Public Health-University of West Attica in Greece. His field of expertise is public health. He has been conducting laboratory, clinical and epidemiological research on smoking, tobacco harm reduction and e-cigarettes as principal investigator since 2011. He authored the first systematic review on e-cigarette safety/risk profile, published in 2014. Additionally, he has performed research and published studies on heated tobacco products. His findings have been presented in major international scientific congresses and his studies were used in preparing the regulatory framework on e-cigarettes by the European Union.



KONSTANTINOS FARSALINOS

UNITED KINGDOM

Jonathan Fell is a founder of Ash Park, managing the Ash Park Global Consumer Franchise funds, focused on long-term, high-quality investments in the fast-moving consumer goods industry, including the tobacco sector. Prior to 2013, he was team head of the consumer equity research group at Deutsche Bank in London, where he covered the tobacco and beverages sectors, following earlier spells at Morgan Stanley and Merrill Lynch. Jon is also a director of Article 36, a UK-based not-for-profit organisation working to promote public scrutiny over the development and use of weapons.



JONATHAN FELL

USA

Charles Gardner has over 25 years of experience in global health. He has had a varied career including "on the Hill" as a staff person working for the US Congress. Charles has served as a diplomat in India (Health Attaché at the US Embassy), Senior Advisor to the World Health Organization, and director of global health and child health research programs at three major foundations including the Rockefeller Foundation and the Foundation for a Smoke-Free World. He has over 100 publications. Charles obtained his PhD in developmental neurobiology from the University of Michigan. He is now the Chief Executive Officer of the International Network of Nicotine Consumer Organizations (INNCO).



CHARLES GARDNER

USA

Will Godfrey is the founding editor-in-chief of Filter (<https://filtermag.org>), an online magazine that launched in 2018 to cover drug use, drug policy and human rights through a harm reduction lens. He's also the executive director of The Influence Foundation, the nonprofit behind Filter. He previously founded The Influence, an award-winning drug policy news site, and ran Substance.com and the addiction-focused site The Fix. Before that, he co-founded an award-winning print publication for incarcerated people in London. He has consulted for numerous organisations in the drug policy and harm reduction space. He lives in New York.



WILL GODFREY

THE PRESENTERS, PANELLISTS AND HOSTS



ELIANA GOLBERSTEIN RUBASHKYN

NEW ZEALAND 

Eliana Golberstein is a Chemist and a Pharmacist with studies in Public Health in the medical University of Taipei. She has worked in the Pharmaceutical Industry for more than 10 years. Eliana is currently the Head of Standards for VTANZ, New Zealand's vaping trade association. With several years of experience as a community pharmacist, Eliana has been able to work closely with New Zealand's most vulnerable populations. Currently she is leading several projects in harm reduction working with homeless populations, mental health patients, refugees and LGBTI communities. She currently works as the Chief Scientist of Myriad Pharmaceuticals in New Zealand, an independent ENDS manufacturer who seeks the integration of all-harm reduction technologies within the community.



RUTH GOLDSMITH

UNITED KINGDOM 

As a communications specialist, Ruth Goldsmith has worked for NGOs addressing diverse and challenging areas of health, social and public policy, including drug harm reduction, mental health, the care system and prison rehabilitation. Currently her work is focused on communicating the huge public health potential offered by tobacco harm reduction.



ROBYN GOUGELET

USA 

Robyn Gougelet works at PinneyAssociates and advises on public health legislative and regulatory policy strategy for tobacco harm reduction efforts. PinneyAssociates provides consulting services on tobacco harm reduction on an exclusive basis to Juul Labs, Inc. Within the past three years, PinneyAssociates has consulted for British American Tobacco and Reynolds American Inc and subsidiaries on tobacco harm reduction.

Before joining Pinney Associates as an Associate in June 2015, Robyn worked for three years at Trust for America's Health, a non-profit, non-partisan organisation in Washington, D.C. dedicated to saving lives by protecting the health of every community and working to make disease prevention a national priority. In that role, Robyn helped to inform Members of Congress and their staff about state-specific prevention and public health provisions and programmes created by the Affordable Care Act.



DELON HUMAN

SOUTH AFRICA 

Delon Human is president of Health Diplomats, a global health consulting group serving the tobacco, nicotine, pharmaceutical, food and beverage, and alcohol sectors, facilitating innovation, increased access to care and specialising in harm reduction policy, science and products.

Previously, Human served as secretary-general and CEO of the World Medical Association (WMA), secretary-general of the International Food and Beverage Alliance, secretary-general of the African Harm Reduction Alliance and adviser to the World Health Organization director-general and the United Nations secretary-general. He has published multiple articles in the field of tobacco harm reduction and authored the book *Wise Nicotine* (2009). He chairs several company and scientific advisory boards, including a project to develop a Covid-19 vaccine candidate by a biopharmaceutical company.

Human holds qualifications in medicine, child health and business studies.



DAVID MACKINTOSH

UNITED KINGDOM 

David MacKintosh has over 20 years' experience of working on alcohol and drug policy. This has included working within the UK Cabinet Office (UKADCU), heading up the London Drug and Alcohol Policy Forum (LDAPF) and providing specialist advice to the Greater London Authority. He also spent six years as Head of Community Safety for the City of London and been a trustee of a number of charities. He has helped deliver a range of innovative campaigns and national best practice guidance, which have all had one common purpose, to reduce harm to individuals and communities. Since August 2020 he has been working as an independent consultant.



JOSEPH MAGERO

KENYA 

Joseph Magero is an avid tobacco harm reduction advocate. He has spent a decade working in tobacco control as the former director of the Africa Tobacco-Free Initiative, but after extensive research, consultation, and direct engagement with ex-smokers, scientists and tobacco harm reduction consumer advocates, he became convinced that giving smokers the option of switching to significantly safer (and enjoyable) nicotine products could provide a vital addition in reducing smoking related diseases. He is currently the chairman of Campaign For Safer Alternatives, a regional organisation that advocates for the adoption of tobacco harm reduction policies in Africa. His commitment to a smoke-free future remains undiminished.



MICHELLE MINTON

USA 

Michelle Minton is a senior fellow at the Competitive Enterprise Institute. Minton specialises in consumer policy, covering regulatory issues that include gambling, tobacco harm reduction, cannabis legalisation, alcohol, and nutrition. Minton has authored numerous studies, including topics like the effectiveness and unintended consequences of sin taxes and history of gambling regulation. Ms. Minton holds a Bachelor of Arts from the Johns Hopkins University and is currently completing her Master of Science degree in Applied Nutrition at the University of New England.

THE PRESENTERS, PANELLISTS AND HOSTS

MEXICO

Tomás is a Mexican lawyer and teaches Corporation Law and Successions Law at Universidad Panamericana in Mexico City. An ex-smoker and vaper since 2016, he is co-founder of Pro-Vapeo Mexico, a Mexican consumer association (registered in 2017), that advocates for tobacco harm reduction and non-combustible alternatives.



TOMÁS O'GORMAN

UNITED KINGDOM

Mark Oates is the Director of We Vape and the Snus Users Association, which are both consumer groups standing up for the right for individuals to use safer nicotine products. He advocates for evidence-based harm reduction in a range of areas from tobacco to drug policy, a subject he has written on for the Institute of Economic Affairs and the Adam Smith Institute, where he is a Fellow. He also provided consumer evidence in the 2018 ECJ case to overturn the ban of snus across the European Union and worked on the successful 2018 campaign to legalise medical cannabis in the UK.



MARK OATES

AUSTRALIA

Fiona Patten is a Member for Northern Metropolitan Region in the Victorian Parliament's Legislative Council. Leader of the Reason Party, Fiona was first elected in 2014 and re-elected in 2018. Since being elected in 2014, Fiona has garnered respect from all sides of the political divide and has worked tirelessly to deliver legislative reforms that many thought impossible. Fiona is now working towards improving Victoria even further, and is pushing to legalise and regulate cannabis for adult use, continuing to implement electoral reform, religious accountability and greater separation of church and state, legalise sex work, and spent convictions legislation.



FIONA PATTEN

UNITED KINGDOM

Dr Sudhanshu Patwardhan is a British-Indian, UK-licensed medical doctor, passionate about helping people quit risky forms of tobacco. After a long and impactful corporate career in the pharma and tobacco sectors, Dr Sud (as he is mostly referred as), co-founded the Centre for Health Research and Education (CHRE) in 2019. CHRE's team of over 50 medical and public health experts work on tobacco harm reduction projects in the UK and South Asia, addressing the unmet needs of the most disadvantaged tobacco users. Sud lives in Hampshire, England with his wife and two children. He is passionate about Indian music and is very active as a Director of the charity Art Asia, UK.



SUD PATWARDHAN

USA

Dr Brad Rodu is a professor of medicine and holds an endowed chair in tobacco harm reduction research at the University of Louisville, Kentucky USA. Since 1994, Rodu has authored 70 medical publications about tobacco, and he blogs at Rodu Tobacco Truth (<http://rodutobaccotruth.blogspot.com/>).



BRAD RODU

UNITED KINGDOM

Christopher Russell Ph.D. is the Director of Russell Burnett Research and Consultancy Limited (RBRC), a contract research organisation that specialises in the design and conduct of perception and behavioural studies of tobacco and nicotine products. Studies are designed to obtain information about individuals' use and perceptions of tobacco and nicotine products; understanding of product labels, labelling, and advertising; and intentions to stop, start, and continue using tobacco and nicotine products. The results of these studies help to inform regulatory assessments of the potential impact of new tobacco and nicotine products on tobacco smoking and population health.



CHRISTOPHER RUSSELL

UNITED KINGDOM

Sairah Salim-Sartoni is Director of International Scientific Engagement at Juul Labs, where she has worked since January 2019, following an extensive career in community health care. A qualified health psychologist, Sairah began working at Wiltshire and later Bristol Support to Stop Smoking Services, undertaking training at the Maudsley Clinic and also the NCSCT. Sairah is responsible for engaging with international external stakeholders at Juul Labs.



SAIRAH SALIM-SARTONI

INDIA

Jagannath Sarangapani is an active tobacco harm reduction advocate from India and a member of the board of Association of Vapers India (AVI). Vaping helped him quit a 20-year 40 cigarette a day habit about 6 years ago and he has been smoke-free since. He passionately believes smokers need to retain the right to safer alternatives which help transition from smoking, and those who have switched should be allowed to remain smoke-free.



JAGANNATH SARANGAPANI

An industrialist for 30 years, Jagannath has managed his family concern which pioneered cellular plastics and insulated panels in India. He holds a Masters' degree in Engineering from Case Western Reserve University and is also an alumnus of Columbia Business School.

THE PRESENTERS, PANELLISTS AND HOSTS



HARRY SHAPIRO

UNITED KINGDOM 

Harry Shapiro is Director of DrugWise – an online drug information service - and Managing Editor of DS Daily - the daily online drug, alcohol and tobacco news service. He has worked in the drugs field for over 40 years, first with the Institute for the Study of Drug Dependence and then from 2000 with DrugScope, where he was Director of Communications until the charity folded in 2015. Since 2015, he has been working with Knowledge-Action-Change promoting public health through harm reduction. He is the author and Executive Editor of the Global State of Tobacco Harm Reduction report, contributes a blog to Nicotine Science and Policy and is one of KAC's media spokespeople.



CHRIS SNOWDON

UNITED KINGDOM 

Chris Snowdon is Head of Lifestyle Economics at the IEA. He is the author of The Art of Suppression, The Spirit Level Delusion and Velvet Glove; Iron Fist. His work focuses on pleasure, prohibition and dodgy statistics. He has authored a number of publications including Sock Puppets, Euro Puppets, The Proof of the Pudding, The Crack Cocaine of Gambling and Free Market Solutions in Health.



PETER STIGAARD

DENMARK 

Peter Stigaard serves as the treasurer for the Danish Vapers Association, and has been working adamantly for the rights of the almost 300,000 Danish vapers since 2013.

Peter never intended to be a consumer advocate, until he realised that smokers wanting to quit were being lied to and not given the information they needed to make an informed decision regarding switching to vaping in order to quit smoking completely.

Denmark has introduced severe restrictions on vaping, and the future for Danish consumers looks alarming. The health institutions in Denmark do not see tobacco harm reduction as a viable method to reduce the number of smokers.

Vaping has helped so many Danish smokers quit a lifelong habit, and Peter himself stopped smoking completely in 2013 after having smoked for 26 years.

Peter holds a candidate degree, since 1997, in architecture from the School of Architecture in Aarhus, Denmark - and he is currently employed as lead architect in a combined engineering and architectural consulting firm.



GERRY STIMSON

UNITED KINGDOM 

Professor Gerry Stimson is a public health social scientist, with over 40 years' experience of research and advocacy. He was one of the founders of drugs harm reduction in the 1980s and helped develop and evaluate harm reduction in the UK as a response to HIV/AIDS. He has advised the UK Government, WHO, UNAIDS, UNODC, World Bank and numerous governments on issues relating to drugs, HIV infection and AIDS, and alcohol. He is an advocate for tobacco harm reduction as a key public health strategy for reducing smoking-related harms. He has published over 220 scientific publications and several books. He is Honorary Professor at the London School of Hygiene and Tropical Medicine and Emeritus Professor at Imperial College London. Gerry is a founding Director of KAC Communications, which has organised the Global Forum on Nicotine every year since 2014.



SREE SUCHARITHA

INDIA 

Dr. Sree T. Sucharitha, M.D, is currently Professor in the Department of Community Medicine and Research Co-ordinator at Tagore Medical College and Hospital Chennai, India. She holds a Fellowship in HIV Medicine from I-Tech India, a joint programme in collaboration with the Tamil Nadu government. She is also a Fellow of Asian Human Rights and Drug Policy. She has won best paper awards for presentations at Tamil Nadu Dr. MGR University (2018), IJRULA- Best Research Scientist-Environment Science (2018), Tamil Nadu Physical Education and Sports University (2019). She is the Founding-Director of AHRER, the Association for Harm Reduction Education and Research, a first-ever registered medical professionals body in India for increasing the public awareness of harms resulting from various human behaviours associated with tobacco consumption, narcotics, alcohol, and obesity.



ROBERTO SUSSMAN

MEXICO 

Dr Roberto A Sussman is a full time senior researcher and lecturer in physics at the National University of Mexico. He specialises in Theoretical Cosmology but has undertaken research and frequent peer reviewing for journals in other areas of Astrophysics. He is also the founder and Director of Pro-Vapeo Mexico, an association representing Mexican consumers of noncombustible nicotine products and is a member of INNCO. He is actively advocating for appropriate regulation of tobacco harm reduction products in Mexico. He directs and supervises the effort to spread scientific information on these products, as well as advising consumers on how to counter the misinformation and prejudice about them that is rampant throughout Latin America.



DAVID SWEANOR

CANADA 

David Sweanor is an adjunct professor, Faculty of Law, and chair of the advisory board of the Centre for Health Law, Policy & Ethics at the University of Ottawa. He has been actively involved in tobacco and health policy issues since the beginning of the 1980s. David has worked globally, and with numerous groups, including the International Union Against Cancer, World Health Organization, World Bank and the Pan American Health Organization and played a key role in achieving many global precedents in tobacco policy. He currently focuses much of his tobacco and nicotine related efforts on risk reduction strategies.



REBECCA TAYLOR

UNITED KINGDOM 

As a Liberal Democrat MEP (2012-14), Rebecca led the call in Parliament for sensible regulation of electronic cigarettes in the EU Tobacco Product Directive. She currently leads on policy for Endometriosis UK. Previously, Rebecca worked for Macmillan Cancer Support, the NHS, a health professional body and the pharmaceutical industry.

THE PRESENTERS, PANELLISTS AND HOSTS

UKRAINE

NATALIIA TOROPOVA



Nataliia Toropova is an international health expert and a passionate tobacco-control advocate for more than 15 years. She now runs an international think tank Healthy Initiatives promoting and strengthening public health and wellbeing in the former Soviet Union, addressing the growing risks of non-communicable diseases, reviewing key risk-factors, such as tobacco, alcohol, and passive lifestyles, and recommending mitigation strategies to effect positive change.

As a former WHO tobacco-control programme coordinator for 10 years, Nataliia has worked in the Russian Federation, Ukraine and Denmark proactively promoting and supporting public health at national and international levels. Before her work at WHO, as a Campaign For Tobacco Free Kids' Advocacy Coordinator for Eastern Europe, Ms. Toropova has successfully advocated for development and adoption of the strong tobacco control legislation in Ukraine, and other countries of the FSU Region. In 2010 Natalia was honoured by an international award as the best world tobacco control advocate.

SWEDEN

BENGT WIBERG



Bengt is an expert in oral nicotine products, including snus, smokeless tobacco, and tobacco-free "white" nicotine pouches. He is well versed in harm reduction strategies, and views oral products as a less harmful alternative to cigarette use. Bengt is a founder of the consumer movement "EU for Snus" whose mandate is to end the present European Union snus ban. Bengt is the CEO of Sting Free AB, that has invented and owns patented technology to eliminate the stinging sensation common in oral nicotine products, making these reduced harm products more accessible to a broader range of adult nicotine consumers.

USA

JULIE WOESSNER



Julie Woessner serves as President on INNCO's Governing Board, thus representing the interests of thousands of nicotine consumers from all over the world. She is also the National Policy Director on the Board of Directors of CASAA (the Consumer Advocates for Smoke-free Alternatives Association). CASAA, a U.S.-based public health and education nonprofit, advocates for people who consume, or might in the future consume, low-risk alternatives to cigarettes. CASAA engages in policy advocacy in the U.S. involving legislative and regulatory matters to protect access to low-risk products and mobilises its 250,000+ members to do the same. Woessner holds a JD from Duke School of Law and was previously a practising attorney.

USA

DEREK YACH



Dr. Derek Yach, a global health expert and anti-smoking advocate for more than 30 years, is the president of the Foundation for a Smoke-Free World. Throughout his career, he has supported and led smoking cessation research and policy development and has been a strong proponent of harm reduction policies, calling for a greater emphasis on harm reduction as early as 2005. He is also a passionate advocate of health promotion and disease prevention, and is advancing his career's work at the Foundation for a Smoke-Free World.

He has authored or co-authored more than 250 peer-reviewed articles on global health and has served on several advisory boards, including the World Economic Forum, Cornerstone Capital and the Wellcome Trust. From 2007 to 2016, he served on the programme advisory committee of the Clinton Global Initiative.

Dr. Yach is a native of South Africa and has an honorary DSc from Georgetown University, MBChB from the University of Cape Town, BSc (Hons Epi) from the University of Stellenbosch, and an MPH from the Johns Hopkins Bloomberg School of Public Health.

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KAROLIEN ADRIAENS, FIEN DE WAELE, DINSKA VAN GUCHT, FRANK BAEYENS

FLEMISH GENERAL PRACTITIONERS DO NOT ADVISE ELECTRONIC CIGARETTES TO SMOKERS, BUT REPORT A NEED FOR MORE EVIDENCE-BASED INFORMATION



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AVI - WORLD VAPE DAY



DAVID AZZOPARDI, DAMIEN BREHENY, EMMA BISHOP, NICOLE EAST, ANNETTE DALRYMPLE

AN INTRODUCTION TO NON-TOBACCO NICOTINE POUCH PRODUCTS





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SPIKE BABAIA

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CHRISTOPHER BALKARAN, BRAD RODU

BRAD RODU EXPLAINS SWEDEN'S USE OF SMOKELESS TOBACCO



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CHRISTOPHER BALKARAN, ALEX CLARK

ALEX CLARK ON THE STIGMA OF SMOKING



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ARIELLE SELYA, FLOE FOXON

TESTING E-CIGARETTE GATEWAY VS. DIVERSION SCENARIOS AGAINST REALITY USING SIMULATION MODELING



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REDUCING HARMS FROM TOBACCO USE IN THE NORTH EAST OF INDIA: EARLY ORAL CANCER SCREENING AND TOBACCO CESSATION INTERVENTION



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AARON BIEBERT

EXPORTING HARMFUL MISINFORMATION



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NICOTINE ADDICTION



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PRIDE IN TOBACCO CONTROL



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PUBLIC PERCEPTIONS OF NICOTINE



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IMPERIAL BRANDS SCIENCE

PULZE: STATE OF THE HEATED TOBACCO SCIENCE



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OLIVIA BRICKMAN, SUDHANSHU PATWARDHAN

STUBBING OUT SMOKING IN THE UK - LEAVING NO SMOKER BEHIND



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THERESE BURKHARDT, MAX SCHERER, GERHARD SCHERER, NIKOLA PLUYM

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OSCAR CAMACHO, ANDY HILL, STACY FIEBELKORN ET AL.

INSIGHTS INTO TOBACCO HARM REDUCTION FROM POPULATION MODELLING



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PASQUALE CAPONNETTO

GENESIS TRIAL



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GAL COHEN, NICHOLAS I. GOLDENSON, PATRICK BAILEY, STEPHANIE CHAN, SAUL SHIFFMAN

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SARAH COONEY, CLAIRE BROUGH

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JOHN DE MIRANDA

TOBACCO HARM REDUCTION CLIMATE USA



JOHN DE MIRANDA

THE SMOKING AND RECOVERY TOOLKIT



FLOE FOXON

EVALI AND THE INTERNET



MAREWA GLOVER, WINSTON TEO, EMMA HURRELL, KYRO SELKET

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MAREWA GLOVER, WINSTON TEO, KYRO SELKET

SMOKING PREVALENCE AMONG INDIGENOUS PEOPLES OF THE WORLD



NICHOLAS I. GOLDENSON

ASSOCIATION OF JUUL SYSTEM NICOTINE CONCENTRATION WITH NICOTINE DELIVERY AND SWITCHING AWAY FROM SMOKING AMONG ADULT SMOKERS



ANCA HAIDUC

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JUAN JOSE CIRION LEE

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DAUD MALIK

FOR A SMOKE-FREE PAKISTAN





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PLATAFORMA PARA LA REDUCCIÓN DE RIESGOS Y DAÑOS EN NICOTINA

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HELEN REDMOND, WILL GODFREY

FILTER THROUGH THREE WAVES OF VAPING LIES



DAVID RODRIGUES

QUANTITATIVE ASSESSMENT OF INTENT TO USE IQOS AMONG ADULTS IN BRAZIL



NADINE RÖGNER, MAX SCHERER, GERHARD SCHERER, NIKOLA PLUYM

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ASA SALIGUPTA

WHILE, IN THAILAND



ARIELLE SELYA, FLOE FOXON

TESTING E-CIGARETTE GATEWAY VS. DIVERSION SCENARIOS AGAINST REALITY USING SIMULATION MODELING



ARISE GARCIA DE SIQUEIRA GALIL, VALÉRIA MATA DE DUARTE FERREIRA RIBEIRO ET AL.

ENCOURAGING THE APPROACH TO SMOKING - A TASK UNDER CONSTRUCTION



GERRY STIMSON, TOM JERZYŃSKI, HARRY SHAPIRO

SCALING UP TOBACCO HARM REDUCTION



SWEDISH CONSUMER ADVOCACY FOR GLOBAL THR, BENGT WIBERG, ATAKAN BEFRITS

MARK THEM WITH A RED STAR



DAMIAN SWEENEY

ETHRA: THE CONSUMER VOICE IN EUROPE



ANDREW THOMPSON, SCORE BY CHARLES YATES

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ALEKSEI V. TROFIMOV, NADEZDA G. BERDNIKOVA, VALERII A. MENSHOV, OLGA I. YABLONSKAYA

ORAL SMOKELESS NICOTINE PRODUCTS (OSNPS): A PROMISING STRATEGY IN CANCER PREVENTION?



BENGT WIBERG

INTRODUCING EUFORSNUS



ALEX WODAK

WHY IS THE DEBATE ABOUT TOBACCO HARM REDUCTION SO NASTY?



YANG YU-WANG

UNDERSTAND HOW TO ACHIEVE SMOKE-FREE TAIWAN IN TWO MINUTES



JEFFREY ZAMORA, ATAKAN BEFRITS

INNCO AT COP8



JEFFREY ZAMORA

WHY BANS OF LOW-RISK NICOTINE ALTERNATIVES TO SMOKING IN LMICS WILL DO MORE HARM THAN GOOD



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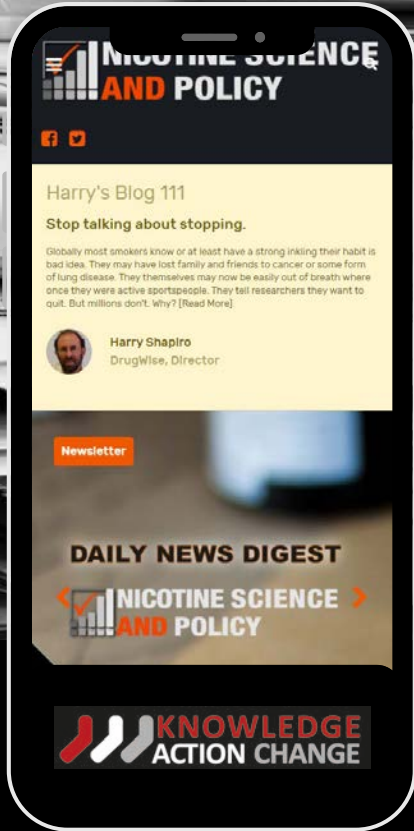
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