REFLECTIONS ON CHANGE: IS THE TIPPING POINT IN SIGHT?
OUR WORLD IS FULL OF DISASTERS
TOBACCO POLICY IS STRAIGHT FORWARD

- **The case for the war:** Tobacco (smoking) kills more than 7 million people each year
- **The enemy:** “There is a fundamental and irreconcilable conflict between the tobacco industry’s interests and public health policy interests”
- **The strategy:** Regulate tobacco out of existence using already existing global structures
- **The tactics:**
  - The same regulatory approach on a global, regional and national level (Tobacco Control Measures)
  - Engagement with credible and loyal stakeholders for legitimacy
    - Public health advocates
    - NGOs
    - Academics
    - The ‘good’ industry
    - etc.
THE BEHAVIOR FOSTERED IN THIS ENVIRONMENT

- Not accepted are:
  - Reality-based compromise
  - Diverging opinions
  - Diverging strategies

- The consumer / smoker forgotten

- Life saving reduced risk products (from the industry) is part of the problem

- The role of ‘functional stupidity’
  “…most apparently knowledge-intensive organisations can be pretty stupid.” Mats Alvesson, The Stupidity Paradox: The Power and Pitfalls of Functional Stupidity at Work
WHAT ABOUT US

- A completely different doctrine
- Disparate mix of people and interests
  - Consumers
  - Industry
  - Science/Public Health
- Somewhat uncoordinated regulatory approach and un-defined endgame
- Internal diverging views not uncommon
WHAT MAKES CHANGE HAPPEN
THE CONSUMERS START A MOVEMENT

Tobacco harm reduction is a consumer driven concept difficult to stop vs. bad science, bad press, bad regulation & bad official advise.
STRONG ENOUGH TO STICK?

Strong stories about life-changing switch decisions vs. bad science, bad press, bad regulation & bad official advise.
WHERE DOES CHANGE HAPPEN

Good economic and societal conditions vs. bad economical and social conditions

Daily usage as a percent of population (women under the age of 25)

WHO Representative urges stronger tobacco control in Syria

1 June 2016 – Notwithstanding the current crisis in the country, Ms Elizabeth Hoff, WHO Representative to Syria, has stressed the urgency for controlling tobacco and shisha consumption among the population – especially among youths, women and teenage school children.
WILL TOBACCO HARM REDUCTION BE ACCEPTED?

- The tipping point (on a global scale) is possible, but far away!
- The outcome will be determined by good regulation, acceptable regulation and bad regulation
- What can all of us bring to the table to create change?
  - Let’s discuss!