http://www.karger.com/Article/FullText/360220 Addiction Research Journal article

http://www.thelancet.com/journals/lancet/article/PIIS0140-6736(15)00042-2/fulltext?rss=yes
*"The study led by Nutt was funded by **Euroswiss Health** and Lega Italiana Anti Fumo (**LIAF**). Riccardo Polosa, one of the authors of the Nutt paper, is the Chief Scientific Advisor to LIAF. In the paper, he reports serving as a consultant to Arbi Group Srl, an e-cigarette distributor. His research on e-cigarettes is currently supported by LIAF. Another author reports serving as a consultant to manufacturers of smoking cessation products. The editors of the journal added a note at the end of the paper warning readers about the "potential conflict of interest" associated with this work."*

So, who is Euroswiss Health's Delon Human?
http://www.tobaccotactics.org/index.php/Delon_Human

Delon Human

From TobaccoTactics
Jump to: navigation, search

Delon Human is a South African doctor based in Switzerland where he runs a number of companies / consultancies / and charities, predominantly to do with health and harm reduction in tobacco. At least two of his companies have taken money from British American Tobacco (BAT). He is also a Director of Biologix Hair, a hair loss replacement company and the ex-head of a food and drink industry lobby group, the International Food and Beverage Alliance.

Health Diplomats

Health Diplomats, one of Dr. Human's companies, says its clients "are the world's largest health care and largest pharmaceutical companies, several governments, foundations and global health professional association".[1][2]

Funded by BAT

Dr. Human admits that Health Diplomats has "received funding from BAT under consultancy arrangements for services relating to tobacco harm reduction".[3]

NicoLIFE

In 2008, Dr. Human set up a company called NicoLIFE.[4]. Human says NicoLIFE "is focused on the promotion of **wise nicotine policy**, science and products to enable smoking cessation and reduce tobacco harm."[5]

Also Funded by BAT

In 2010, BAT funded NicoLIFE / Dr. Human to write a book on harm reduction, entitled *Wise Nicotine*.

According to BAT, "the book is a commentary on the current interpretations and use of tobacco harm reduction within the medical community. We also provided access to appropriate company information to assist in the writing of a chapter specifically about the tobacco industry, which we reviewed for accuracy, but NicoLIFE SA had full editorial control".[6]

The Foreword to the book says "British American Tobacco (Holdings) Limited, a subsidiary of British American Tobacco PLC, has provided funding and access to appropriate company information for the development and production of the book to NicoLIFE SSA, of which the Dr Delon Human is the principal". The foreword continues: "Other than the provision of funding, BAT's role in the production of the book has been limited to supplying information on request and to reviewing extracts from the final version of the book for technical accuracy of any information it provided," but added that "the statements, findings, conclusions and recommendations contained in the book were developed independently of BAT". [7]

BAT Can be Part of the "Solution"

Dr. Human is also quoted in BAT's 2013 Sustainability Report, saying that "through its public commitment to tobacco harm reduction" BAT "makes itself accountable to its consumers and society. This should be applauded and, if successful, **BAT could become part of the solution to addressing the epidemic of tobacco-related disease**."[8]

World Health Organization

Dr. Human was an adviser to the WHO Director-General and UN Secretary-General Ban Ki Moon.[9] Other online information, dated 2014, suggested that Dr Human was still a "Special Envoy" to the WHO.[10]

International Food and Beverage Alliance

Dr. Human was also the Secretary-General of the lobby group, the International Food and Beverage Alliance (IFBA), an alliance of the leading ten food and non-alcoholic drinks companies, such as Nestle, McDonalds, Coca-Cola, Pepsi and Unilever, amongst others.[11]

Dr. Human also represented the IFBA at WHO events. [12]
http://www.who.int/about/who_reform/informal_consultations_WHO_nonstateactors_comments_IFBA_oct2013.pdf

As of September 2014, IFBA's Secretary-General was Rocco Renaldi, the founder and Managing Director of the Brussels-based PR company Landmark Europe.[13]

However, IFBA's office is still registered 8, Place de la Tour, 1275 Trélex, Switzerland,[14], the same address as Dr Human's other businesses.[15][16]

A Conflict of Interest?

If Dr Human was representing WHO at the same time as representing a lobby group for the drink and food industry, there could well have been a conflict of interest between the two positions. Although it is unknown whether he is still working with BAT, Dr Human is still speaking at tobacco industry events, such as the Global Tobacco Networking Forum:

Repeat Speaker at the Global Tobacco Networking Forum (GTNF)

Dr Human spoke at the Global Tobacco Networking Forum in 2012 and is due to speak (did participate) at the event in 2014.[17][18] (and 2015) http://gtnf-2015.com/agenda/

http://www.gtnf-2014.com/wp-content/uploads/2014/01/V43_GTNF2014_AgendaFIN.pdf

Biologix Hair

He is also a Director of Biologix Hair, a hair loss replacement company, although as of September 2014, the company's website was not live. [19]

Notes

1. Jump up ↑ Health Diplomats, President, Health Diplomats Website, accessed August 2014
2. Jump up ↑ Human, Biography on WiseNicotine Website, accessed August 2014
3. Jump up ↑ Dr Delon Human, Foreword to Wise Nicotine, Dennis Barber, 2010
4. Jump up ↑ MoneyHouse, NicoLIFE, accessed August 2014
5. Jump up ↑ Delon Human, Statement by Dr. Delon Human at the FDA Public Workshop on the Risks and Benefits of Long - term use of Nicotine Replacement Therapies Washington DC, 27 October 2010
6. Jump up ↑ British American Tobacco, Sustained engagement, Website, undated, accessed August 2014
7. Jump up ↑ Dr. Delon Human, Foreword to *Wise Nicotine*, Dennis Barber, 2010
8. Jump up ↑ British American Tobacco, Why it Matters - A Focus on Harm Reduction, BAT's Sustainability Focus Report, 2013, accessed August 2014
9. Jump up ↑ Biologix, Biologix Hair Inc. Announces Appointment of Mark Maybank as Chairman, Dr. Delon Human as Director, 8 October 2013, accessed August 2014
10. Jump up ↑ The World Jewellery Confederation, CIBJO hosts conference focusing on industry's social responsibility commitment, at United Nations headquarters during joint General Assembly and ECOSOC session, 10 April, 2014, accessed August 2014
11. Jump up ↑ International Food and Beverage Alliance, Members on website, accessed August 2014
12. Jump up ↑ WHO, Informal dialogue with selected private sector entities on the development of a Global Action Plan for the Prevention and Control of Noncommunicable Diseases 2013-2020, 7 March 2013, accessed August 2014
13. Jump up ↑ Landmark Europe Website, Rocco Renaldi, accessed September 2014
14. Jump up ↑ IFBA, website, accessed September 2014
15. Jump up ↑ Health Diplomats, Welcome, Website, accessed September 2014
16. Jump up ↑ MoneyHouse, NicoLIFE, accessed September 2014
17. Jump up ↑ Global Tobacco Networking Forum, Look Who is Talking, undated, accessed August 2014
18. Jump up ↑ Global Tobacco Networking Forum, Who's Talking, undated, accessed August 2014
19. Jump up ↑ Biologix, Biologix Hair Inc. Announces Appointment of Mark Maybank as Chairman, Dr. Delon Human as Director, 8 October 2013

Global Tobacco Networking Forum

From TobaccoTactics
http://www.tobaccotactics.org/index.php/Global_Tobacco_Networking_Forum

The Global Tobacco Networking Forum (GNTF) is an international gathering of industry executives and supporters. It bills itself as "quite simply the greatest interactive tobacco industry idea exchange on earth".

It is organised by *Tobacco Reporter* magazine and costs US$550 per delegate.[1]

The first GTNF was held in Rio de Janeiro in October 2008. A *Tobacco Reporter* article[2] said that the event "was created specifically as an opportunity for participants to interact and learn from one another". It added:

> To help encourage debate, all the sessions will be set up “cafeteria style.” This means the rooms will consist of a number of circular tables that will each sit roughly seven people. The moderator will explain the topic, share his or her insights and then ask the group to contribute. He or she may assign participants a small task, such as sharing what they view as the greatest challenges to their business, or how their company has solved a particular problem.

The next GTNF meetings were held in Bangalore in 2010, in Antwerp in 2012, and in Cape Town in 2013.[3]

Attendees

- See Global Tobacco Networking Forum 2010 in India.
- See Global Tobacco Networking Forum 2012 in Belgium.
- See Global Tobacco Networking Forum 2013 in South Africa.
-

http://www.gtnf-2014.com/ in USA and http://gtnf-2015.com/agenda/ in Italy

Code of Conduct

GTNF's code of conduct contains clauses forbidding discussions or presentations being recorded, or information about the content of sessions being published. The code of conduct says:[1]

- Absolutely no part of any forum, panel discussion or workshop should be audio- or video-taped or reproduced, in whole or in part, in any document, documentary or record of any GTNF-related event, whether for personal or professional use.

- Written note-taking should be limited to basic ideas and points, and no ideas, concepts or direct quote should be attributed, either directly or indirectly, to any specific participant or observer.
- No material should be published, in whole or in part, based on any sessions or discussions held during the GTNF (although any papers, publications or books already in the public domain or handed out during the event may be republished with prior permission of the author and in accordance with all international laws of copyright).
- No GTNF participants should be quoted or paraphrased outside of the GTNF.
- No unofficial photographs should be taken of anyone participating in, or any presentations made within, any GTNF event.
- If a participant wants to pursue any details or concepts arising from any of the sessions, they are invited to take advantage of appropriate opportunities to introduce themselves and speak with fellow delegates during breaks or meals.
- *Tobacco Reporter* reserves the right to deny access to GTNF 2012 to anyone not prepared to adhere to these rules of engagement, or to anyone deemed by *Tobacco Reporter* to be in violation of these rules at any time without explanation or prior warning.

Notes

1. ↑ Jump up to: 1.0 1.1 Global Tobacco Networking Forums Package, undated, accessed 20 February 2012
2. Jump up ↑ Taco Tuinstra, 'Happy networking', *Tobacco Reporter* magazine, October 2008
3. Jump up ↑ Global Tobacco Networking Forums, Home page 2013, undated, accessed December 2013

http://www.gtnf-2014.com/wp-content/uploads/2014/01/V43_GTNF2014_AgendaFIN.pdf

GTNF 2014: The Greenbrier White Sulphur Springs USA (West Virginia)

AGENDA http://www.gtnf-2014.com/agenda/

REGISTRATION DAY – Wednesday 1 October
11:00 – 18:00 – Registration (Garden Room)
15:00 – 17:00 – Women In Tobacco (WIT) Event (sponsored by **National Tobacco**), (**Spring Room)**
18:30: Welcome Reception (sponsored by **Alliance One International**)
(The Bunker)
- ----------

DAY ONE – Thursday 2 October (morning)
07:00 – 08:00 – Networking Breakfast (sponsored by **Universal Leaf Tobacco Co**.) **(Eisenhower Parlor)**
(All plenary activities take place in the Theatre)
08:10 – 08:20 – Welcome – **Elise Rasmussen,** global sales and events director and publisher, *Tobacco Reporter* magazine
08:20 – 08:30 – David O'Reilly, chairman of GTNF Advisory Board
08:30 – 08:40 - Setting of morning agenda and introduction of Keynote Speaker by host **Patrick Basham, director, Democracy Institute**
08:40 – 09:05 – Keynote speaker #1 – **Susan Cameron,** CEO, Reynolds American Inc.

09:07 – 09:32 – Keynote speaker #2 **– Murray Kessler,** president, chairman of the board and CEO of Lorillard Inc.
09:34 – 09:59 – Keynote speaker #3 **Jim Dillard**, senior vice president, regulatory affairs, Altria Client Services
10:01 – 10:26 – Keynote speaker #4 **Adrian Cooper,** CEO, Oxford Economics
10:28 – 10:53 – Coffee & networking (Eisenhower Parlor)
10:55 – 11:25 – Keynote speaker #5 – **Mitch Zeller,** director, FDA Center for Tobacco Products 2

11:27 – 11:47 – Keynote speaker #6 - **Simon Steyne,** head of social dialogue and partnerships, International Programme on the Elimination of Child Labor
11:49 – 12:09 – Keynote speaker #7 - **John Cameron,** chairman and CEO, Emperor Brands
12:15 – 13:30 – Networking Lunch (sponsored by **Reynolds American Inc.**)
(**Cameo Ballroom)**
Thursday 2 October (afternoon)
Color key to session streams:
Industry Inclusion (Eisenhower Room A)
Next Generation Products (Eisenhower Room B)
Sustainability (Chesapeake Bay Room)
Regulation (Eisenhower Room C)
13:35 – 14:35 sessions (1 hour sessions):
Session #1 FDA vs. FCTC. Organizer: **Mike Ligon,** vice president, Universal Leaf Tobacco Co.**;** Moderator: **Mike Ligon**
Panelists: **Mike Ogden,** senior director, regulatory oversight, RAI Services.**; Jeannie Cameron,** owner, JCIC International; **Clive Bates,** director, Counterfactual (consultancy and advocacy group); **Jeff Stier**, policy analyst and senior fellow, National Center for Public Policy Research, Risk Analysis Division
Session #2 Smokeless tobacco and modified risk. Organizer: **Jim Solyst**, director of federal government affairs, Swedish Match North America; Moderator: **Jim Solyst;**
Panelists: **Kgosi Letlape,** president, Africa Medical Association; **Geoff Curtin**, senior director, regulatory oversight, RAI Services Co;
Session #3 Investment: a view from Wall Street. Organizer: **Erik Bloomquist**, senior analyst, consumer staples, Berenberg Bank. Moderator: **Erik Bloomquist**. Panelists: **Rupert Wilson**, owner and managing director, Strategic Business Consulting, **Bonnie Herzog**, managing director, senior tobacco, beverage and convenience store analyst, Wells Fargo; **Michael Lavery**, senior equity research associate, CLSA; **Vivien Azer**, director equity research, beverage and tobacco, Cowen Group Inc.
Session #4: Flavoring Regulations: Now and beyond. Organizer: **Michelle Dowle**, international scientific affairs manager, BAT; Moderator: **Michelle Dowle**. Panelists: **Gal Cohen**, head of scientific and regulatory affairs, Ploom Inc; **Roger Penn,** director, tobacco business unit, MANE; **Chris Russell,** research fellow, Centre for Drug Misuse Research; **Chris Proctor**; chief scientific officer, BAT. 3

14:35 – 16:05 (1 hour and 30 minute sessions):
Session #5 Carveouts. Organizer: Japan Tobacco International **(**JTI); Moderator: **Geir Ulle**, director of international trade, JTI ; Panelists: **Simon Lester**, trade policy analyst, Herbert A. Stiefel Center for Trade Policy Studies, **CATO Institute; Wan Saiful Wan Jan**, CEO, Institute for Democracy and Economic Affairs;
Session #6 E-cigarette product standards. Organizer: **Ron Tully,** vice president, public affairs and new projects, National Tobacco; Moderator: **Ron Tully;** Panelists: **Phil Daman,** Smoke-Free Alternatives Trade Association; **Jan Verleur,** CEO and co-founder V2 Cigs; **Neil Wilcox,** senior vice president and chief compliance officer, Lorillard Tobacco Co.; **Dr Sudhanshu Patwardhan,** senior international engagement manager**, Nicoventures**; **Rob Burton**, director, corporate and regulatory affairs, White Cloud; **John Bellinger**, co-owner, Evolv, Inc; **John Cameron**.
Session #7 Commercial sustainability vs. environmental sustainability. Organizers: **Carlo Einarsson,** global market communications director**,** Billerud Korsnas AB**; Colin Archibald,** global head of agronomy, Alliance One International (AOI); Moderator: **Carlo Einarsson, Colin Archibald;** Panelists: **Jim Kirke,** founder and director, Sustainable Agricultural Supply Chains Ltd; **Lea Scott**, vice president, agronomy services, Universal Leaf; **Johan Maris**, managing director, certifications, Control Union World Group; **Fredy Santos**, leaf sustainability manager, the Americas, Imperial Tobacco; **Srinath Ramakkrushnan**, manager, sustainability cell, ITC Ltd Agribusiness Division (ILTD)
Session #8 Anti-illicit Trade: No silver bullet? Organizer: **Ewan Duncan,** head of anti-illicit trade intelligence unit, BAT; Moderator: **Ewan Duncan. Panelists: Rupert Wilson,** owner and managing director, Strategic Business Consulting. **Tom Lesnak**, owner/manager TPI Investigations; **Alexander Kryvosheyev**, vice-president, corporate affairs, JTI; **Rich Marianos**, lead investigator, RAI Services; **Harold Mynatt**, FDA
16:05 – 16:25 – Coffee & networking (Eisenhower Parlor)
16:25 – 17:40 (1 hour and 15 minute sessions)

Session #9 Health diplomacy Organizer: **Delon Human**, president and CEO, Health Diplomats (Switzerland); Moderator: **Anders Milton,** senior advisor, Swedish Delegation to World Health Assembly. Panelists: **Scott Ballin,** health policy consultant; **Jeff Stier,** policy analyst and senior fellow, National Center for Public Policy Research, Risk Analysis**; Kgosi Letlape**;, **Clive Bates.**

Session #10 Heat-not-burn (Organizer: **Chris Koddermann**, director of government affairs**,** Philip Morris International, (PMI)**;** Moderator: **Chris Koddermann.** Panelists: **Chris Proctor, Ian Jones**, product stewardship vice president, scientific and regulatory affairs, JTI; **Moira Gilchrist**, director scientific engagement, R&D, PMI; **Mike Ogden** 4

Session #11 Meeting future regulatory requirements through Leaf Organizer**: Pieter Sikkel**, president and CEO, AOI; Moderator: **Pieter Sikkel**; Panelists: **Mike Stevens,** group head of leaf, BAT**; Hilton D. Morgan,** senior vice-president, Universal Leaf Tobacco Co; **Dan King**, head of leaf purchasing and agronomy, Imperial Tobacco
Session #12 Plain packaging. Organizer: **Michiel Reerink**, vice-president, global regulatory strategy, JTI; Moderator: **Michiel Reerink**; Panelists: **Angela Harbutt,** founder and director, Liberal Vision; **Chris Kozlik**, development director, Parkside Flexibles, **Neil McKeganey**, director, Centre for Drug Misuse Research; **Patricia Kovacevic,** director, regulatory affairs and associate general counsel, Lorillard Tobacco Co.
17:45 – 18:30 – Networking Reception (sponsored by **CWT-ASI) (Eisenhower Parlor)**
19:00: TR Golden Leaf Awards Reception & Dinner (sponsored by **BMJ)**;
(Crystal Room) (Chesapeake Room)
End Day One
DAY TWO – Friday 3 October (morning)
07:00 – 08:00 – Networking Breakfast (sponsored by **Universal Leaf Tobacco Co**.) **(Eisenhower Parlor)**
(All plenary activities take place in the Theatre)
08:10 – 08:20 – Setting of morning agenda and introduction of Keynote Speaker #8 by host **Patrick Basham**
08:20 – 08:40 – Keynote speaker #8 Chris Koddermann, director of government affairs**,** Philip Morris International, (PMI)
08:42 – 09:02 – Keynote speaker #9 Mark Kehaya, chairman, Alliance One International
09:04 – 09:24 – Keynote speaker #10 – Paul Richmond, communications and issues management expert
09:26 – 09:46 – Keynote speaker #11 – Rob Brown, public relations expert
09:48 – 10:15 – Coffee & networking (Eisenhower Parlor) 5

10:17– 10:37 – Keynote speaker #12 – Simon Clark, director FOREST, founder, The Free Society
10:39 – 10:59 – Keynote speaker #13 – Kgosi Letlape, president, Africa Medical Association
11:01 – 12:01 – Public Health panel discussion: Moderator**: Anders Milton.**
Panelists: **Kgosi Letlape, Scott Ballin, Clive Bates, Jeff Stier.**
12:01 – 13:15 – Networking Lunch (sponsored by **SWM**) **(Cameo Ballroom)**
Friday 3 October (afternoon)
Color key to session streams:
Industry Inclusion (Eisenhower Room A)
Next Generation Products (Eisenhower Room B)
Sustainability (Chesapeake Bay Room)
Regulation (Eisenhower Room C)
13:15 – 14:15 (1 hour sessions)
Session #13 Who pays - does it matter? Research funding and the role of industry, researchers, regulators. Organizer: **Chris Proctor,** BAT
Moderator: **Marina Murphy**, international scientific affairs manager, BAT. Panelists: **Chris Proctor,** BAT**, Jed Rose**, director, Duke Center for Smoking Cessation, Duke University**; Joe Gitchell**, president, Pinney Associates; **Scott Ballin**
Session #14 Understanding populations: How behavior informs risk regulation Organizer: Chris Russell. Moderator: **Chris Russell**. Panelists: **Neil McKeganey**, director, Centre for Drug Misuse Research; **Carl Phillips**, epidemiologist, scientific director, CAASA; **Clive Bates**
Session #15 Machinery: making the products of the future. Organizer: **Mike Adamson,** head of manufacturing technology, BAT Moderator: **Mike Adamson,** BAT Panelists**: Uwe Schey,** COO, Xavo; **Dieter Neuber**, non-executive director, CME Ltd; **Jörg Wittek**, executive vice-president, Hauni; **Leszek Sikora,** chairman and managing director, International Tobacco Machinery Poland; **Christian Schulze**, international business development manager, Beckhoff; **Alex Crawford**, area sales manager, TOMRA, **John Voak,** director, Garbuio Dickinson.
Session #16 Toxicant management. Organizer: **Brian Fleming**, leaf business development manager, BAT, Moderator: **Brian Fleming**. Panelists**: Mike Ogden; Sudhanshu Patwardhan.** 6

14:15 – 15:45 (1 hour and 30 minute sessions)
Session #17 E-cigarettes: advertising and promotion. Organizer: **Marina Murphy**, BAT; Moderator: **Marina Murphy**; Panelists: **Clive Bates**, **Joe Gitchell**; **Tony Scanlan**, CEO, Gamucci; **Patricia Kovacevic, Charles Hamshaw-Thomas,** business development and corporate affairs director, Zandera Ltd., (E-lites)
Session #18 Regulating potentially reduced-risk products Organizer: **Jim Arnold,** director of external affairs, R&D, PMI. Moderator: **Jim Arnold**, Panelists: **Patrick Basham; Kgosi Letlape; Scott Ballin;**
Session #19 Consumers: What do they want/need? Organizer: **Ron Tully**; Moderator: **Mark Littlewood,** director general**,** London Institute of Economic Affairs; Panelists: **Carl Phillips; Simon Clark; David R. Peterson,** president/owner Electra Vapor, Inc; **Ron Tully**
Session #20 Infestation. Organizer: **Nico Vroom,** managing director, head of R&D, Eco2; Moderator: **Michiel Reerink.** Panelists; **Lea Scott; Jim Kirke, Brian Fernandes,** operations director, CWT-ASI
15:45 – 16:05 – Coffee & networking (Eisenhower Parlor)
16:05 – 17:20 (1 hour and 15 minute sessions)
Session #21 Comprehensive nicotine policy. Organizer: **Mike Ogden**; Moderator: **Mike Ogden;** Panelists**: David O'Reilly; Jed Rose; Jim Solyst**
Session #22 FCTA and ENDS/Nicotine. Organizer: **Nataliya Prongue**, global regulatory strategy director**,** JTI; Moderator: **Nataliya Prongue**; Panelists**: Clive Bates; Charles Hamshaw-Thomas**; **Ian Jones**; **Dudley Stephens**, vice-president planning and business development, Universal Leaf Tobacco
Session #23 Eliminating child labor: Organizer: **Kirsty Green-Mann,** head of corporate responsibility, Imperial Tobacco Company; Moderator: **Kirsty Green-Mann;** Panelists: **Simon Steyne,** ILO, IPEC; **Sonia Velazquez,** executive director, ECLT**; Antonio Abrunhosa**, president, International Growers Association, **Barbara Martellini** , assistant vice president, corporate affairs, Universal Leaf; **Graham Kayes**, executive vice president, business relationship management and Leaf, Alliance One International (AOI)
Session #24 FDA: Five years of the Tobacco Control Act. Organizer: **Patricia Kovacevic**; Moderator: **Patricia Kovacevic;** Panelists: **Kevin Altman**, technical consultant, US Council of Independent Tobacco Manufacturers of America, (CITMA); **Jim Swauger,** vice-president, regulatory oversight, RAI Services Co; **Will Woodlee,** law associate**,** KKB**; Gerry Masoudi**, former FDA chief counsel
Delegates return to plenary for finale (Theatre) 7

17:30 – 17:50 – Keynote - David O'Reilly, BAT
17:52 – 18:00 – Elise Rasmussen: official close of conference
18:00: Evening Activities: Reception and Dinner (sponsored by **Lorillard**)
(Kate's Mountain Lodge)
DAY 3 – Saturday 4 October
09:00 – Networking breakfast with Mark Littlewood and Patrick Basham (sponsored by **Universal Leaf Tobacco Co.) (Eisenhower Parlor)**
09:00 –GTNF Golf Tournament (sponsored by **RAI)**
12:00 Networking Area closeS

http://www.gtnf-2014.com/agenda/
http://www.gtnf-2014.com/
http://www.gtnf-2014.com/look-whos-talking/advisory-board/

Advisory Board

To ensure that the 2014 Global Tobacco Networking Forum (GTNF) meets the tobacco and vapor industries' needs even better than previous editions of the event, *Tobacco Reporter* has created an advisory board. Comprising industry leaders from various tobacco business segments and chaired by British American Tobacco's David O'Reilly, the panel's objective is to support the evolution of the GTNF into a world-class networking and knowledge-sharing forum. As part of its mission, the advisory board will provide insight and timely knowledge about upcoming trends to inform the conference program and help ensure that relevant political, legislative and regulatory developments are adequately covered. *Tobacco Reporter* is pleased to present its advisory board members below. The 2014 GTNF will take place Oct. 1–4 at The Greenbrier in White Sulphur Springs, West Virginia, USA.

David O'Reilly is British American Tobacco's (BAT) group scientific director and chairman of the GTNF advisory board. He graduated from Imperial College, London, in 1991 with a Ph.D. in molecular virology. He continued to pursue this area of research when he joined Advanced Technologies Cambridge, a BAT subsidiary, where he studied the potential of genetic modification to introduce novel processing and agronomic traits into tobacco and other crops. O'Reilly has been a driving force behind BAT's multidisciplinary R&D center in the U.K., the focus of which is a better understanding of the mechanisms of tobacco-related disease and the development of science-based products and technologies for safer alternatives to cigarettes.

Kirsty Green-Mann is Imperial Tobacco Group's head of corporate responsibility. Based in Bristol, U.K., her remit includes definition and implementation of the company's responsibility strategy, stakeholder engagement, partnership and community investment, CR reporting and human rights. Green-Mann joined Imperial in 1998 and has held a variety of roles relating to technical support, product development, process improvement, quality management, project management, corporate affairs and company secretariat.

Mark Kehaya is chairman of the board of Alliance One International (AOI), a position he has held since December 2010. He served as interim CEO of AOI from December 2010 until February 2013. From April 1993 to March 2000, he was employed by Standard Commercial Corp., a predecessor company to AOI, serving as assistant to the president, finance director of the tobacco division, vice president for planning and CEO of Standard Commercial's tobacco processing facility in St. Petersburg, Russia. Kehaya remains a founding partner at Meriturn Partners LLC, an investment firm specializing in restructurings and turnarounds of middle-market companies.

Chris Koddermann is director of government affairs at Philip Morris International (PMI). Based at PMI's operations center in Switzerland, Koddermann provides PMI regions

and markets with strategic advice and support in the design and execution of regulatory and reduced-risk product campaigns. Prior to moving to Switzerland, Koddermann headed up the corporate affairs function for PMI's Canadian affiliate, Rothmans, Benson & Hedges. Koddermann has worked as a public policy specialist and senior adviser to ministers in Canada's federal and provincial governments. In addition, Koddermann has managed or been a senior adviser on a number of provincial and federal election campaigns.

Patricia Kovacevic is director of regulatory affairs and associate general counsel for Lorillard Tobacco Co. Kovacevic also directs the domestic and international regulatory and compliance strategy for recently acquired e-cigarette affiliate Blu. Under her direction, Lorillard secured the first-ever substantial equivalence orders for conventional cigarettes. Prior to joining Lorillard, Kovacevic was a partner at Patton Boggs and a senior counsel at Philip Morris International. In the past, she was a United Nations staff member, served on the U.N.'s Public-Private Partnership Commission and was also an adviser to the Council for Burley Tobacco.

Alexander Kryvosheyev was appointed vice president, corporate affairs, for Japan Tobacco International in February. A Ukrainian national, Kryvosheyev joined R.J. Reynolds International in 1994 in Kiev as public relations specialist and transferred to JTI's headquarters in Geneva in 2002, holding various positions in the corporate affairs and regulatory affairs departments. Kryvosheyev holds a degree from a foreign languages institute in Kiev, where he also started his career in 1987.

Mike Ligon is vice president of Universal Leaf Tobacco Co., responsible for worldwide management of government and corporate affairs. He focuses on regulatory issues related to the U.S. Food and Drug Administration's Family Smoking Prevention and Tobacco Control Act and the Framework Convention on Tobacco Control as well as trade agreements under the World Trade Organization. Ligon joined Universal in 1982. His previous positions include president of Universal's CASA Export, president of America's Harvest and sales director for Universal Leaf North America. Ligon

serves on the tobacco industry-related boards of Eliminate Child Labor in Tobacco and the TMA as well as three other nonprofit organizations in the Richmond, Virginia, USA, area.

Marina Murphy is international scientific affairs manager at British American Tobacco (BAT) and secretary of the GTNF advisory board. She joined BAT in 2008 as scientific communications manager and became the driving force behind a communications strategy designed to reflect BAT's transparent approach to scientific communication. The strategy's goal is to provide clear communication and engender debate on the company's ambitious tobacco harm-reduction research program, including the creation of lower-risk tobacco products. Prior to joining BAT, she was a science journalist.

Michiel Reerink is global regulatory strategy vice president at Japan Tobacco International (JTI). He started his career in the tobacco industry in 1996 at a tobacco trade association in the Netherlands. In 2001, he joined a major tobacco company to take responsibility for corporate affairs in the Netherlands, Benelux and Germany. In 2004, he established the company's EU affairs office in Brussels and subsequently led its EU engagement. In 2010, Reerink joined JTI at the Geneva, Switzerland, headquarters to head the global regulatory strategy department, which leads JTI's strategy and responses to emerging global priority issues, including plain packaging.

Mike Ogden is RAI Services' senior director for regulatory oversight, based in North Carolina, USA. Ogden is responsible for scientific and regulatory advocacy and engagement for all Reynolds American tobacco operating companies. Previously, Ogden was in charge of various R&D programs for R.J. Reynolds Tobacco Co., including those related to environmental tobacco smoke, measuring smoke uptake in smokers through the use of biomarkers, smoking behavior research, clinical studies, regulatory compliance activities, and scientific and regulatory strategy.

 **Jim Solyst** is director of federal government affairs with Swedish Match North America. He directs the company's modified-risk tobacco products process and engages the tobacco control, public health and scientific communities. During his time in Washington, Solyst worked with agencies such as the Environmental Protection Agency, the U.S. Food and Drug Administration and the Office of Management and Budget. He has also worked with the United Nations, the World Health Organization and the Organisation for Economic Cooperation and Development. Solyst is a member of the Food Drug Law Institute Tobacco Committee and the American Chemical Society Committee on Environmental Improvement.

 **Ron Tully** is National Tobacco Co.'s (NTC) vice president of public affairs and new projects. He is responsible for FDA regulatory issues as well as federal, state and local legislative issues and industry trade relations. Tully also serves on the steering groups of the Coalition of Independent Tobacco Manufacturers of America and the Small Business Cigar Coalition. He is a board member of the National Association of Tobacco Outlets and the Pipe Tobacco Council. In addition to his regulatory responsibilities, Tully also identifies and develops new business opportunities for NTC worldwide. Previously Tully worked for Santa Fe Natural Tobacco Co. and the International Tobacco Documentation Center in London.

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http://gtnf-2015.com/homepage-feature/welcome/
http://gtnf-2015.com/agenda/

What's everybody talking about in 2015?

From snus to roll-your-own to e-cigarettes and personal vapor products, the talking points may have changed with the years, but the quality and intensity of the conversations just get better and stronger.

Since it was first launched in 2008, *Tobacco Reporter magazine's* Global Tobacco Networking Forum (now Global Tobacco & Nicotine Forum) (GTNF) has become the world's leading interactive tobacco talk show. With GTNF 2015 we plan to enhance that reputation.

As with any stimulating conversation, participants will have something to say and something to learn. Industry leaders will mingle with experts from government, finance, public health and social responsibility, to the advantage of all. In forum presentations and focused workshops, GTNF will once again provide the perfect meeting place for discussion, debate and—where possible—consensus.

The GTNF sessions can roughly be divided into four themes—regulation, next-generation products, sustainability and industry inclusion. To help you pick the sessions that most closely match your interests, we have color-coded the sessions: red for regulation, blue for next-generation products, green for sustainability and orange for industry inclusion.

Tuesday September 15
11:00 – 18:00 – **Registration** – *(Royal Hotel Carlton*; *Grand Hotel Majestic; Hotel I'Portici)*
16:30 – 18:30 – **Women In Tobacco (WIT) Event –** sponsored by **Swedish Match** *(Hotel I'Portici)*
18.30 to 23.00 – **Welcome Reception** – sponsored by **SPV** *(Hotel I'Portici)*

Wednesday September 16
07:00 – 08:15 – **Networking Breakfast –** sponsored by **Universal Leaf Tobacco Co. (***Loggia Coperta/Scoperta*, *Palazzo Re Enzo*)
All morning plenary activities will take place in the Salone del Podesta of the Palazzo Re Enzo, Piazza del Nettuno, 1, Bologna.
08:30 – 09:15 – **Welcome/Open Event** – **Elise Rasmussen**, global sales and events director and publisher, *Tobacco Reporter* and *Vapor Voice* magazines; **Patrick Basham**, director, Democracy Institute; **David O'Reilly**, chairman, GTNF Advisory Board
09:20 – 09:45 – Keynote: **Marco Mariotti,** senior vice president, corporate affairs, Philip Morris International (PMI)
09:50 – 10:15 – Keynote: **Paul Neumann**, senior vice president, global leaf, JTI
10:20 – 10:45 **–** Keynote: **Airton L. Hentschke,** executive vice president and chief operating officer, Universal Leaf Tobacco Co, Inc., and senior vice president and chief operating officer, Universal Corporation
10:50 – 11:10 – **Coffee Break** (*Loggia Coperta/Scoperta)*
11:15 – 11:40 – Keynote**: Wan Saiful Wan Jan**, CEO, Institute for Democracy and Economic Affairs (IDEAS) (Malaysia)
11:45 – 12:15 – Presentation: **'In the (Think) Tank' with Patrick Basham** and **Mark Littlewood**, director general**,** London Institute of Economic Affairs
12:20 – 13:20 – **Panel Discussion –** (*Ethics***)** Organizer: **Karen Blakeley,** senior lecturer, Winchester Business School; Moderator: **Patrick Basham** Panelists: **Karen Blakeley**, **Clive Bates**; director, Counterfactual (consultancy and advocacy group); **Phillipa Foster Back**, CBE, director, Institute of Business Ethics (UK); **Kgosi Letlape,** president, Africa Medical Association; **David O'Reilly**, group scientific director and R&D director, BAT and chairman, GTNF Advisory Board
13:20 – 14:30 – **LUNCH** sponsored by **Alliance One International** *(Sala Atti*)
14:30 – 15:45 – **Sessions 1, 2, 3, 4 (1hr, 15 min each)**

Color key to session streams:
Regulation *(Salone del Podesta)*
Next Generation Products *(Salone ReEnzo)*
Sustainability *(Sala del Quadrante)*
Industry Inclusion *(Sala del Capitano)*

Session #1: Tobacco Products Directive (TPD)
Session #2: Cig-a-likes, rods, tanks and pods: what's next for next generation products?
Session #3: Leaf sourcing strategies
Session #4: FDA and TPD – Challenges for manufacturing
15:45 – 16:10 – **Coffee Break** (*Loggia Coperta/Scoperta)*
16:15 – 17:30 **– Sessions 5, 6, 7, 8**
Session #5: **Plain Packaging**
Session #6: Consumer preferences in vaping products
Session #7: Leaf Sustainability
Session #8: Investment: A view from the financial industry
17:35 – 18:45 **– Sessions 9, 10, 11, 12**
Session #9: FDA Modified Risk Tobacco Product (MRTP) process – Possible FDA approval and its implications
Session #10: New oral nicotine, vaping and smoking products
Session #11: Impact of trade issues (*on CSR, leaf requirements, the global economy)*
Session #12: Consumer wants and needs
18:45 – 19:45: **Networking Reception** – sponsored by **BMJ** (*Salone del Podesta*)
19:45 **Gala Dinner and Golden Leaf Awards** sponsored by **BMJ** *(Salone del Podesta*)

DAY TWO – Thursday September 17
07:30 – 08:50 – **Networking Breakfast –** sponsored by **Universal Leaf Tobacco Co.** (*Loggia Coperta/Scoperta, Palazzo Re Enzo*)
All morning plenary activities will take place in the Salone del Podesta of the Palazzo Re Enzo
09:00 – 09:10 – **Setting of morning agenda** and **introduction of first keynote speaker** by host **Patrick Basham**.
09:10 – 09:30 **–** Keynote**: Kingsley Wheaton,** managing director, next generation products, BAT
09:35 – 09:55 – Keynote: **Jack Henningfield**, vice president, research, health policy and abuse liability, Pinney Associates
10:00 – 10:20 – Keynote: (TBC)
10:25 – 10:45 **–** Keynote: **Yushu Zhu,** director, Ruvian Technology Ltd, China
10:50 – 11:15 – **Coffee Break** (*Loggia Coperta/Scoperta)*
11.15 – 11.35 – Keynote: **Brigadier General (*ret.)* Richard Tubb**, White House physician, emeritus

11:40 – 12:40 – Panel Discussion (*Public Health*) Moderator: Delon Human, president and CEO, Health Diplomats (Switzerland); Panelists: **George Adams**, cardiologist, Rex Healthcare, University of North Carolina at Chapel Hill; **Konstantinos Farsalinos**, cardiologist, Onassis Cardiac Surgery Center, Athens; **Riccardo Polosa**, professor of internal medicine, University of Catania

12:45 – 14:15 – **LUNCH** – sponsored by **Reynolds American Inc.** (*Sala Atti*)
14:25 – 15:40 **– Sessions 13, 14, 15, 16**

Color key to session streams – current groupings: (TBD)
Regulation *(Salone del Podesta)*
Next Generation Products *(Salone Re Enzo)*
Sustainability *(Sala del Quadrante)*
Industry Inclusion *(Sala del Capitano)*

Session #13: Anti illicit trade (AIT)
Session #14: E-cigarette product standards
Session #15: Agricultural labor practices
Session #16: Science for regulation
15:40 – 16:05 – **Coffee Break** (*Loggia Coperta/Scoperta)*
16:10 – 17:25 – **Sessions 17, 18, 19**
Session #17: **Plain products**
Session #18: Heat Not Burn (HNB)
Session #19: Infestation

Delegates return to** Salone del Podesta **for finale

17:30 – 18:00 – Keynote: **David O'Reilly**
18:00 – 18:15 **–** Official close of GTNF 2015**: Elise Rasmussen**
18:15 – 19:15 – **Networking – Hotels – return to venue**
19:15 – **Buses** to **networking reception and closing dinner.** Sponsored by **Philip Morris International (PMI)** (*Enzo Ferrari Museum, Modena*)

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http://www.tobaccotactics.org/index.php/Riccardo_Polosa
Riccardo Polosa

Riccardo Polosa

From TobaccoTactics
Jump to: navigation, search

Dr. Riccardo Polosa, MD, PhD, is the Director of the Institute for Internal Medicine and Clinical Immunology of the University of Catania in Italy. He is also in charge of the University's Centre for Tobacco Research (CPCT), and Honorary Professor of Medicine at Southampton University (UK). An internationally recognized leader in the field of clinical bronchoprovocation (airway- challenge studies), he is author of more than 200 peer reviewed articles and books mainly covering respiratory medicine, clinical immunology, and tobacco addiction.[1]

After many years as the director of Lega Italiana Anti Fumo (LIAF), the Italian Anti-Smoking League, he is now their Chief Scientific Advisor according to his bio for **the E-cigarette Summit in November 2014**[2] or its Director Science, as the website says in report on Polosa's speech at a FDA hearing on the regulation of e-cigarettes in Washington in the same month.

Polosa was the lead scientist in a clinical trial on e-cigarettes with positive outcomes. As a director of the Italian Anti-Smoking League, **Polosa promotes the e-cigarettes he researched at the University**, **while as an honorary professor of medicine he endorsed the e-cigarettes on the brand's website.** For more details see the page on E-cigarettes: Mixing Research and Marketing.

Business links

His profile at Bloomberg Businesweek says that his is:

- Cordex Pharma, Inc. - Member of Scientific Advisory Board,
- Aspirex™ - Clinical Director of the development program
- Duska Therapeutics Inc. - Member of Scientific Advisory Board

he is also:

- NicotinePolicy.net Correspondent

Conflicting Interests

For the E-cigarette conference in November 2014, Polosa filed the following conflicted interests[2]:

- received lecture fees and research funding from GlaxoSmithKline and Pfizer, manufacturers of stop smoking medications.
- served as a consultant for Pfizer and Arbi Group Srl (Milano, Italy), the distributor of Categoria™ e-Cigarettes.
- His research on electronic cigarettes is currently supported by LIAF (Lega Italiana AntiFumo).

Research funded by Philip Morris

In 2004, Polosa put out a press release in his function as the president of the Italian anti-smoking union LIAF, saying that his Institute **would develop a research project on nicotine addiction jointly with PMI**. According to the

LIAF website, Philip Morris invited Polosa to start a research project on the harm of smoking, and offered to pay for it. Polosa claimed he was awarded US$400,000 and two grants of $15,000 for students at a yearly base.[3] The funding is the result of what LIAF calls "a paradoxical law in the USA" that requires an American manufacturer of tobacco to fund studies on the effects of both active and passive smoking on public health. The money is awarded through an independent committee. "Truly independent", according to Polosa (*Una commissione - sottolinea Polosa - che è veramente indipendente e che non ha mai subito pressioni dalla Philip Morris*), "it has never been pressured by Philip Morris."[3]

Internal correspondence in the Legacy Archive shows that PMI was not happy with Polosa's press release and thought about asking for a rectification.[4] However, further research confirmed that Polosa had applied for funding from the PM External Research Program[5], which he was granted for a two year project starting 1 May 2003. ($189,575 in the first year, and $125,485 in the second, a total of $316,060 and funding for two fellowships). The research aimed to identify smokers with greater risk of thrombosis using markers of active smokers at different times after smoking cessation.[6][7][8]

Notes

1. Jump up ↑ Paul Bergen, E Cigarette Interview with Professor Riccardo Polosa, The Ash Tray blog, October 2011, accessed October 2011
2. ↑ Jump up to: 2.0 2.1 E-cigarette conference, Professor Riccardo Polosa, website, November 2014, accessed December 2014
3. ↑ Jump up to: 3.0 3.1 LIAF website, Philip Morris finanzia ricerca tabagismo, accessed October 2011
4. Jump up ↑ Kevin Osborne News appeared on Italian media, PM funding Italian Antismoking Association?, email trail, 9 April 2004
5. Jump up ↑ Philip Morris External Research Program, Application for Research Grant, Riccardo Polosa, 26 August 2002, Legacy Archive
6. Jump up ↑ SHANNONHOUSE,D; WALK,RA. ITALIAN MEDIA NEWS, 8 April 2004, Philip Morris. Official title of research: "Smoke and endothelial/platelet activation: evaluation of prothrombotic markers during smoking cessation"
7. Jump up ↑ Legacy Archive, Philip Morris External Research Program Summary, Polosa, Riccardo, 15 April 2004
8. Jump up ↑ The following article is listed as Peer reviewed publication acknowledging support from the Philip Morris External Research Program PMI Cacciola, R.R.; Guarino, F.; Polosa, R.; "Relevance of endothelial-haemostatic dysfunction in cigarette smoking". *Current Medicinal Chemistry* 14:103-112, 2007.

Simon Clark
TAKING LIBERTIES

Tuesday Jan27 2015

http://taking-liberties.squarespace.com/blog/2015/1/27/how-to-get-a-standing-ovation-at-a-tobacco-industry-conventi.html

How to get a standing ovation at a tobacco industry convention

Tuesday, January 27, 2015 at 11:07

Ever wondered how to get a standing ovation at a tobacco industry convention? Then read on …

Readers may recall that I was invited last year to speak at the **Global Tobacco Networking Fo**rum in White Sulphur Springs, West Virginia. (See Greetings from The Greenbrier.)

A report on the conference has now been published in the January issue of Tobacco Reporter. You can read it here.

GTNF brings together a wide range of people from inside and outside the tobacco industry. In recent years it has been attended by an increasing number of e-cigarette advocates including Carl Phillips, scientific director of the Consumer Advocates for Smoke-free Alternatives Association (CASAA) and Clive Bates, former director of ASH, now an associate of the New Nicotine Alliance (NNA).

Previous forums have taken place in Rio, Bangalore, Antwerp and Cape Town. Because it was closer to home, perhaps, the Greenbriers event attracted the CEOs of two prominent American tobacco companies, Susan Cameron of Reynolds American, and Murray Kessler of Lorillard.

Some vapers should look away now because in her speech Cameron called for the strict regulation of open-system vapour products. In her view, they present a "unique risk" because they are "open to tampering".

It's comments like these that have upset a lot of vapers. Personally I'm against strict regulation but credit to her for going public with her position in such a no-nonsense fashion and not hiding behind Chatham House rules.

Murray Kessler said the tobacco industry was committed to harm reduction but said the strategy must include risk modification as well as abstinence. "We need an alternative to the quit or die message." Agreed.

The biggest coup was to get Mitch Zeller, director of the US Food and Drug Administration's Center for Tobacco Products (CTP). Reduce harm products presented the CTP with a challenge, he said**. They may be less of a risk to the user but their availability might prevent consumers from choosing the healthiest option, complete cessation.**

And that, in a nutshell, is what we're up against. Even the more liberal and open-minded public health officials view complete cessation as the long-term goal. Zeller didn't say it but "No safe level of nicotine" is sure to be the mantra for many years to come. Good news for the likes of ASH but bad news for the rest of us (including the taxpayer).

One of the most passionate presentations came from John Cameron, brother of Hollywood director James Cameron. "If I could I'd smoke in my sleep," he declared before announcing tobacco's imminent demise. "It's over," he said.

A vibrant hi-tech business will take its place. "All major brand owners – Harley Davison, Starbucks – will have their own line of e-cigarettes … In the future, when you see an e-cigarette, you will think health, not harm."

In comparison I must have come across as a complete Luddite. The short summary of my presentation reads:

Forest's Simon Clark … argued that, throughout the debate, one group had been consistently underrepresented — consumers. Established to defend the interest of both smokers and tolerant nonsmokers, Forest celebrated its 35th anniversary in 2014. Clark took the opportunity to look back on some of the organization's initiatives, and to contemplate the future in a rapidly changing business environment.

Throughout the years, Forest campaigns have had varying levels of success, according to Clark. The organization's Save our pubs campaign could not prevent a comprehensive public smoking ban in the UK. Its Hands off our packs initiative, against the implementation of plain packaging, has been more successful. Three years after the start of the discussion, the UK government has yet to decide on the issue *[Damn, spoke too soon!].* The difference, according to Clark, is funding. Whereas the Save Our Pubs

initiative was carried out on a shoestring budget, the Hands Off Our Packs campaigners had more money to work with.
Clark promised Forest would continue stressing consumer choice and attacking excessive regulation in its defense of smokers. But he cautioned that, in their enthusiasm about e-cigarettes, tobacco executives should not forget their traditional customer, the smoker, who still accounts for the vast majority of the business.

Even Cameron, however, would have struggled to compete with Kgosi Letlape, president of the Africa Medical Association:
As the president of the Africa Medical Association, Letlape's decision to attend a tobacco forum elicited strong criticism from fellow health advocates.
As a pragmatist, however, he believes the goal of public health is better served by engagement than confrontation. Cigarettes, says Letlape, are not about to go away because of various forms of addiction—smokers' addiction to nicotine, companies' addiction to profits and government addiction to tobacco tax revenues.
In order to be successful, new products would need to satisfy all these addictions, according to Letlape. "We need to find a way to live with addiction, as opposed to dying from it," he said.
Letlape sees a role for all stakeholders, including health activists, regulators and industry. "You don't have to love or even trust each other," he said. "Just respect each other and be civil."
Now *that's* how you get a standing ovation at a tobacco industry convention.
To read the full report on GTNF2014 click here and turn to page 20.

Kgosi Letlape
SA Medical Association head chopped: http://mg.co.za/article/2009-02-06-sa-medical-association-head-chopped
06 Feb 2009 06:00 Nosimilo Ndlovu
Kgosi Letlape, the first black ophthalmologist in South Africa and former president of the World Medical Association, had led Sama since 2001. SA Medical Association head chopped: Nosimilo Ndlovu talks to Kgosi Letlape about his abrupt resignation as head of South Africa's professional body for medical practitioners.
Kgosi Letlape's opposition to private medical insurance is probably one of the factors behind a vote of no confidence that led the outspoken doctor to resign as head of the SA Medical Association (Sama) last Friday. Letlape, the first black ophthalmologist in South Africa and former president of the World Medical Association, had led Sama since 2001.
He was well known for his strong stance against medical schemes. During the closing of the Sama conference last year, he announced that he had given up his medical scheme membership and said that doctors and members of Parliament should do the same. A Sama member who asked to remain anonymous said this position had led to members losing faith that he could unite and represent all doctors fairly.
https://en.wikipedia.org/wiki/Kgosi_Letlape

http://www.africama.net/

The AfMA Council elected to serve up to 2010

Dr Kgosi Letlape (President)
Dr Kofi Asare (Vice-President)
Dr Delon Human (Secretary-General)

Dr Mary Zulu (Treasurer)
Dr Yewondwossen Tadesse (Council Member)


AfMA President,
Dr Kgosi Letlape


Vice-President of AfMA,
Dr Kofi Asare from Ghana


Secretary General,
Dr Delon Human


Treasurer of AfMA,
Dr Mary Zulu from Zambia


Dr Y Tadesse, additional member
representing East Africa

The AfMA Head Office is in Johannesburg, South Africa and a branch office in Geneva, Switzerland. AfMA will act as the Regional Office of the World Medical Association for Africa.

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Secretary General
Dr Delon Human

http://www.karger.com/Article/FullText/360220
Journal of Addiction Research article

Acknowledgement

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Disclosure Statement

The sponsor of the study had no role in any stage of the MCDA process or in the writing of this article, and was not present at the workshop. All authors had full access to all the data in the study, and had final responsibility for the decision to submit for publication.

K.F. has served as a consultant for most companies with an interest in tobacco dependence treatments. J.F. has served as a consultant to manufacturers of smoking cessation products (e.g. Pfizer, GSK, J & J, Novartis) and has received a research grant from Pfizer. R.P. has received lecture fees from Pfizer and GSK, a research grant from Pfizer, and he has served as a consultant for Pfizer, Global Health Alliance for treatment of tobacco dependence, and Arbi Group Srl., an e-cigarette distributor. All other authors have no conflicts of interest to declare.

Estimating the Harms of Nicotine-Containing Products Using the MCDA Approach

David J. Nutt [a] Lawrence D. Phillips [b] David Balfour [f] H. Valerie Curran [c] Martin Dockrell [d] Jonathan Foulds [h] Karl Fagerstrom [i] Kgosi Letlape [k] Anders Milton [j] Riccardo Polosa [l] John Ramsey [e] David Sweanor [g]

[a] Imperial College London, UK; [b] Department of Management, London School of Economics and Political Science, and Facilitations Ltd., UK; [c] University College London, UK; [d] Action on Smoking and Health London, UK; [e] TICTAC Communications Ltd. at St. George's, University of London, London , UK; [f] University of Dundee, Dundee , UK; [g] Faculty of Law, University of Ottawa, Ottawa, Canada; [h] Pennsylvania State University, College of Medicine, Hershey Pa., USA; [i] Fagerström Consulting, Vaxholm, Sweden; [j] World Medical Association, Milton Consulting, Stockholm, Sweden; [k] World Medical Association, Johannesburg , South Africa; [l] Centre for the Prevention and Cure of Tobacco Use, University of Catania, Catania , Italy E-cigarettes

Public Health England under fire for saying e-cigarettes are 95% safer

Editorial in Lancet medical journal criticises PHE for basing its advice on research funded by organisations **with links to the tobacco industry** People smoking e-cigarettes in a coffee shop in London. Photograph: Jane Mingay/REX/Jane Mingay/REX

Sarah Boseley Health editor

Friday 28 August 2015 18.42 BST Last modified on Friday 28 August 2015 19.21 BST

http://www.theguardian.com/society/2015/aug/28/public-health-england-under-fire-for-saying-e-cigarettes-are-95-safer

Public Health England has come under fire for basing its advice on the safety of e-cigarettes on research funded by organisations with links to the tobacco industry.

Last week, PHE announced that e-cigarettes were 95% less harmful than conventional cigarettes and suggested they could one day be offered alongside nicotine patches as a smoking cessation aid.But the statement has caused concern among those, including some regional

directors of public health, who say there is not enough evidence to justify it and who fear an official endorsement of the safety of e-cigarettes will benefit the tobacco companies. Multinational tobacco manufacturers are now among the lead players in the e-cigarettes market. Their critics fear that if vaping becomes acceptable, smoking will be rehabilitated too.

An editorial in the Lancet medical journal criticises PHE for relying for its 95% assertion on a paper led by **Prof David Nutt of the Independent Scientific Committee on Drugs**, which calculated the level of harm caused by different nicotine delivery systems, from cigarettes to cigars, pipes, nicotine patches and e-cigarettes. They took into account a wide range of risks, from the effect of addiction on people's incomes to fatal lung damage to accidental poisoning.

The Lancet points out that the Nutt paper states that there was a **"lack of hard evidence for the harms of most products on most of the criteria".** It was also concerned about the funding of the paper and **conflicts of interest on the part of some of the authors.**

The paper was funded by EuroSwiss Health and Lega Italiana Anti Fumo (LIAF). EuroSwiss Health is run by Delon Human, a South African doctor who has two other companies, Health Diplomats and NicoLife, based at the same address, which have accepted funding from British American Tobacco. Human was also funded by BAT in 2010 to write a book called Wise Nicotine, which was described as "a plea to health professionals to become nicotine-wise, and for smokers to demand information and access to safer forms of nicotine".

Dr. Delon Human
President & CEO
Health Diplomats
http://www.healthdiplomats.com/index.php?page=21_president
http://www.wisenicotine.com/get-in-touch **Get in touch**
Dr. Delon Human **Telephone:** +41 22 369 90 10 **Fax:** +41 22 369 90 11 **Office:** 8, Place de la Tour Trélex, 1270 Vaud, Switzerland **Email: dh@nicolife.biz**
http://www.business-informations.ch/NICOLIFE-SA.html 'Sales of tobacco products' 'Turnover CHF 13 million'
http://www.bat.com/groupfs/sites/BAT_89HK76.nsf/vwPagesWebLive/DO8C6MNZ?opendocument
BAT Quote: ***"In 2010, we funded NicoLIFE SA, an independent company focused on the promotion of tobacco harm reduction, in its production of a book, 'Wise Nicotine'. The book is a commentary on the current interpretations and use of tobacco harm reduction within the medical community. We also provided access to appropriate company information to assist in the writing of a chapter specifically about the tobacco industry, which we reviewed for accuracy, but NicoLIFE SA had full editorial control. We hope that the book will play an important role in raising awareness of tobacco harm reduction among health professionals and smokers."***

Human is secretary general of the Africa Medical Association. Kgosi Letlape, one of the authors of the Nutt paper, is its president. There is no suggestion that Nutt or Letlape has accepted tobacco industry funding.

LIAF is an Italian anti-smoking organisation. Its chief scientific adviser is Riccardo Polosa, another author of the Nutt paper. Polosa states there that he is a consultant to Arbi Group Srl, an e-cigarette distributor. Polosa is pictured in an endorsement on the website of the e-cigarette, called Catagoria, that he researched with the support of LIAF.

E-cigarettes may have a part to play in helping some people quit smoking, says the Lancet editorial. "But the reliance by PHE on work that the authors themselves accept is methodologically weak, and which is **made all the more perilous by the declared conflicts of interest surrounding its funding**, raises serious questions not only about the conclusions of the PHE report, but also about the quality of the agency's peer review process," it says.

"PHE claims that it protects and improves the nation's health and wellbeing. To do so, it needs to rely on the highest-quality evidence. On this occasion, it has fallen short of its mission."

PHE has hit back, saying its review that led to the 95% statement was based not only on the Nutt paper but also on one by Robert West of University College London and colleagues, which also found that although e-cigarettes were not 100% safe, there was little evidence of any harm. Ann McNeill of the Institute of Psychiatry, who conducted the review for PHE, said new studies that had raised the alarming prospect of harm from chemicals in e-cigarettes did not, in fact, demonstrate new risks. "Some flavourings and constituents in e-cigarettes may pose risks over the long term. We consider the 5% residual risk to be a cautious estimate allowing for this uncertainty," she said. Ongoing monitoring was necessary in case new risks emerged, but "on current evidence, there is no doubt that smokers who switch to vaping reduce the risks to their health dramatically".

Nutt said in a blogpost that: "The funding of the nicotine study was provided by a Swiss-based consulting firm interested in this question as an unrestricted grant to the charity DrugScience. They had no involvement in the subsequent meetings and publications. An Italian anti-smoking charity made a small financial contribution at the publication stage to help pay for open access."

The group involved in the study was chosen because of their expertise in a variety of fields, he said. "As is inevitable in such a field, several had or have had 'interests' in aspects of nicotine and tobacco supply or harm reduction, and these were declared at the time," he said. The study was carried out in such a way that individuals with a bias would not be able to influence the outcome.

“With one in five people believing e-cigarettes are at least as harmful as smoking, it is important that the public know that based on current evidence vaping carries a fraction of the risk of smoking,” said Kevin Fenton, director of health and wellbeing at PHE.

“While the long-term impact of using e-cigarettes remains unknown, our comprehensive evidence review estimates that e-cigarettes are around 95% less harmful than smoking. Nearly 80,000 people a year die of a smoking-related illness and smoking costs the NHS £2bn a year. Given all the evidence about the potential benefits e-cigarettes offer to reduce harm and to help smokers quit, if a smoker wants to quit with an e-cigarette they should be supported to do so.”

But those who feel the safety of e-cigarettes has not been proved and worry about the involvement of the tobacco industry feel PHE has not properly weighed the evidence or considered where it is coming from.

Prof Simon Capewell from the University of Liverpool, one of the authors of the Lancet editorial, said he was “surprised and disappointed to hear about the substantial conflict of interest” because it undermines the credibility of the whole group.

“The truth is that the 95% safer figure is now in serious doubt. The second problem is that this is a major distraction because the real question is how much safer is fresh air for non-smokers and children compared with being exposed to vapes from others in enclosed spaces? I think that is a major health question which must be addressed.”

http://www.popularmechanics.com/science/health/a17137/vaping-smoking-study-problems/

AUG 28, 2015 @ 4:45 PM

Up in Smoke: The Problems With That 'Vaping Is 95 Percent Safer Than Smoking' Study

The claim that e-cigarettes are 95 percent safer than cigarettes inspired plenty of headlines. It also has plenty of problems.

David M. Benett / Getty Images

Ninety-five percent is a big damn number. That's why it seemed inherently suspicious when, about a week ago, Public Health England posted a new report comparing the risks of vaping and smoking, inspiring lots of headlines with its claim that e-cigarettes are 95 percent safer than ordinary ones. It seems too good to be true, because it probably is: Researchers writing in the respected British medical journal *The Lancet* today have cast serious doubt on the legitimacy of the U.K. government's report.

The crux of the problem is that Public Health England got its numbers from a briefing and a paper that appeared in 2014 and was written by David Nutt, the former U.K. government chief drugs adviser. Basically, the Independent Scientific Committee on Drugs, a group that Nutt founded, convened a panel to consider the dangers of various types of drugs. The gathered experts rated the various options on a numeric scale. Cigarettes scored 99.6, making them the most dangerous nicotine product. Vaping scored a 4. That's where the "95 percent less harmful" claim comes from.

According to *The Lancet*, there is a serious problem here. Namely, the British government's report omits the major caveats from the Nutt study that it sources:

> **First, there was a "lack of hard evidence for the harms of most products on most of the criteria". Second, "there was no formal criterion for the recruitment of the experts". In other words, the opinions of a small group of individuals with no pre-specified expertise in tobacco control were based on an almost total absence of evidence of harm. It is on this extraordinarily flimsy foundation that PHE based the major conclusion and message of its report.**

That's not the only red flag. Says Mashable:

> **Perhaps its biggest takedown of the study is that it found several of the paper's authors had ties to e-cigarette or smoking cessation companies. The paper warned of potential conflict of interest, but that wasn't reflected in PHE's report.**

It may indeed be that vaping is significantly less dangerous than smoking. (Public Health England, for one, is sticking to its guns). The trouble here seems to be advocacy getting out ahead of science. Part of PHE's mission is to get people to stop smoking, and so it ran with the dramatic 95 percent statistic. "But with undue haste," *The Lancet* says.

> Read our full evidence update on E-cigarettes here: http://t.co/qDOULCE4j6
> — PublicHealthEngland (@PHE_uk) August 28, 2015

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Estimating the Harms of Nicotine-Containing Products Using the MCDA Approach

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Key Words

Smoked tobacco products · Oral tobacco products · Electronic cigarettes · Multi criteria decision analysis · Harm assessment · ENDS (electronic nicotine delivery systems)

Abstract

Background: An international expert panel convened by the Independent Scientific Committee on Drugs developed a multi-criteria decision analysis model of the relative importance of different types of harm related to the use of nicotine-containing products. ***Method:*** The group defined 12 products and 14 harm criteria. Seven criteria represented harms to the user, and the other seven indicated harms to others. The group scored all the products on each criterion for their average harm worldwide using a scale with 100 defined as the most harmful product on a given criterion, and a score of zero defined as no harm. The group also assessed relative weights for all the criteria to indicate their relative importance. ***Findings:*** Weighted averages of the scores provided a single, overall score for each product. Cigarettes (overall weighted score of 100) emerged as the most harmful product, with small cigars in second place (overall weighted score of 64). After a substantial gap to the third-place product, pipes (scoring 21), all remaining products scored 15 points or less. ***Interpretation:*** Cigarettes are the nicotine product causing by far the most harm to users and others in the world today. Attempts to switch to non-combusted sources of nicotine should be encouraged as the harms from these products are much lower.

Introduction

The recreational use of tobacco remains one of the principal causes of chronic ill health and early death worldwide. The tobacco epidemic was largely reflected in more affluent Western countries but, increasingly, the illnesses associated with tobacco use have spread to the developing world [1]. Cigarettes are considered to be the most harm-

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ful tobacco product although other forms of tobacco used recreationally may also result in harm to the user [2].

It is now widely accepted that the compulsive use of tobacco reflects the development of dependence upon the nicotine present in tobacco and many of the pharmacological interventions that are employed to aid smoking cessation target this dependence [3, 4]. However, in experimental animals, nicotine does not have the potent addictive properties that are required to explain the powerful addiction to tobacco experienced by many habitual smokers [5, 6]. Thus, it has been proposed that other pharmacologically active substances present in tobacco smoke and the conditioned sensory stimulation associated with inhaling tobacco smoke have a significant role in the development of dependence upon tobacco [7–10]. Pharmacological nicotine replacement products (NRT) were introduced as aids to smoking cessation in the late 1970s and continue to be used extensively in the treatment of tobacco dependence. Experience with these preparations suggests that their use is not associated with an increased risk of chronic obstructive pulmonary disease, lung cancer or cardiovascular disease [3, 11] although there are reports that nicotine may be metabolized to compounds that are potentially carcinogenic [12, 13]. Furthermore, studies with experimental animals suggest that the ingestion of nicotine during pregnancy can have adverse effects on the brain development of the fetus and the vulnerability of the progeny to nicotine dependence [14, 15]. Relatively little direct information is available for the effects of maternal nicotine on human development and behaviour. However, smokeless tobacco has been found to have a negative effect [16] and Bruin et al. [17] have argued that the possibility of adverse effects for both the mother and fetus of NRT use during pregnancy should not be disregarded. Thus, individual researchers have expressed differing opinions on the safety of pharmacological nicotine. Nevertheless, some 40 years' experience with NRT preparations suggest that they are safe and are not associated with significant adverse medical consequences [4]. This conclusion is consistent with the compelling evidence that many of the adverse health effects of inhaling tobacco smoke are caused by other components of the smoke such as nitrosamines, carbon monoxide and nitric oxide [18, 19]. Thus, despite some differences in opinion, it seems that tobacco use lends itself rather better than many other forms of addiction to a harm reduction approach using pharmacological interventions including therapeutic nicotine preparations.

Most attention with regard to the harmful effects of tobacco use has focused on cigarettes and the evidence that they cause chronic illness and early death is compelling. However, other forms of tobacco use also need to be considered. There is good evidence, for example, that Swedish snus, a form of refined oral tobacco which is low in nitrosamines, is at worst only weakly associated with an increased risk of cancer or cardiovascular disease [20]. By contrast, other smokeless unrefined oral tobacco products seem to be associated with significantly more harm to the user [21]. For example, the chronic use of gutkha, a form of smokeless tobacco popular with members of the Asian community, is associated with the development of disorders of the oral mucosa and oral cancer [22]. Water pipes, widely used in the Middle East, are finding increasing favour in Western society. The potential toxic effects of water pipe smoke have not yet been fully evaluated although some concerns have been expressed about the potential adverse consequences for health of using this form of tobacco [23, 24]. Our understanding of the potential hazards associated with using electronic nicotine delivery systems (ENDS, e.g. E-cigarettes) is at a very early stage. These delivery systems are seen as an acceptable form of recreational nicotine use with a minimal potential for second-hand environmental contamination. Nevertheless, there is concern that these devices should not be introduced in an unregulated way until potential associated harms are adequately evaluated [25].

There remains a need for policy makers to become better informed of the relative harms of nicotine delivery systems in order to build a regulatory framework that minimizes harm. The aim of the current study was to convene a group of experts with expertise in the field of nicotine and tobacco research from different disciplines (animal and behavioural pharmacology, toxicology, medicine, psychiatry, policy and law) that could discuss and agree on the harmfulness of nicotine-containing products using a multi-criteria decision analysis (MCDA) model and, thus, provide a sound framework within which policy makers might work.

Methods

Study Design

The Independent Scientific Committee on Drugs selected experts from several different countries to ensure a diversity of expertise and perspective, as evident from the author list. The MCDA process [26] was conducted during a 2-day facilitated workshop held in London in July 2013. The MCDA model for the harm of psychoactive drugs developed by the Independent Scientific Committee on Drugs in 2010 [27] provided a starting point for this nicotine harm study, as it covered all the potential parameters of harm that might potentially be caused by any drug.

The MCDA process is a way to compare variables of harm in widely different areas where traditional metrics are not available. It works through a series of eight stages: (1) establishing context;

(2) agreeing on the products to be evaluated and producing definitions of these; (3) agreeing on the criteria on which the products were to be compared; (4) scoring the products on each criterion; (5) weighting the criteria; (6) calculating weighted scores to give an overall index of the harm of each product; (7) examining results and resolving any inconsistencies, and (8) exploring the sensitivity of the indices to different assessments of scores and weights.

The Context

The group recognized that there are regional and national differences in actual and perceived harm of nicotine products, so participants agreed to take a worldwide perspective and consider average harm.

The Nicotine Products

After considering many nicotine products and the criteria for comparing the products, the group discussed steps 2 and 3 above in a reciprocal and iterative way so that the final set of products was substantially different from one another in important ways. Table 1 gives the final agreement about the products and their definitions.

The Criteria of Harms

The group reviewed the 16 criteria that had first been agreed by the UK Advisory Council on the Misuse of Drugs [28] and used by the Independent Scientific Committee on Drugs in their 2010 decision conference on 20 psychoactive drugs [27]. All but two criteria were retained but where necessary were redefined to be relevant to nicotine products. The two that were dropped were drug-specific and drug-related mental impairment as it was thought that there was little evidence for these with any of the nicotine products.

The criteria against which the products were evaluated are shown at the extreme right of the harm tree in figure 1. The main objective was to determine an ordering of the products at the 'Product harms' node. The next level to the right provides separate harm groupings of the criteria: 'To users' (harm to those who are using the product) and 'To others' (harm as a consequence of the use of the product to others both directly and indirectly). Assessments of the harms for all products were made against the criteria given at the extreme right of the value tree. The final definitions are shown in table 2.

Scoring the Products

The group scored all products on all criteria. The scoring system used points out of 100, with 100 assigned to the most harmful product on a given criterion and zero representing 'no harm'.

In scaling the products, care is required to ensure that each successive point on the scale represents equal increments of harm. Thus, if a product is scored at 50, then it should be half as harmful as the product scored 100. Because zero represents no harm, this scale can be considered a ratio scale, which makes possible ratio comparisons of the weighted scales.

Weighting

Some criteria are more important expressions of harm than others, so weighting of the criteria is required. 'Swing weighting' provides weights that are meaningful in MCDA. As an analogy, both Fahrenheit and Celsius scales contain 0–100 portions, but the swing in temperature from 0 to 100 on the Fahrenheit scale is, of course, a smaller swing in temperature than 0–100 on a Celsius scale; it takes 5 Celsius units to equal 9 Fahrenheit units. The purpose of weighting is to ensure that the units of harm on the different harm scales are equivalent, thus enabling weighted scores to be compared and combined across the criteria. Weights are scale factors.

To assess scale factors two steps in thinking must be separated. First, it is necessary to think about the difference in harm between the most and least harmful products on that criterion. The next step is to think about how much that difference in harm matters in a given context. 'How big is the difference in harm and how much do you care about that difference?' This is the question that was posed in comparing the 0-to-100 swing in harm on one scale with the 0-to-100 swing on another scale, assuming the harm is a worldwide average.

Swing weights for the User criterion were assessed first; the largest swing, on Product-specific morbidity, the difference between cigarettes and nasal sprays was assigned a weight of 100. Next, weights were judged for the criteria at the Other node: the largest swing, the difference between cigarettes and small cigars for Economic cost, was set at 100. Finally, those two 100's were compared by judging their swing weights. The swing for Product-re-

Table 1. The 12 products considered during the decision conference and their definitions

Cigarettes	manufactured and hand-rolled cigarettes in which the tobacco is wrapped in paper
Cigars	smoked cigars: roll of tobacco wrapped in tobacco leaf
Little and small cigars	used like a cigarette wrapped in tobacco leaf, sometimes with a filter (a product that has emerged in response to the US tobacco taxation system and would, in most jurisdictions be considered cigarettes)
Pipes	a tube with a small bowl at one end for smoking tobacco
Water pipe	a pipe where tobacco smoke is bubbled through water
Smokeless refined	non-snus (and other) smokeless refined tobacco products used orally, including moist chewing tobacco and snuff (common in USA)
Smokeless unrefined	non-snus (and other) smokeless unrefined tobacco products used orally, including chewing tobacco and dry snuff (products common in SE Asia)
Snus	a low nitrosamine and non-fermented smokeless tobacco product (popular in Scandinavia and now in USA)
ENDS	electronic nicotine delivery system products, e.g. e-cigs (electronic cigarettes either cigarette-like or personal vaporizers)
Oral products	oral nicotine delivery products (including NRT products)
Patch	dermal nicotine delivery products
Nasal sprays	nasal nicotine delivery products

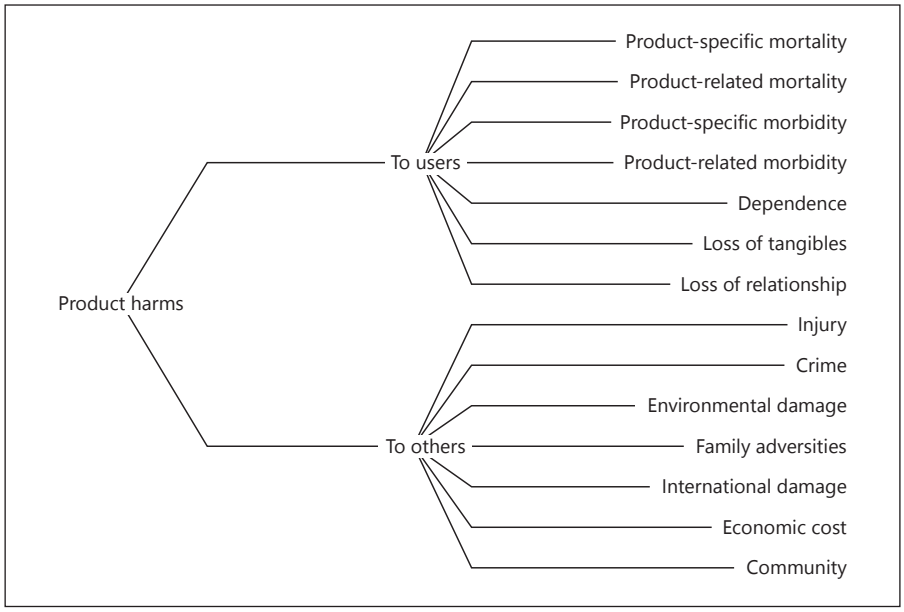

Fig. 1. Evaluation criteria organized by harms to users and harms to others.

Table 2. Definitions of the evaluation criteria for the nicotine products

Name	Description
Product-specific mortality	deaths directly attributed to product misuse or abuse as in the case of accidental and deliberate poisoning
Product-related mortality	deaths indirectly attributed to the product, e.g. death due to cancer, respiratory illness, cardiovascular disease and fire
Product-specific morbidity	damage (morbidity, chronic ill health) to physical health directly attributed to product misuse or abuse, e.g. ulcers, lung disease, heart disease
Product-related morbidity	damage to physical health indirectly attributed to product misuse or abuse, e.g. burns, allergies
Dependence	extent to which the product creates a propensity or urge to continue use despite adverse consequences and causes withdrawal symptoms on cessation
Loss of tangibles	extent of loss of tangible things (e.g. income, housing, job)
Loss of relationships	extent of loss of relationships with family and friends
Injury	the extent to which the product increases chances of injuries to others both directly and indirectly, e.g. traffic accident, fetal harm, second-hand smoke, accidental poisoning, burns
Crime	the extent to which the use of the product increases criminal behaviour (e.g. smuggling) directly or indirectly (at the population level, not the individual)
Environmental damage	the extent to which the use and production of this product causes environmental damage locally, e.g. fires, competition for arable land, cigarette stub pollution
Family adversities	the extent to which the use of the product causes family adversities, e.g. economic well-being, future prospects of children
International damage	the extent to which the use of the product contributes to damage at an international level, e.g. deforestation, contraband as criminal activity, counterfeiting
Economic cost	the extent to which the use of the product results in effects that create direct costs to countries (e.g. health-care costs, customs) and indirect costs (e.g. loss of productivity, absenteeism)
Community	the extent to which the use of the product creates decline in social cohesion and decline in the reputation of the community

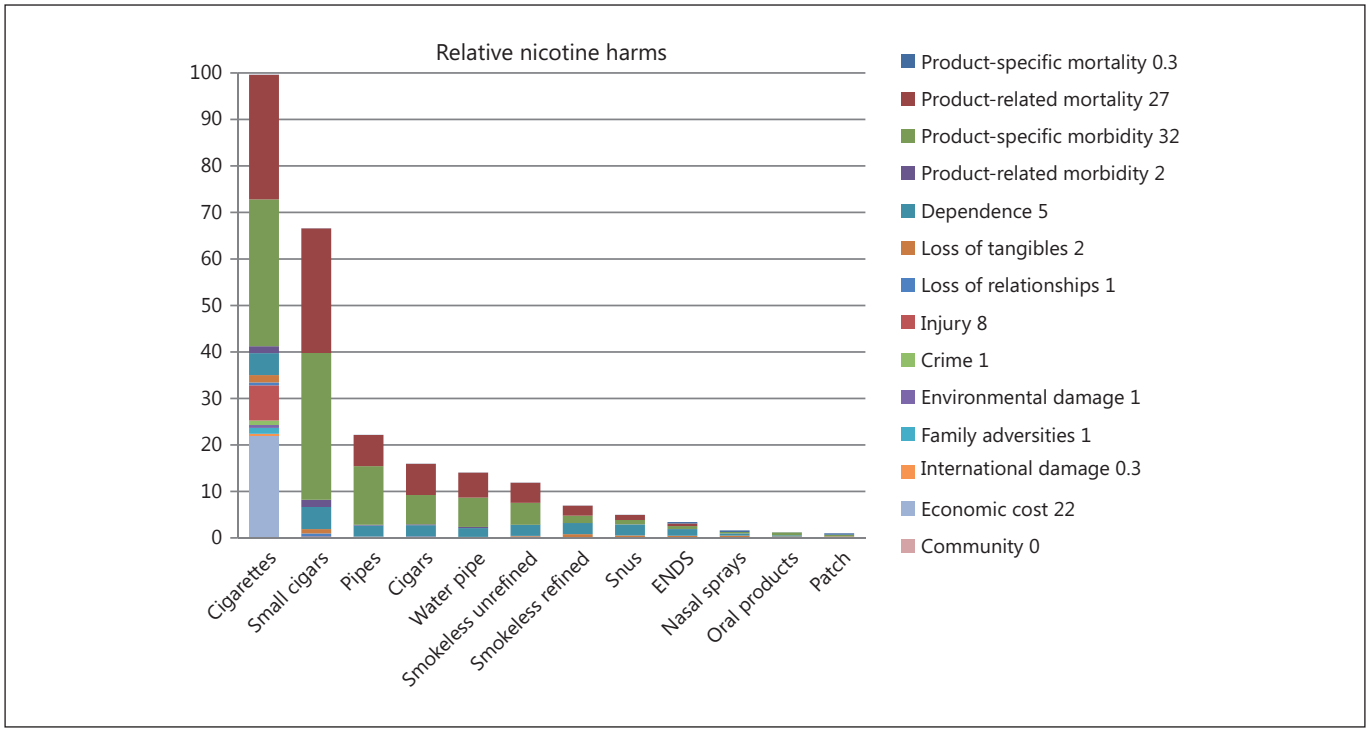

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Fig. 2. Overall weighted scores for each of the products. Cigarettes, with an overall harm score of 99.6, are judged to be most harmful, and followed by small cigars at 67. The heights of the coloured portions indicate the part scores on each of the criteria. Product-related mortality, the upper dark red sections, are substantial contributors to those two products, and they also contribute moderately to cigars, pipes, water pipes, and smokeless unrefined. The numbers in the legend show the normalized weights on the criteria. Higher weights mean larger differences that matter between most and least harmful products on each criterion.

lated morbidity was weighted as the larger harm that matters, so its weight of 100 was retained. The swing for Economic cost was assessed as 70% of that, so the original weights for all the Economic criteria were multiplied by 0.70.

As scores and weights were agreed, they were input to the Hiview computer program[1], which normalized the weights so they summed to 100, calculated the weighted scores and displayed the results.

Results

Figure 2 shows the overall weighted scores of the nicotine products as stacked bar graphs. Cigarettes and small cigars are each several times more harmful than any of the other products. Similarly coloured sections of the bar graphs show a given criterion's weighted harm value as it contributes to the overall weighted scores of the nicotine products. Thus, Product-related mortality and Product-specific morbidity are the main harms for cigarettes and small cigars, while Economic cost is also a substantial contributor to the overall harm for cigarettes.

The stacked bar graphs can also be shown for their separate contributions of harm 'To users' and harm 'To others'. Figure 3 gives the harm to users as the blue section, and harm to others as red. Harm to others makes a substantial contribution only to cigarettes, and virtually none to the other 11 products.

Why are cigarettes considered the most harmful? Figure 4 shows the contribution that each criterion makes to cigarettes' total weighted score. Each row in the display gives the part-score for that criterion (Wtd Diff), and it is the sum of those part scores that gives the overall score of 99.6. These part-scores determine the relative heights of each of the coloured bands for the cigarettes' bar graph in figure 4. Note that cigarettes were assigned harm scores of 100 on 12 of the 14 criteria, but that just five of those 14 collectively contribute a score of 92.7, nearly as much as the total of 99.6.

Both cigarettes and small cigars score 100 on three of the most important criteria: Product-specific morbidi-

[1] An MCDA computer program first developed at the London School of Economics and Political Science and now available from Catalyze Ltd., www.catalyze.co.uk.

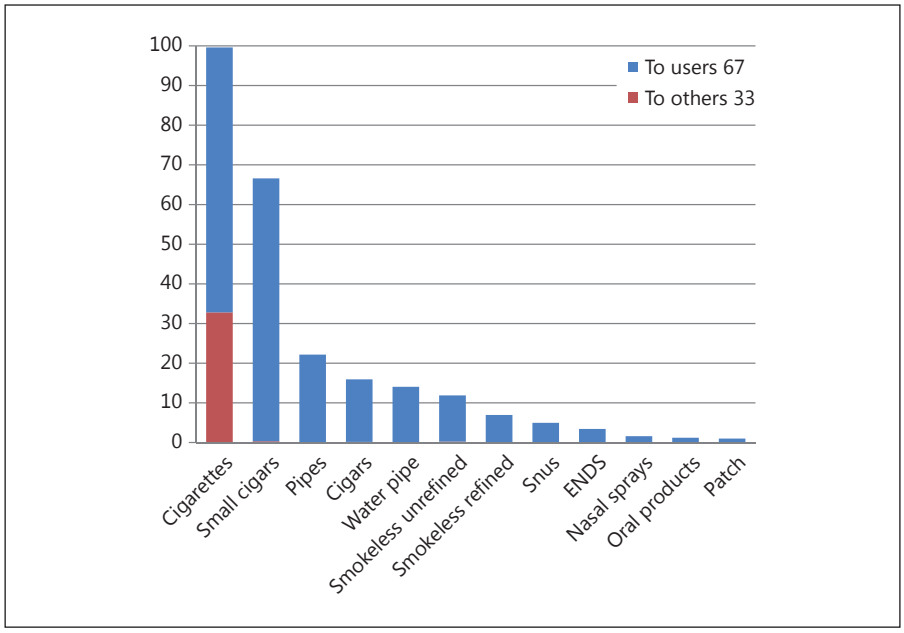

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Fig. 3. The products ordered by their overall harm scores, with the stacked bar graphs showing the contribution to the overall score of harms to users and harm to others. The numbers in the legend show the sums of the normalized weights at each node.

Compare Cigarettes minus All at 0

	Model Order	Cum Wt	Diff	Wtd Diff	Sum
TO USERS	Product spec morb	31.5	100	31.5	31.5
TO USERS	Product rel mort	26.8	100	26.8	58.4
TO OTHERS	Economic cost	22.1	100	22.1	80.4
TO OTHERS	Injury	7.6	100	7.6	88.0
TO USERS	Dependence	4.7	100	4.7	92.7
TO USERS	Loss of tangibles	1.6	100	1.6	94.3
TO USERS	Product rel morb	1.6	95	1.5	95.8
TO OTHERS	Family adversities	1.3	100	1.3	97.1
TO OTHERS	Crime	0.9	100	0.9	98.0
TO USERS	Loss of relationship	0.6	100	0.6	98.7
TO OTHERS	Environmental damage	0.6	100	0.6	99.3
TO OTHERS	International damage	0.3	100	0.3	99.6
TO USERS	Product spec mort	0.3	0	0.0	99.6
TO OTHERS	Community	0.0	100	0.0	99.6
		100.0		99.6	

Color version available online

Fig. 4. The relative harms of cigarettes. The cumulative weight (Cum Wt) column shows the normalized weight for each criterion. The harm score for cigarettes, shown in the Diff column, on each criterion is multiplied by the cumulative weight of the corresponding criterion to give a weighted score (i.e., a part-score), shown in the Wtd Diff column. The lengths of the green bars are proportional to the weighted scores, so the longer the green bars, the more that harm matters for its effects from cigarettes.

ty, Product-related mortality and Dependence. Those three are harms to the users, criteria which do not take account of the extent of usage worldwide. However, cigarettes also score 100 on Economic cost and Injury, which are harms to others that do take account of global usage. It is those two criteria that account for the difference in the total scores of cigarettes compared to small cigars.

Discussion

Perhaps not surprisingly, given their massively greater use as compared with other products, cigarettes were ranked the most harmful, followed by small cigars as two thirds as harmful. It is only the relative lack of harm to others that positioned small cigars at two thirds the harm of cigarettes. For both these products the bulk of the

harm came from morbidity and mortality areas such as cancer, respiratory and cardiovascular disease, followed by Economic cost, Injury and Dependence. There was a big drop in harm from small cigars (67% of maximum relative harm, MRH) to pipes 22%. Within the tobacco products there was a gradual reduction in harm from water pipe, smokeless unrefined, smokeless refined to snus that has 5% of MRH. Among the purer non-tobacco vehicle products ENDS were rated to have only 4% of MRH and for the even purer NRTs the MRH was only rated at about 2%. Thus there is wide variability in harm among the combustible tobacco-based products, from cigarettes (100%) to water pipe (14%) and even more within the tobacco-based category, from cigarettes (100%) to snus (5%). Not surprisingly the purest products, NRTs, with few other ingredients than nicotine were the least harmful and pose little risk for intrinsic harm when used for the treatment of tobacco dependence. Indeed their use would bring significant benefits not just to users but also to non-smokers and society as a whole.

Clearly this exercise speaks to a continuum of harm from nicotine-containing products with cigarettes at one end and NRT products at the other end. The differences between the products are substantial and if policy actions could help to switch use away from cigarettes and other smoked products to purer nicotine products, such as NRT products, massive public health gains would occur.

There is also some evidence that the cigarettes are the most dependence-forming product and products with less harm also may be less dependence-forming [9]. An analogue can be found with alcohol where most countries have policies that steer consumption as much as possible to alcohol-containing beverages with a low alcohol content.

A limitation of this study is the lack of hard evidence for the harms of most products on most of the criteria. That is why we adopted the decision conferencing process: the group of experts worked face-to-face in a peer-review setting with impartial facilitation, sharing relevant data, knowledge and experience to ensure that all perspectives were heard. It is the combination of impartial facilitation, modelling (in this case, MCDA), and information technology (projecting the MCDA model for the group to observe as it was constructed and explored) that enables a group to outperform its members, thus providing the best collective expertise of the experts [28]. Another weakness might be the kind of sample of experts. There was no formal criterion for the recruitment of the experts although care was taken to have raters from many different disciplines.

Even if data were available for all the harms of all the products on all the criteria, judgements would still be required to assess swing-weights. While the magnitude of harm of the most harmful product on each criterion can be informed by data, how much that worst-best difference matters requires an act of judgement. In this way, MCDA separates matters of fact from value judgements. As value judgements are at the heart of political debate, it might be instructive to engage in a public consultation exercise to allow different constituencies to express their views about the weights. This could be a first step in initiating a structured deliberative discourse about nicotine-containing products, as the politicians, the law and the public might weight the harm criteria differently [29]. In addition, including the benefits of using nicotine products along with the harmful criteria might provide insights into the nature of the benefit-harm balance.

The results of this study suggest that of all nicotine-containing products, cigarettes (and small cigars in the USA) are very much the most harmful. Interventions to reduce this pre-eminence are likely to bring significant benefits not just to users but also to non-smokers and society as a whole. Attempts to use other forms of nicotine such as ENDS and NRT to reduce cigarette smoking should be encouraged as the harms of these products are much lower.

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Disclosure Statement

The sponsor of the study had no role in any stage of the MCDA process or in the writing of this article, and was not present at the workshop. All authors had full access to all the data in the study, and had final responsibility for the decision to submit for publication.

K.F. has served as a consultant for most companies with an interest in tobacco dependence treatments. J.F. has served as a consultant to manufacturers of smoking cessation products (e.g. Pfizer, GSK, J & J, Novartis) and has received a research grant from Pfizer. R.P. has received lecture fees from Pfizer and GSK, a research grant from Pfizer, and he has served as a consultant for Pfizer, Global Health Alliance for treatment of tobacco dependence, and Arbi Group Srl., an e-cigarette distributor. All other authors have no conflicts of interest to declare.

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Editors' Note

The editors are aware that K.F. has connections with a company that is associated with one of the largest tobacco industries in the world (BAT: Nicoventures), but would like to notice that this standalone company produces smoking cessation products, i.e. electronic cigarettes, that are now in discussion to be regarded as a new form of NRT. NRT is widely accepted as a treatment of patients with tobacco dependence. Therefore, the editors decided that the potential conflict of interest of K.F. should not preclude acceptance and publication of this article. However, the scientific community has to discuss the demarcation between potential conflicts of interest related to companies producing addictive drugs and companies producing therapeutics.