



Untangling knotty policy problems

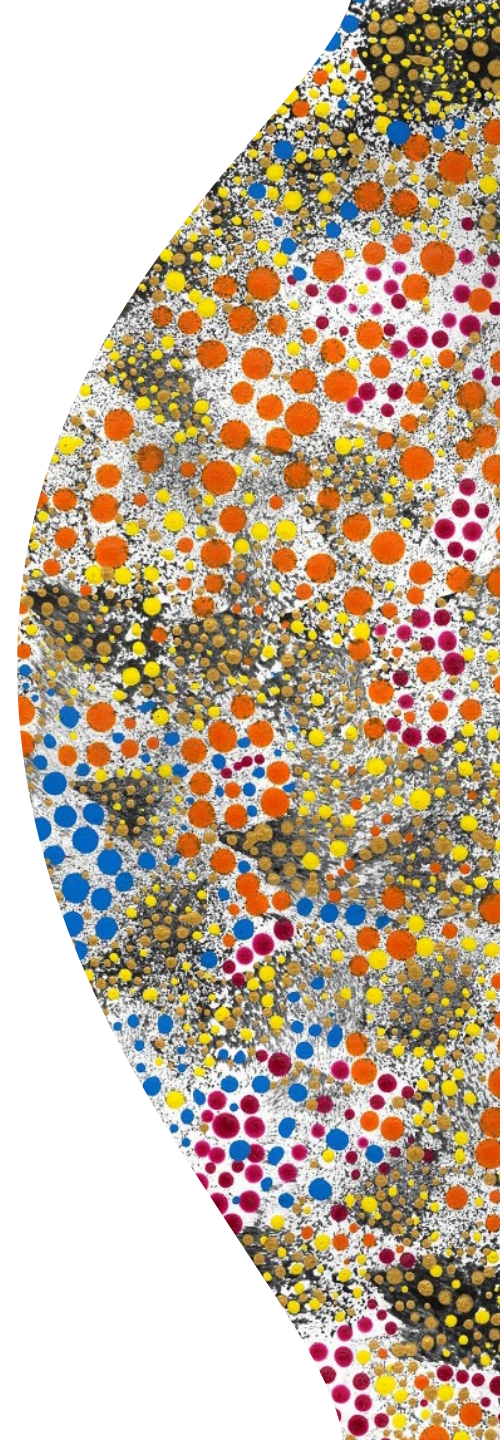
A case study of developing an e-cigarette policy position statement

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APSAD 2024, Canberra

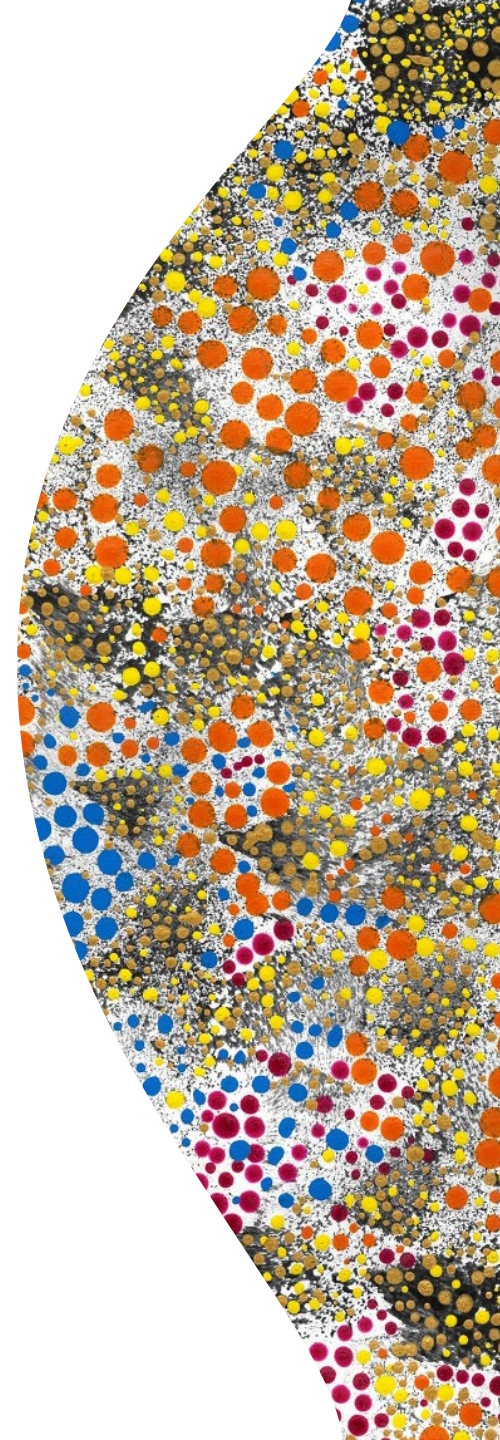
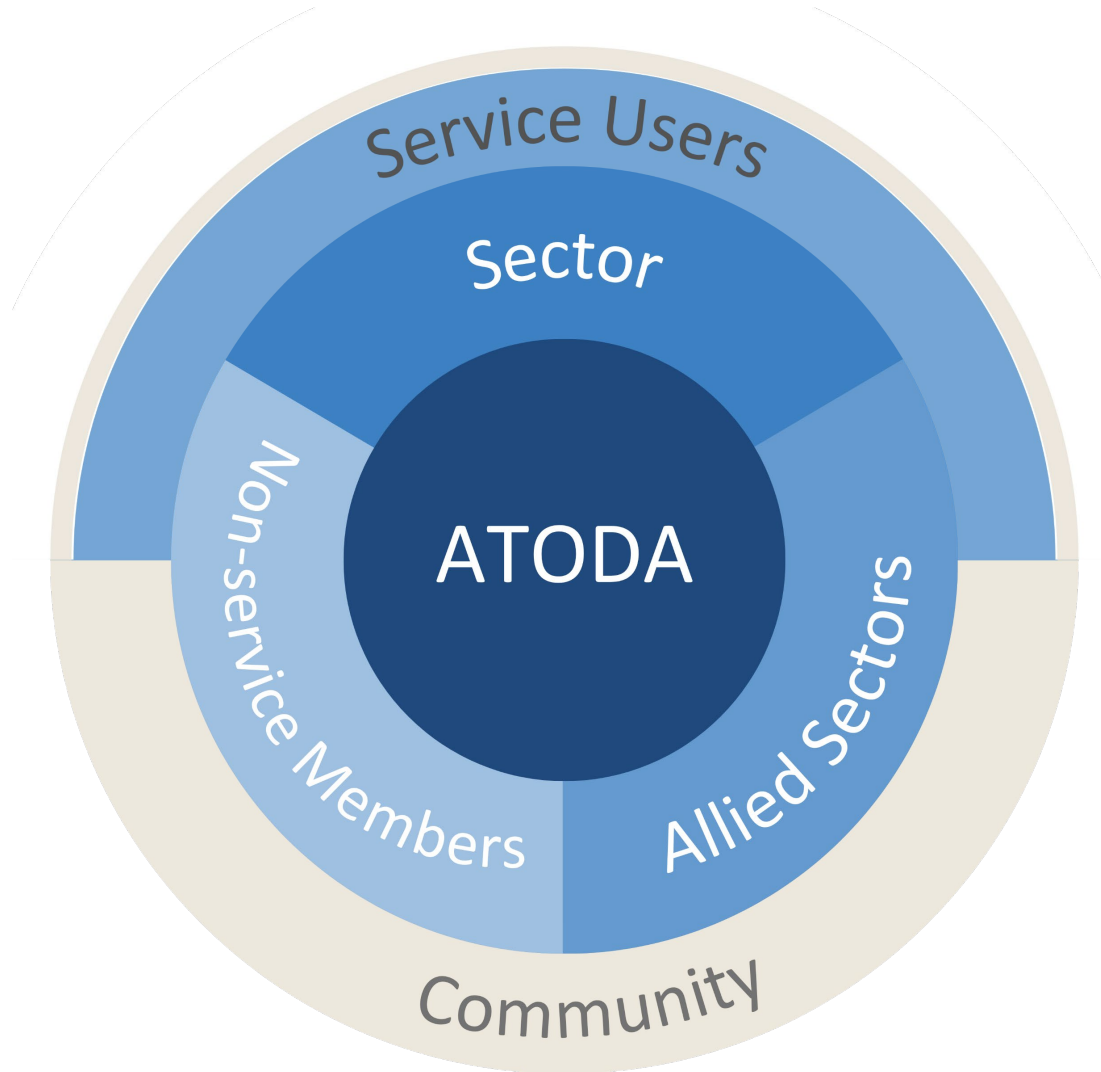
Conflict of Interest statement

There are no conflicts of interest to disclose.



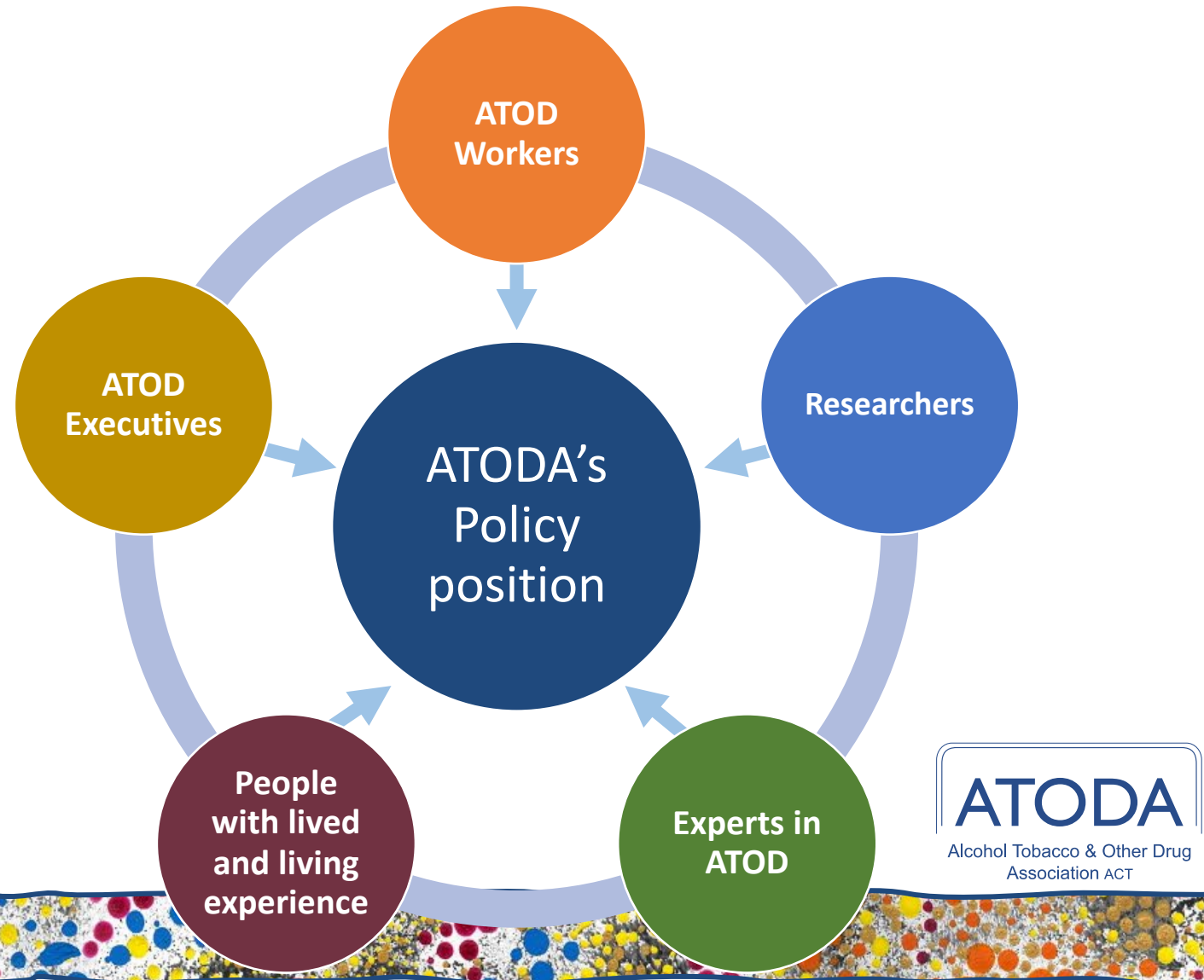
ATODA acknowledges the Ngunnawal peoples as Traditional Custodians of the land we work on and recognises other peoples or families with traditional connections to the ACT and region. ATODA acknowledges, respects and celebrates the continuing culture and the contributions of Aboriginal and Torres Strait Islander peoples to the life of this city and this region and continues to learn from the contributions of Aboriginal and Torres Strait Islander peoples to the alcohol, tobacco and other drug sector.

Alcohol, Tobacco and Other Drug Association ACT

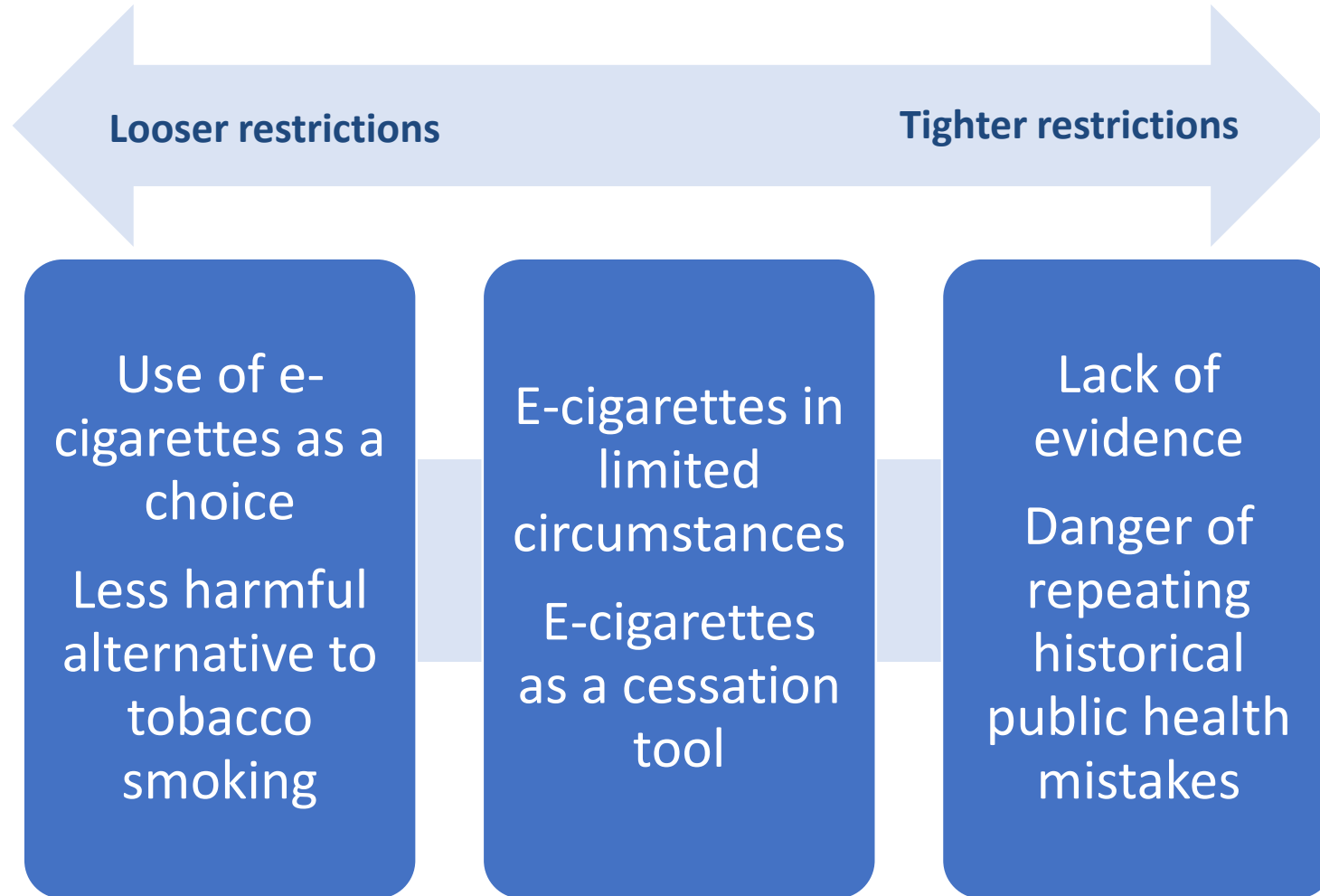


How did we develop our policy position statement?

- Utilised a **comprehensive process** grounded in **consultation and evidence-based analysis**
- Engaged with a **diverse range** of stakeholders to ensure that a **wide range of experiences and perspectives were considered**
- Consultation showed that e-cigarettes are a **deeply polarising issue**

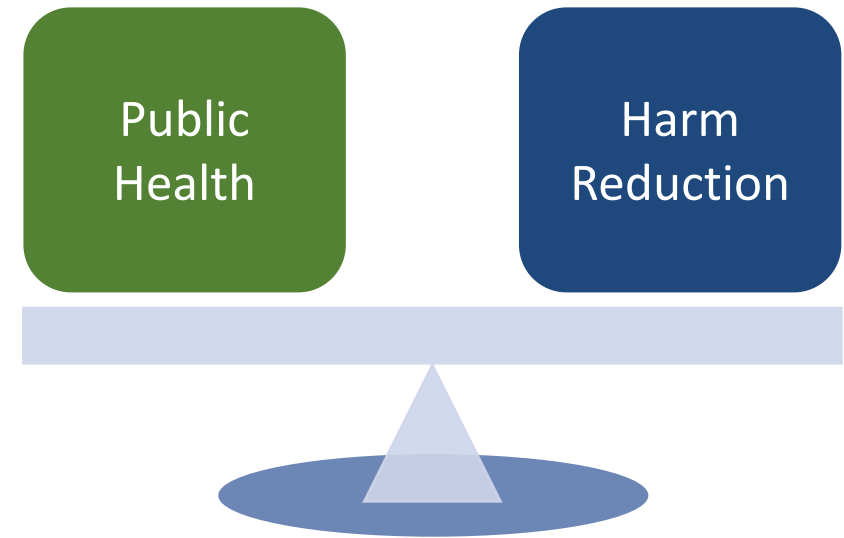


Managing dissenting views



Balancing the evidence and dissenting views

- **Divergence of opinion** amongst stakeholders was anticipated
- Collaborate to develop a position that **engaged with various perspectives** while balancing the demands of **public health** and **harm reduction**
- It was important to remain **flexible and responsive** to the evolving evidence base and changing legislation



What is ATODA's Policy Position?

ATODA recommends that the ACT government:

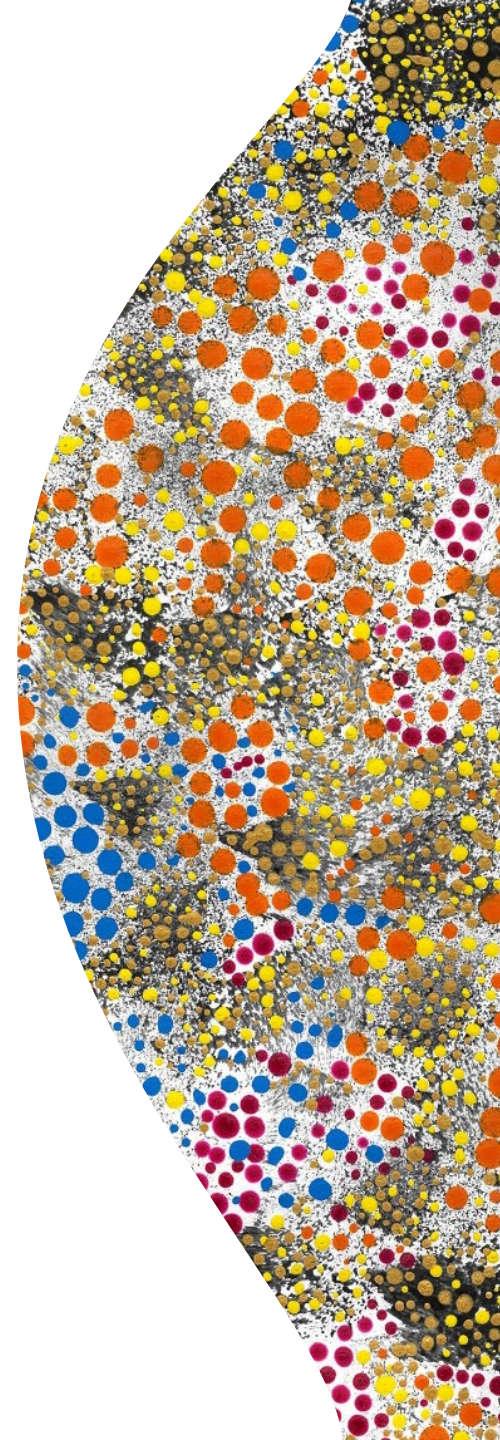
- 1) Continues to meet its commitments under the *National Tobacco Strategy 2023-2030*, including achieving the daily smoking target of less than five percent by 2030.
- 2) Sets targets for reduced daily tobacco use and e-cigarette prevalence among priority and specific populations and monitors progress against these targets.
- 3) Funds and appropriately resources the development and implementation of evidence-based interventions for nicotine-dependence treatment with a focus on populations experiencing the greatest harms from tobacco and e-cigarette use.
- 4) Funds and supports alcohol, tobacco and other drug (ATOD) services in the ACT to provide evidence-based interventions to support cessation of tobacco and e-cigarette use.
- 5) Appropriately funds targeted and evidence-based health campaigns to reach populations experiencing or at risk of experiencing the greatest harms from tobacco and e-cigarette use.
- 6) Continues to counter the tobacco industry's influence by enforcing current regulations and legislation regarding the manufacturing, sale, and distribution of illegal e-cigarettes.
- 7) Adopts a harm reduction approach, including through ensuring there are no criminal penalties for personal possession of nicotine-containing e-cigarettes.



Important considerations

- a) The tobacco industry's commercial vested interest in e-cigarettes and the risk this poses to research and policy development;
- b) The entanglement of the two products in terms of the potential uptake of one, as a direct result of applying policy levers to address harms caused by the other;
- c) The risk of policymakers losing sight of long-standing smoking cessation goals for priority populations (including people accessing AOD services) in the push to address e-cigarette uptake by young people, in particular; and
- d) The need for a range of nicotine replacement therapies to be made more widely available to those accessing AOD services, in line with best practice, including, where the evidence indicates, NRT for cessation of nicotine-based e-cigarette use.

ATODA's policy position statement reflects a nuanced understanding of the complexities surrounding e-cigarettes and their role in public health.



Key lessons

Key lessons that ATODA has taken from this process include the need to:

Allow sufficient consultation with relevant stakeholders, including taking the time needed to allow disagreement and/or develop consensus positions;

Allocate time to navigate the policy landscape; and

Be flexible and responsive to new research, debates, and legislative shifts.

While written policies often imply a fixed stance, ATODA recognised the **importance of remaining flexible and responsive to diverse views, new research findings and changing legislation.**



Alcohol Tobacco & Other Drug
Association ACT



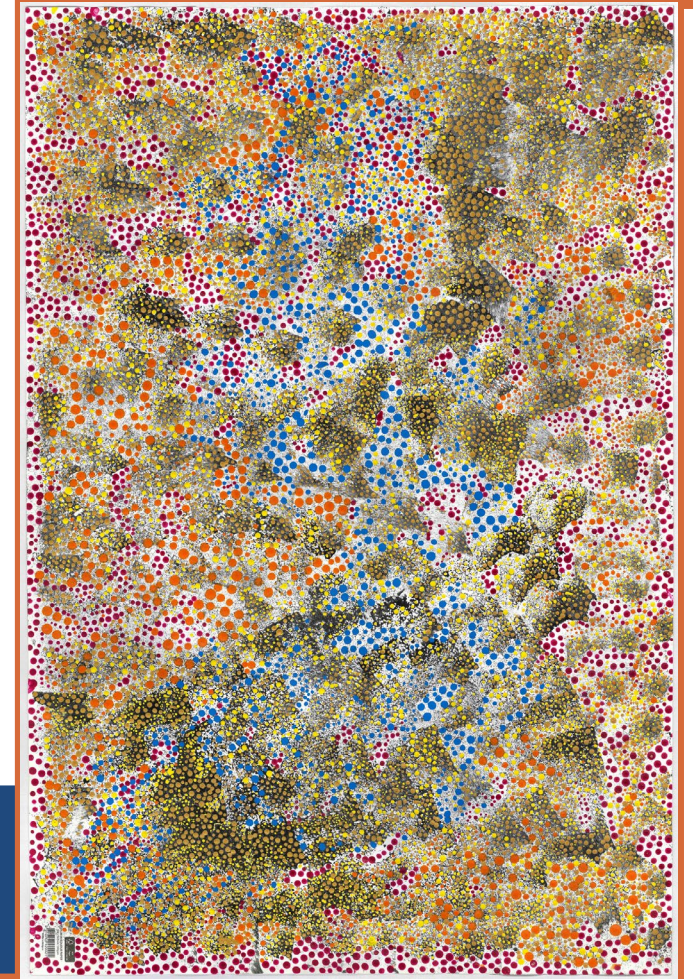
Scan the QR Code to see
**ATODA's Policy Position
Statement on E-cigarettes
and Tobacco**

Title: Unspoken
History, Map of Pain

Artist: Sharon

Date: 2020

To learn more, scan
the QR code or click
[here](#).



Thank you for your attention.

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