



INNCO Calls on Local Governments to Conduct Health Impact Studies on Proposed Flavour Bans

Research Analysis Finds Anti-Vaping Arguments Counterproductive to Reducing Harm Caused by Smoking

Geneva, Switzerland, September 22, 2021 – With the ninth session of the World Health Organization’s (WHO) Framework Convention on Tobacco Control (FCTC) scheduled to take place this November, the International Network of Nicotine Consumer Organisations (INNCO) is recommending that local governments proposing flavour bans on ENDS (electronic nicotine delivery systems) first conduct health impact studies to determine how many adult vapers will return to smoking and how many fewer smokers will quit.

The call to action was made today as INNCO released an independent study titled, “Analysis of Anti-vaping Arguments,” which provides health policy makers with science-based conclusions on why bans on flavours and low-risk nicotine products are counterproductive to reducing harm caused by smoking.

“We know, without a doubt, that cigarettes kill,” said Charles A. Gardner, Ph.D., executive director of INNCO. “The ninth session of the conference of the parties is quickly approaching and we strongly recommend that policy makers should not consider flavour bans without first conducting a careful evidence-based Health Impact Assessment (HIA) to determine how many teen vapers may switch to deadly tobacco cigarettes, how many adult nicotine vapers will relapse to smoking, and how many fewer smokers will quit, as a result of such bans.”

Translated from Dutch into English, “Analysis of Anti-vaping Arguments” examines the current state of scientific affairs regarding the usefulness and potential harm of vaping. Below are five key conclusions from the report:

- Vaping is the most effective way to quit smoking.
- Using other flavours have a substantially higher chance of quitting success than the standard tobacco flavours.
- Flavours may add to the attractiveness of vaping, but that’s why more and more people (try to) quit smoking using e-cigarettes instead of traditional cessation methods.
- Former smokers who successfully stay off combustible tobacco substantially reduce their need for vaping over time.
- A flavour ban seems to result in more novice tobacco smokers rather than less.

“This analysis is truly objective and can be used to help make informed, science-based decisions when it comes to reducing harm caused by smoking,” added Dr. Gardner. “Tons of research already exists on the benefits of low-risk nicotine products compared to smoking. Policy makers need to be extremely mindful of the impact their decisions will have on the people who already smoke or those thinking about quitting.”

(more)

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A copy of “Analysis of Anti-vaping Arguments” can be downloaded [here](#) or by visiting <https://innco.org/documents/>.

About INNCO

International Network of Nicotine Consumer Organisations (INNCO) is a non-profit organization that supports the rights of 98 million adults worldwide who use safer nicotine to avoid toxic forms of tobacco. INNCO is funded by individual contributions from thousands of adult ex-smokers, and by a grant from the Foundation for a Smoke-Free World (FSFW). The Foundation is a U.S. nonprofit 501(c)(3) private foundation with a mission to end smoking in this generation. INNCO is independent of FSFW. Our mission, purpose and goals are driven by our member organizations all over the world. Those organizations are led by unpaid volunteers (ex-smokers) who, as a condition of membership, agree not to accept funding or direction from industry. More information can be found by visiting www.innco.org or following on Twitter [@INNCOorg](https://twitter.com/INNCOorg).

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