

08.30 - 08.55	REGISTRATION & REFRESHMENTS
Evidence and Research	
08.55 – 09.05	<p>Welcome from the Chair - Prof Ann McNeill <i>Recent UK developments including the RCP and PHE reports</i> Professor of Tobacco Addiction – UK Centre for Tobacco and Alcohol Studies (UKCTAS), Kings College London</p>
09.05 – 09.20	<p>Population impact of the growth of e-cigarette use on smoking and smoking cessation in England: <i>Probably the most important public health research question relating to e-cigarettes is what has been their impact on smoking prevalence and factors that contribute to this: smoking uptake and smoking cessation. This presentation summarises findings from a direct test of hypotheses concerning how changes in prevalence of e-cigarette use have impacted on key smoking cessation activities and outcomes, and smoking prevalence. It uses data from the Smoking Toolkit Study, a series of monthly household surveys of representative samples of the population of England aged 16+ years and time series analyses to assess how far changes in prevalence of use of e-cigarettes while smoking and in quit attempts are associated with changes in quit success rates, quit attempts, use of other aids to quitting such as the stop-smoking services, and smoking prevalence.</i> Prof Robert West – Professor of Health Psychology, Department of Epidemiology and Public Health, UCL</p>
09.20 – 09.35	<p>Unbalanced communication of research on e-cigarettes - science versus agenda: <i>Literature on e-cigarettes is plagued by misreporting. It is not unusual to see press releases with conclusions that have no relationship to study content; or even conclusions that claim the opposite of what the study actually found. Some common ‘tricks of the trade’ will be highlighted that enable use of innocuous or irrelevant findings to call for hostile e-cigarette regulation and to warn smokers against vaping. A checklist will be suggested for reviewers and journals handling submissions presenting data on e-cigarettes.</i> Prof Peter Hajek – Professor of Clinical Psychology, Queen Mary’s University London</p>
09.35 – 09.50	<p>Gateway effects and electronic cigarettes: <i>E-cigarettes and other new types of nicotine vaporizers are alleged, or feared, to be a gateway to smoking in people who would not otherwise have smoked; consequently, regulators impose restrictions on e-cigarette design, content, use and marketing, with the aim of preventing gateway effects. We examine whether the gateway theory has value, whether the criteria to establish causality are met, and what type of evidence would be required to test this theory.</i> Professor Jean Francois Etter – Professor of Public Health, University of Geneva, Switzerland</p>
09.50 – 10.05	<p>Cigarettes and the challenge for doctors: what can practising doctors say to their patients about e-cigarettes? <i>The emergence of e-cigarettes presents a challenge for doctors in helping their patients wanting to quit smoking. It is normal business for doctors to work with medically licensed products and to discuss the risks and benefits of treatments based on evidence of effectiveness. Yet research on e-cigarettes and discussions about the best way to regulate them is not keeping pace with their development and increasing levels of use. So what should a doctor be advising their patient? In the absence of any medically licensed product, what role do consumer-regulated products play in supporting smoking cessation? What advice should be given to parents concerned about their children experimenting or using e-cigarettes?</i> Mr Ram Moorthy - Deputy Chair of the BMA board of science, British Medical Association (BMA)</p>
10.05 – 10.25	<p>Balanced communication of risks and evidence: <i>Decisions and opinions, whether personal or official, should ideally be informed by evidence combined with values. This means we need balanced communication of evidence, which is not framed or selected to arouse a particular emotion or persuade in one direction. But evidence that is relevant to individuals comprises more than science and statistics - it might also include information on what others think, whether authorities have addressed public concerns, and whether ‘experts’ share your values. It is particularly important to acknowledge this wider idea of evidence in contested areas, such as GMOs and fracking. Using this perspective, I will look at evidence communication for both e-cigarettes and other areas of contested science.</i> Prof David Spiegelhalter – Winton Professor for the Public Understanding of Risk, Centre for Mathematical Sciences, Cambridge University</p>
10.25 – 10.45	<p>Panel Q&A: Communicating Research and Evidence on E-Cigarettes: How do you convey the relative risks of smoking and e-cigarettes based on what is currently known about them?</p> <ul style="list-style-type: none"> • Are experts communicating this appropriately and/or effectively, and what are the ethical questions • How should experts address the invocation of “gateway effects” in policy debates and in the media • How can experts engage more constructively with media reporting on e-cigarette science • Should e-cigarettes be viewed and judged as a “cessation product” or does this distort the picture • Measuring and reporting e-cigarette efficacy - are we asking the right questions <p>Prof Robert West, Professor Jean Francois Etter, Ram Moorthy (MD), Prof Peter Hajek, Prof David Spiegelhalter, Sarah Jakes (NNA)</p>
10.45 – 11.05	MORNING REFRESHMENT BREAK

Safety and Health Effects	
11.05 – 11.20	<p>Nicotine delivery and e-cigarette puffing behaviour: <i>Self-titration (compensatory puffing behaviour) with lower nicotine yield cigarettes is well documented in the tobacco literature. The extent to which vapers are able to self-titrate has received little attention. With the recent implementation of the article 20 of TPD which stipulates a upper cut off of 20mg/mL nicotine concentration in e-liquids, many users will be obliged to reduce the nicotine content in their e-liquid. This session will present new data on the effects of switching to a lower nicotine concentration e-liquid on nicotine delivery, puffing behaviour and subjective effects.</i></p> <p>Dr Lynne Dawkins – Associate Professor of Psychology, School of Applied Sciences, London South Bank University</p>
11.20 – 11.35	<p>The Spectrum of Harm: <i>Why do people smoke? We know that it is largely for the nicotine, and that tobacco in the form of cigarettes delivers nicotine very rapidly, together with other compounds that enhance its effects. However, different nicotine-containing products (including e-cigarettes, but also heat-not-burn and smokeless products) differ dramatically in the levels of harm associated with their use. Whether these products are likely to have a net beneficial impact on public health depends on a number of factors, including how effectively they help people switch from cigarettes, but also their relative harm compared to cigarettes.</i></p> <p>Prof Marcus Munafo – Professor of Biological Psychology, MRC Integrative Epidemiology Unit, University of Bristol</p>
11.35 – 11.55	<p>Electronic Cigarettes, Nicotine and Policy Implications</p> <p><i>Many of the concerns around e-cigarette relates to the impact and role of nicotine use, not just on health but also in the behaviour and intentions of users. This session will look at the questions surrounding e-cigarettes and nicotine use and also explore the opportunities that they may offer for tobacco control.</i></p> <ul style="list-style-type: none"> • Nicotine effects in youth and adolescent brain • Nicotine intake in relation to dual use vs quitting • Nicotine harm – implications for long term EC use • EC combined with reduced nicotine content cigarettes and the tobacco endgame <p>Prof Neal Benowitz – Professor of Medicine and Bioengineering & Therapeutic Sciences, University of California, San Francisco, USA</p>
11.55 – 12.15	<p>Absolute risk from e-vapour products for users and bystanders : <i>There is a lot of discussion about the application of the precautionary principle to ban use of e-cigarettes in closed public places. Passive exposure was one of the issues presented in the recent WHO report on e-cigarettes, to be discussed at COP-7, accompanied by a recommendation to prohibit by law the use of e-cigarettes in indoor spaces or at least where smoking is not permitted. This session will present current evidence on passive exposure and discuss whether it is justified to use the precautionary principle and apply restrictions to the use of e-cigarettes.</i></p> <p>Dr Konstantinos Farsalinos – Researcher, Onassis Cardiac Surgery Center Greece, University of Patras, Greece</p>
12.15 – 12.35	<p>E-cigarette and harm reversal: evidence for cardio-pulmonary health effects: <i>Electronic cigarettes (ECs) are gaining ground on conventional cigarettes due to their efficiency in reducing tobacco consumption, competitive prices, and the perception that they are a much less harmful smoking alternative. Demonstration that EC use leads to reduction in smoking-related diseases will take many decades before the tobacco harm reduction potential of this products is confirmed. Nonetheless, changes in health outcomes can be measured in smokers switching to ECs. Acute studies do not appear to support negative health outcomes in EC users and findings from long-term evaluation of regular EC use are supportive of reversal of harm from tobacco smoking.</i></p> <p>Prof Riccardo Polosa MD – Full Professor for Internal Medicine, University of Catania, Italy</p>
12.35 – 12.55	<p>Panel Q&A : Should Nicotine Use Be Accepted in Society - What are the absolute and relative risks?</p> <ul style="list-style-type: none"> • Nicotine use without combustion, can we quantify how much safer nicotine is to smoking, and vaping is to smoking • What would a "rational" debate on nicotine include and exclude • Passive exposure to e-cigarette vapour – is there evidence of harm • Is "dual use" a problem and is it being measured correctly • Is reduced nicotine in combustible tobacco products a sensible policy to pursue <p>Prof Marcus Munafo, Prof Neal Benowitz, Dr Konstantinos Farsalinos, Prof Riccardo Polosa MD, Deborah Arnott, Lorien Jollye (NNA)</p>
12.55 – 13.45	LUNCH

Industry and Regulation	
13.45 – 13.55	<p>The E-Cigarette Industry Market Overview: <i>This is a watershed year for the E-Cigarette Industry in terms of regulation and continued consumer demand, this session will provide a synopsis of the global status of this disruptive market, with a look at incidence rate in key markets and growth prospects in a newly regulated environment, setting the scene for the afternoon's sessions.</i> Tim Phillips – Managing Director, ECigIntelligence.com</p>
13.55 – 14.05	<p>The UK's implementation of the European Tobacco Products Directive <i>As the UK completes its implementation of the TPD the DoH will provide a brief overview of the process including what the UK could do in the future, including taxation.</i> Tim Baxter – Head of Public Health Policy and Strategy Unit, Department of Health (DoH)</p>
14.05 – 14.15	<p>Advertising regulation after TPD implementation <i>This briefing session will cover CAP and BCAP's consultation on reflecting the TPD and the Tobacco and Related Products Regulations in their Codes. The session will look at the nature of the advertising prohibitions and key issues raised in the consultation such as the effect of the prohibitions and the guidance that B/CAP will be producing.</i> Robert Morrison – Senior Regulatory Policy Executive, Committee of Advertising Practice (CAP)</p>
14.15 – 14.30	<p>The Competent Authority for e-cigarette regulation—progress report: <i>This session will cover progress on implementing the notification scheme for consumer products, what this will mean in the market over the next few months and how the MHRA monitor safety. It will also provide an update on the current status for medicines regulation.</i> Beryl Keeley – E-cigarette Notification Scheme Lead, Medicines and Healthcare Products Regulatory Agency</p>
14.30 – 14.45	<p>The Independent Industry's Role in Delivering Vaping's Full Potential <i>This session will provide an industry perspective on why a vibrant and competitive non tobacco owned independent vaping sector is important to consumers and ultimately public health. The independent UK vaping industry is one of the most established in the world and a primary vehicle in the UK's successes to date in supporting smokers' transition. This success is despite the regulatory uncertainty and often conflicting information surrounding vaping products. This session will present the argument that working together with relevant regulatory bodies and wider stakeholders, a suitably regulated and responsible independent industry base is vital if the full transformational potential of vaping is to be delivered.</i> Fraser Cropper – CEO, Totally Wicked and Chair of IBVTA (Independent British Vape Trade Association)</p>
14.45 – 15.00	<p>'Rules' of Engagement: Academic Science and the Tobacco Industry in an Evolving Tobacco Regulatory Environment: <i>The tobacco industry has a history of distorting and even undermining academic science that is counter to its business interests. But with the changing regulatory environment, discussion and debate has increased about whether scientists dedicated to tobacco control should engage in any fashion with the tobacco industry. In this session, we will explore questions about academic scientist interaction with the tobacco industry (eg unpaid consulting, conference attendance), conducting research funded directly or indirectly by the tobacco industry, and publication of tobacco industry-funded science. Those questions and others will be explored in the context of an evolving environment where tobacco industry products are already approved to use for smoking cessation and could be approved as reduced harm products.</i> Prof Scott Leischow –Mayo Clinic, USA</p>
15.00 – 15.20	<p>Panel Q&A: Will regulation support or stifle the disruptive potential that e-cigarettes pose to the tobacco industry and smoking?</p> <ul style="list-style-type: none"> • <i>What are appropriate regulatory and policy safeguards to deliver public health gains</i> • <i>Should industry be excluded from the public health debate and research on e-cigarettes, does this include the pharmaceutical industry?</i> • <i>How do you reach smokers and protect youth within the regulated advertising environment</i> • <i>E-cigarettes and taxation – are there health or revenue reasons to justify this.</i> • <i>Will the new regulatory regime encourage public health to be more positive about e-cigarettes</i> <p>Tim Baxter, Robert Morrison, Beryl Keeley, Fraser Cropper, Scott Leischow, Tim Phillips</p>
15.20 – 15.40	<p>Afternoon Refreshment Break</p>

Public Health, Policy & Tobacco Harm Reduction	
15.40 – 15.55	<p>E-Cigarettes and Tobacco Harm Reduction: A public health perspective <i>Has “harm reduction” lost sight of public health? Martin Dockrell takes stock of some of the history and controversies in tobacco harm reduction and assesses tobacco harm reduction through the lens of public health, where it has come from and where it needs to go.</i></p> <ul style="list-style-type: none"> • Harm Reduction, nicotine and addiction • Risks and opportunities from a public health perspective – Gateway, renormalisation, second hand exposure and vested interests • The evaluation imperative – Public health and its public service duty <p>Martin Dockrell – Tobacco Control Programme Lead, Public Health England</p>
15.55 – 16.10	<p>Priorities for Vaping Research: Pregnancy, Mental Health and Cancer Patients. <i>Tobacco harm reduction approaches are a priority for adult smokers who find it difficult to stop smoking but there are many barriers to providing e-cigarette access to groups such as cancer patients undergoing treatment, adults being treated for long standing mental health conditions, prisoners and pregnant women, amongst others. However, research is now underway to explore the promise that e-cigarettes may hold for all these groups. This presentation will describe the latest data from the UK and elsewhere on e-cigarette use in these groups and outline the studies that are underway to improve access and outcomes. Persuading research funders, health professionals and the public of the merits of this type of research is not easy but progress is being made. Emerging results, key questions for future studies and the importance of capacity-building for this type of research will be discussed.</i></p> <p>Prof Linda Bauld – Professor of Health Policy, University of Stirling, Cancer Research UK and UKCTAS</p>
16.10 – 16.25	<p>Vaping and inequalities: Turning Lives around - <i>Louise Ross, Stop Smoking Service Manager for Leicester City Council, talks about the impact that switching to vaping can have on some of the most vulnerable people in the city. The rules about what stop smoking services can and can’t do remain unclear, but Leicester has shown that not waiting for clarity can change people’s lives within weeks.</i></p> <ul style="list-style-type: none"> • Access to information on e -cigarettes is harder for disadvantaged groups can the stop smoking services bridge this gap. • E-cigarettes address more than just nicotine dependence and can break the social and cultural ties of smoking behaviour • Keeping the pleasure and losing the harm – how treating smoking as a disease doesn’t suit everyone. • One size does not fit all, how stop smoking services can combine a full spectrum of choices <p>Louise Ross – Stop Smoking Services & Tobacco Control Manager, Leicestershire City Council</p>
16.25 – 16.40	<p>Tobacco control and harm reduction: <i>Putting UK nicotine regulation in a global context following the WHO Framework Convention on Tobacco Control Conference of the Parties (COP) meeting in India which will have finished the week before the conference. Parties to the Treaty present at the COP include all EU Member States and all but 18 UN members covering over 80% of the world population. On the agenda for discussion by the 180 Parties to the Treaty is a WHO paper which puts forward regulatory options for Parties to the Treaty to consider. Reporting back on the outcomes and implications for e-cigarettes and nicotine products.</i></p> <p>Deborah Arnott – Chief Executive, Action on Smoking & Health (ASH)</p>
16.40 – 16.45	<p>Keynote Introduction Prof David Abrams – Professor, The Johns Hopkins Bloomberg School of Public Health</p>
16.45 – 17.05	<p>KEYNOTE: The Attorney General Tom Miller: Protecting Consumers from inaccurate information: <i>The duty of an Attorney General is to act as gatekeeper and steward for consumer protection and ensure that the best scientific knowledge is clearly and accurately communicated to the public so that they can make informed decisions. In this session Tom Miller will question whether consumers are being given accurate scientific information to support them in making an informed decision on the potential and relative harm of e-cigarettes and what the legal position could be. He will also explore the different perspectives that the USA and UK have on nicotine and tobacco harm reduction and ask what lessons can be mutually learned.</i></p> <p>Attorney General Tom Miller – Attorney General for Iowa, USA</p>
17.05 – 17.25	<p>Panel Q&A: Can there be a balanced debate on e-cigarettes and harm reduction, when there is no consensus on where the “middle ground” lies.</p> <ul style="list-style-type: none"> • How could the Public Health response to e-cigarettes better serve the public? • Why has the e-cigarette debate been so divisive and what is the solution • Can Tobacco Control and Tobacco Harm Reduction policies support each other • Is the “end game” the end of smoking or the end of the tobacco industry <p>Martin Dockrell, Prof Linda Bauld, Louise Ross, Deborah Arnott, Prof David Abrams, Attorney General Tom Miller</p>
17.25– 17.30	<p>Closing remarks and End</p> <p>Post Summit Networking Drinks</p>

