

Maison de la Chimie  
28 bis, rue Saint Dominique – 75007 Paris, France

# Conference

## First Vaping Summit in France

**The State and tobacco control organisations:  
the shameful rejection of Harm Reduction**

**28 October 2015**  
**9:30 – 18:00**



### **Practical Information**

*Amphithéâtre LAVOISIER*

*Free entry, subject to prior registration at this address:*

**[28octobre@fivape.org](mailto:28octobre@fivape.org)**

*Because of the limited number of available places, only the first 250 requests for registration can be accommodated. Confirmation of registration will be sent by email.*

## Summary

Upon the occasion of the second reading in the National Assembly of the Government's Health Bill, Aduce (the independent association of electronic cigarette users ) and Fivape (the professional federation of vape manufacturers and retailers) are organising the first summit on vaping in France, on the 28<sup>th</sup> of October 2015 at the Maison de la Chimie in Paris.

The development of electronic cigarettes has arrived at a watershed: by proposing unsuitable regulation, parliamentarians are encouraging doubts and fears that risk influencing smokers' behaviour. With smoking prevalence at 34% and disinformation rife, will not a great number of smokers be deterred from turning towards a far less dangerous alternative?

In contrast, the British Department of Health, via a report by Public Health England, now accepts that vaping is 95% less harmful than smoking. As a result, users and vaping industry professionals in France have come together to highlight a lethal threat to public health: tobacco harm reduction has been banished from public debate. Official anti-tobacco policy is trapped in an outdated model that excludes any evidence-based analysis of the reality and potential of vaping.

Faced with this situation, Aduce and Fivape are calling for the start of a frank and open debate with all the stakeholders involved in the fight against smoking, recognising that smoking is the first cause of avoidable deaths, killing 78000 people annually in France.

Aduce and Fivape invite the Health Minister, Ms Marisol Touraine, together with all the institutions and associations involved in tobacco control, to take part in this first vaping summit in France.

## Programme

**9:30 – 10:00**

**Welcome**

**10:00h – 11:00**

**Presentation of Public Health England's report "E-cigarettes: an evidence update"**

Electronic cigarettes are 95% less dangerous than smoking, according to the United Kingdom and its agency Public Health England, with the support of numerous health bodies (Action on Smoking and Health, Association of Directors of Public Health, British Lung Foundation, Cancer Research UK, Faculty of Public Health, Fresh North East, Public Health Action (PHA), Royal College of Physicians, Royal Society for Public Health, Tobacco Free Futures, UK Centre for Tobacco and Alcohol Studies, UK Health Forum ...).

The United Kingdom, a world leader in the fight against tobacco smoking (in the shadow of which lies France, with its smoking prevalence rate of 34%) is pursuing a strategy that includes plain packaging, highly dissuasive tobacco taxation and a policy of smoking denormalisation through the promotion of vaping (for example by banning smoking in prisons whilst authorising vaping products).  
...is it possible that the English have got it right?

**11:15 – 12:15**

**The official French approach: to create misconceptions and keep smokers smoking rather than to recognise the role of vaping in the fight against tobacco.**

400,000 French people have officially stopped smoking thanks to vaping and 2.5 million other vapers have reduced their daily consumption of tobacco cigarettes by 9 cig/day. More and more scientific studies support vaping; in France, the standards institution AFNOR has published the first two product standards in the world; yet despite all this data, disinformation is rife. The evidence demands another paradigm: vaping is a gateway out of smoking.

**12:30 – 13:45**

**Lunch**

**13:45 – 14:45**

**The European Directive and the Health Bill: towards a historic mistake.**

Despite being deemed "related" to tobacco products by European Directive 2014/40/EU, vaping products have nothing to do with conventional tobacco products. In the light of Public Health England's report, vaping should be considered an ally and not an enemy in the fight against tobacco. The measures against vaping contained in the Health Bill and in the national plan against smoking, by ignoring the principle of harm reduction, represent a public health disaster.

**14:45 – 15:00**

**Coffee break**

**15:00 – 16:00**

**Yes, Vaping can be independent of tobacco multinationals!**

There are 3 million vapers in France, but there is no link between any of Fivape's members and tobacco multinationals. Vapers prefer open systems and freedom of choice. A new ecosystem is being established and the independent vaping industry militates in favour of a clear separation from manufacturers of smoked or heated tobacco products.

**16:00 – 1700**

**The role of tobacco addiction specialists and health professionals relative to smoking harm reduction: strategies and clinical efficiency of vaping.**

The arrival of vaping has transformed the way health professionals can help smokers. Electronic cigarettes have become the best tool to help them quit. With more and more doctors recommending vaping to smokers, the official stance of public authorities has become incomprehensible and even dangerous. Wake up "Tabac Info Service" (French Quit Line)!

**17:00 – 18:00**

**French tobacco control associations vs vapers: a fundamental misunderstanding?**

With 2150 paid-up members, Aiduce has more volunteers than all the tobacco control organisations in France put together. Actively helping smokers to understand and adopt an alternative to tobacco that is far less harmful, the Association faces a hostile environment made up of many of the bodies engaged in the fight against smoking. It is difficult to explain their contempt, their refusal to debate and cooperate. Is vaping the wrong way to quit; are people expected to smoke instead? What is the experience in other countries?

\*\*\*\*\*

**About Aiduce:**

Launched at the beginning of 2013, our mission is to defend the personal vaporiser or electronic cigarette. We defend its diversity and development, as well as its use free of unjustified constraint. We work with public institutions to ensure the safety of the products currently available and of those yet to come. We are independent of all commercial interest.

**About Fivape:**

Fivape, the professional federation of vape manufacturers and retailers, brings together independent industry professionals involved with e-cigarette devices and liquids in France. Organised into four Secretariats (Manufacturers, Distributors, User Relations, Europe and International) it operates in coordination with all vaping trades and specialisms with the objective of federating, representing, training, standardising and defending independent vaping. The Federation and its members have to sign a declaration of independence of the manufacturers of tobacco and other smoking products.

**With the participation and support of:**

Jacques Le Houezec, Philippe Presles, Ghyslain Armand et Sébastien Béziau.