

DEREK YACH

WHAT IF?



Next Generation Nicotine Delivery USA 2025

Wednesday, 04th Jun 2025 - Thursday, 05th Jun 2025

DISCLOSURES: I worked for WHO from 1995-2004. I do NOT represent WHO nor do they endorse my views.



CS/HB/25/63

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16 May 2025

Our request includes that you desist from using the visual identity or citing the WHO FCTC, the Protocol to Eliminate Illicit Trade in Tobacco Products, the Secretariat of the WHO FCTC (and/or the Convention Secretariat) or any similar designation to further your activities.

In reply please
refer to: CS/HB/25/63

TobaccoIntelligence
Tamarind Media Limited
Plaça del Dr. Letamendi, 1 – 7th floor
Barcelona 08007
Spain

We thank you in advance for your prompt action.

Mr Derek Yach
Global Health Strategies LLC
205 Wakeman Lane
Southport, CT 06890
USA

16 May 2025

Yours sincerely,

Dr Adriana Blanco Marquiza
Head of the Secretariat
WHO Framework Convention on
Tobacco Control

To whom it may concern,

Request for removal and discontinuation of use of logo of the WHO Framework Convention on Tobacco Control (WHO FCTC)

We are writing to you concerning the information provided in the TobaccoIntelligence publication dated 14 May 2025 and titled "Is there hope for tobacco harm reduction, despite the WHO's prohibitionist stance?", in which the logo of the WHO Framework Convention on Tobacco Control (WHO FCTC) is used (<https://tobaccointelligence.com/is-there-hope-for-tobacco-harm-reduction-despite-the-whos-prohibitionist-stance/>).

We request you to immediately remove the logo of the WHO FCTC and any references to the WHO FCTC that might infer any affiliation, involvement, or endorsement by the WHO FCTC of this or any other publication, statement or opinion provided in Tobacco Intelligence and/or by Derek Yach.



WHO FRAMEWORK CONVENTION ON TOBACCO CONTROL



Organisation mondiale de la Santé
LEE Jong-wook, MD
Directeur Général

June 7.

Dear Derek,
The FCTC would not have
come to successful conclusion
without your energy and
sheer determination.

S. W. Lee



WORLD HEALTH ORGANIZATION

20th anniversary of the WHO Framework Convention on Tobacco Control coming into force: time for a step change in ambition

[Anna B Gilmore](#)^a  · [Cynthia Callard](#)^b · [Deborah Sy](#)^c · [Blanca A Llorente](#)^d · [Upendra Bhojani](#)^e · [Catherine O Egbe](#)^{f,g} · et al. [Show more](#)

What is a “step change in ambition” for Lancet authors?

Accelerate more of the same (MPOWER)

Address (**BAN**) new products & industry misinformation

Intergovernmental cooperation

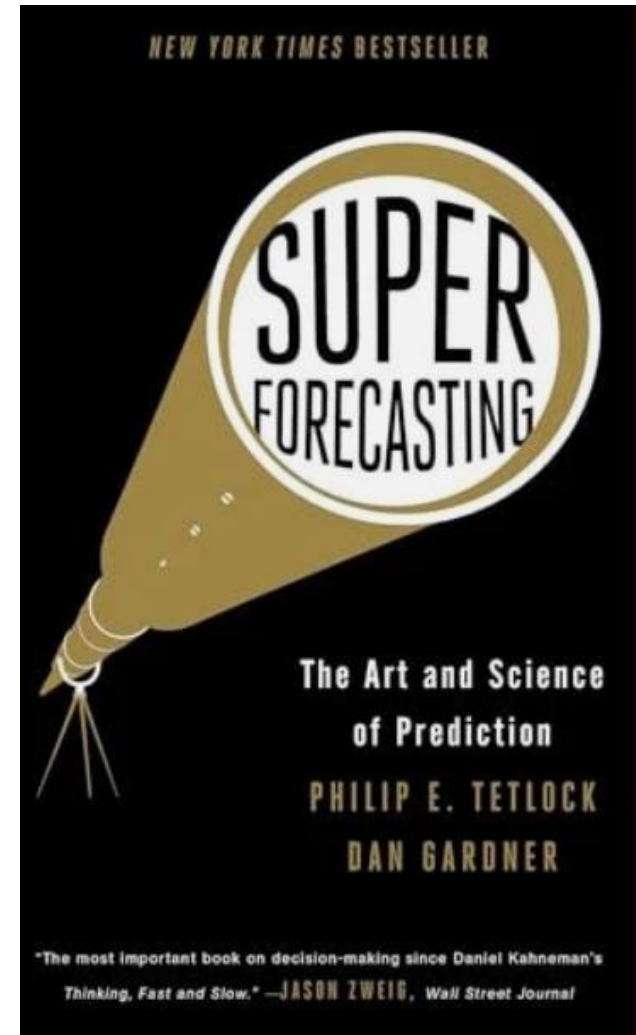
What are real “step changes” in ambition?

Embrace THR fully and rapidly

Finance LMICs tobacco control

Support LMICs to build serious capacity in science and research

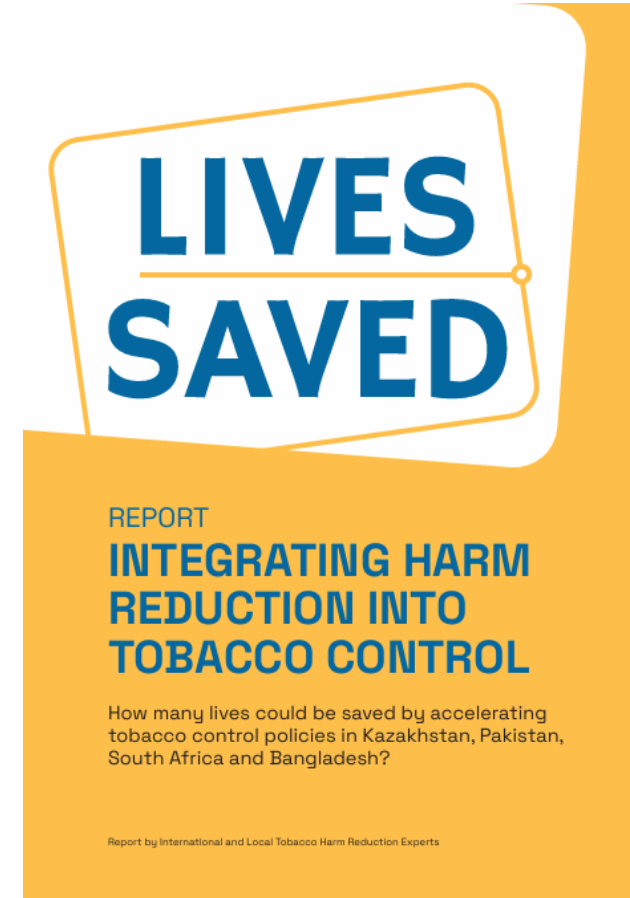
WHAT IF NEW GENERATION PRODUCTS WERE WIDELY AVAILABLE?



Our Basic Methods:

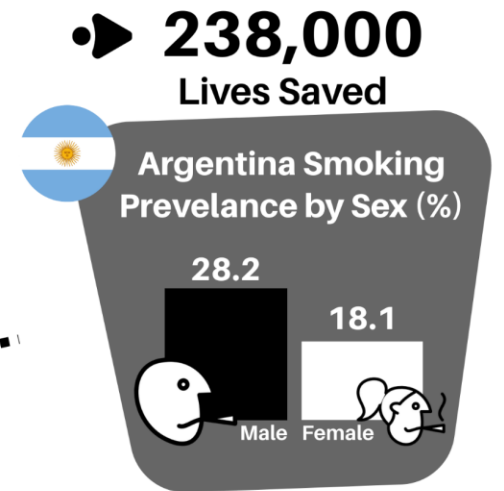
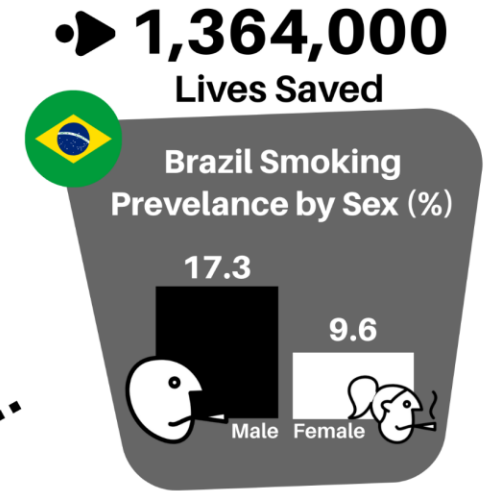
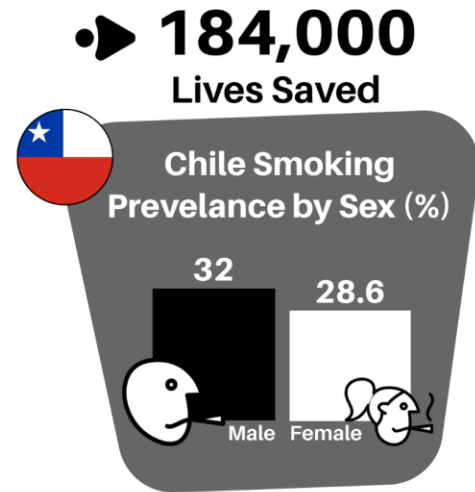
- Start with current smoking rates, deaths
- Use **WHO estimates for lives saved by 2060**. This extrapolates current MPOWER strategies derived from the FCTC.
 - Uses conservative assumptions derived from a DELPHI process of experts
 - Calculate lives saved attributable to NGPs + NRTS + lung cancer management
 - Engage national experts to interpret results and finalize data
- Estimate the **additional benefit on lives saved** of:
 - Increased access to currently available new generation products
 - Increased access to NRTs and better diagnosis and treatment of lung cancer

SOME OF THE RECENT REPORTS COMPLETED



Projected Lives Saved By 2060 IN THE AMERICAS 1,786,000

By integrating Tobacco Harm Reduction into traditional control measures, countries can drastically cut smoking related deaths, potentially saving millions of lives by 2060 through safer alternatives.



Projected Lives Saved By 2060

IN EUROPE

1,001,000

By integrating Tobacco Harm Reduction into traditional control measures, countries can drastically cut smoking related deaths, potentially saving millions of lives by 2060 through safer alternatives.

► **280,000**

Lives Saved



Czechia Smoking
Prevalence by Sex (%)

33.4

26.5



Male



Female

Czechia

► **165,000**

Lives Saved



Kazakhstan Smoking
Prevalence by Sex (%)

37.7

5.8



Male



Female

Kazakhstan

► **92,000**

Lives Saved



Ireland Smoking
Prevalence by Sex (%)

21.0

15.0



Male



Female

Ireland

► **464,000**

Lives Saved



Uzbekistan Smoking
Prevalence by Sex (%)

18.8

0.5



Male



Female

Uzbekistan

Projected Lives Saved By 2060 IN AFRICA & MIDDLE EAST

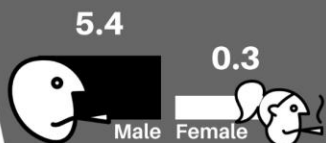
1,542,000

By integrating Tobacco Harm Reduction into traditional control measures, countries can drastically cut smoking related deaths, potentially saving millions of lives by 2060 through safer alternatives.

► 416,000

Lives Saved

Nigeria Smoking
Prevalence by Sex (%)



Nigeria

► 320,000

Lives Saved

South Africa Smoking
Prevalence by Sex (%)



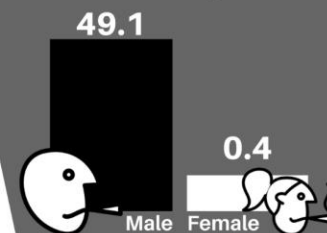
South Africa

Egypt

► 228,000

Lives Saved

Egypt Smoking
Prevalence by Sex (%)

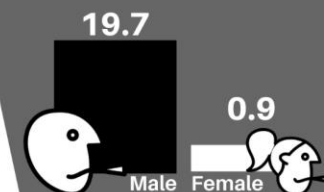


Kenya

► 184,000

Lives Saved

Kenya Smoking
Prevalence by Sex (%)



Projected Lives Saved By 2060 IN AFRICA & MIDDLE EAST

1,542,000

By integrating Tobacco Harm Reduction into traditional control measures, countries can drastically cut smoking related deaths, potentially saving millions of lives by 2060 through safer alternatives.

► **70,000**
Lives Saved



Jordan Smoking Prevalence by Sex (%)

57.6

13.6



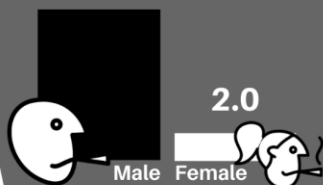
► **220,000**
Lives Saved



Saudi Arabia Smoking Prevalence by Sex (%)

25.9

2.0



Lebanon

► **58,000**
Lives Saved



Lebanon Smoking Prevalence by Sex (%)

42.9

25.7



► **24,000**
Lives Saved



Kuwait Smoking Prevalence by Sex (%)

37.1

2.1



Kuwait

► **22,000**
Lives Saved



UAE Smoking Prevalence by Sex (%)

15.4

2.6



UAE

Saudi Arabia

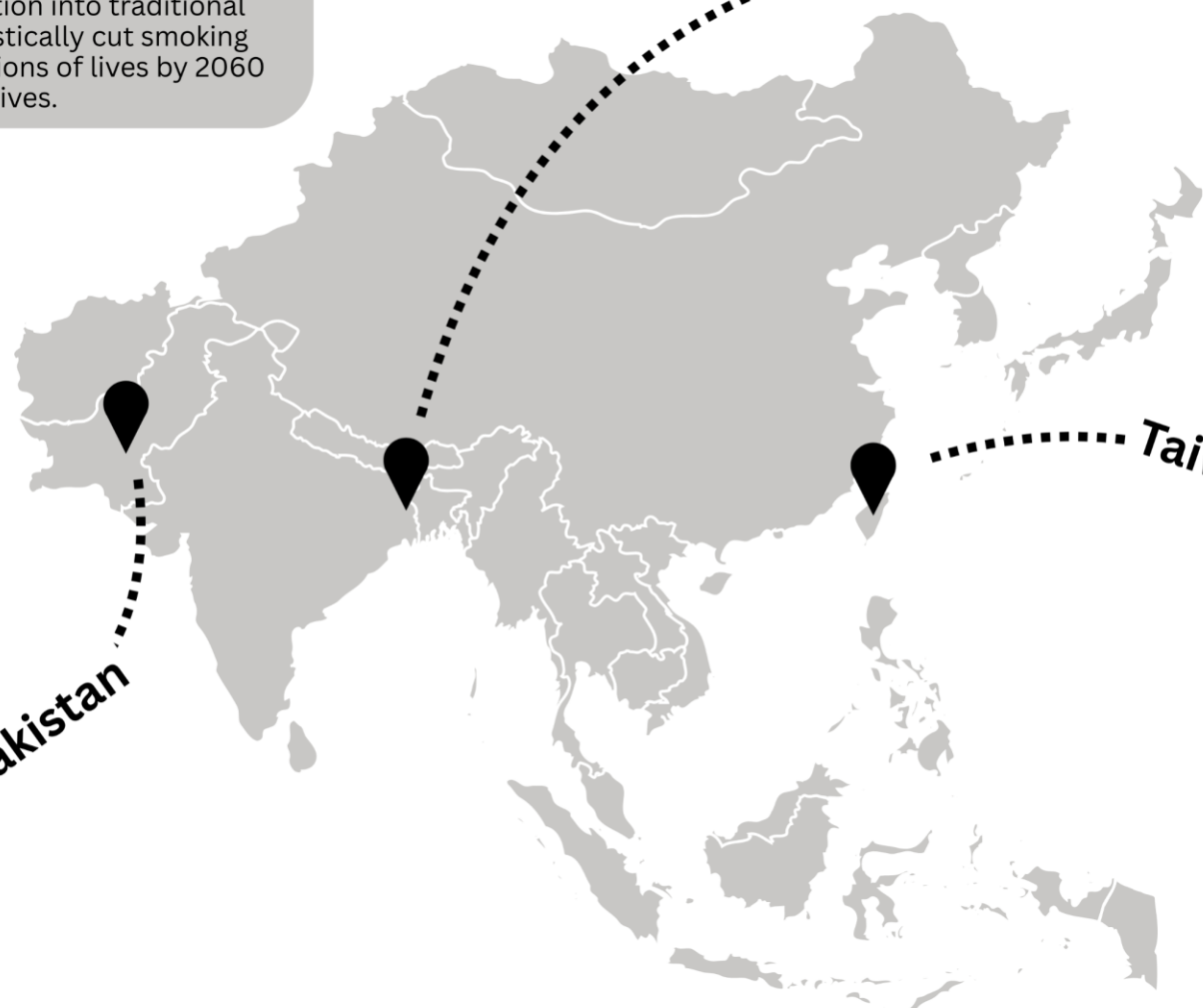
Jordan

Projected Lives Saved By 2060

IN ASIA

9,693,000

By integrating Tobacco Harm Reduction into traditional control measures, countries can drastically cut smoking related deaths, potentially saving millions of lives by 2060 through safer alternatives.



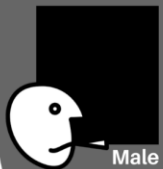
► 1,200,000

Lives Saved



Pakistan Smoking
Prevalence by Sex (%)

22.7



3.1

Male Female

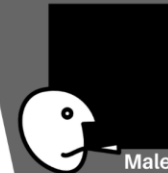
► 920,000

Lives Saved



Bangladesh Smoking
Prevalence by Sex (%)

36.4



0.5

Male Female

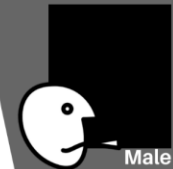
► 416,000

Lives Saved



Taiwan Smoking
Prevalence by Sex (%)

23.1



2.9

Male Female

Projected Lives Saved By 2060

IN ASIA

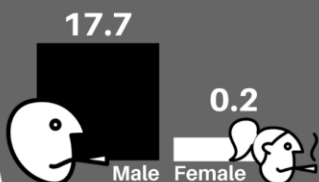
9,693,000

By integrating Tobacco Harm Reduction into traditional control measures, countries can drastically cut smoking related deaths, potentially saving millions of lives by 2060 through safer alternatives.

► **85,000**
Lives Saved



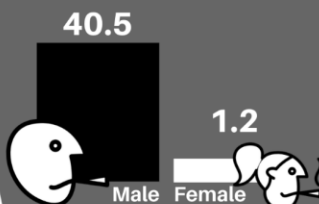
Sri Lanka Smoking
Prevalence by Sex (%)



► **416,000**
Lives Saved



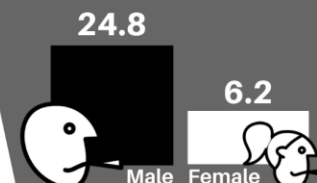
Malaysia Smoking
Prevalence by Sex (%)



► **2,040,000**
Lives Saved



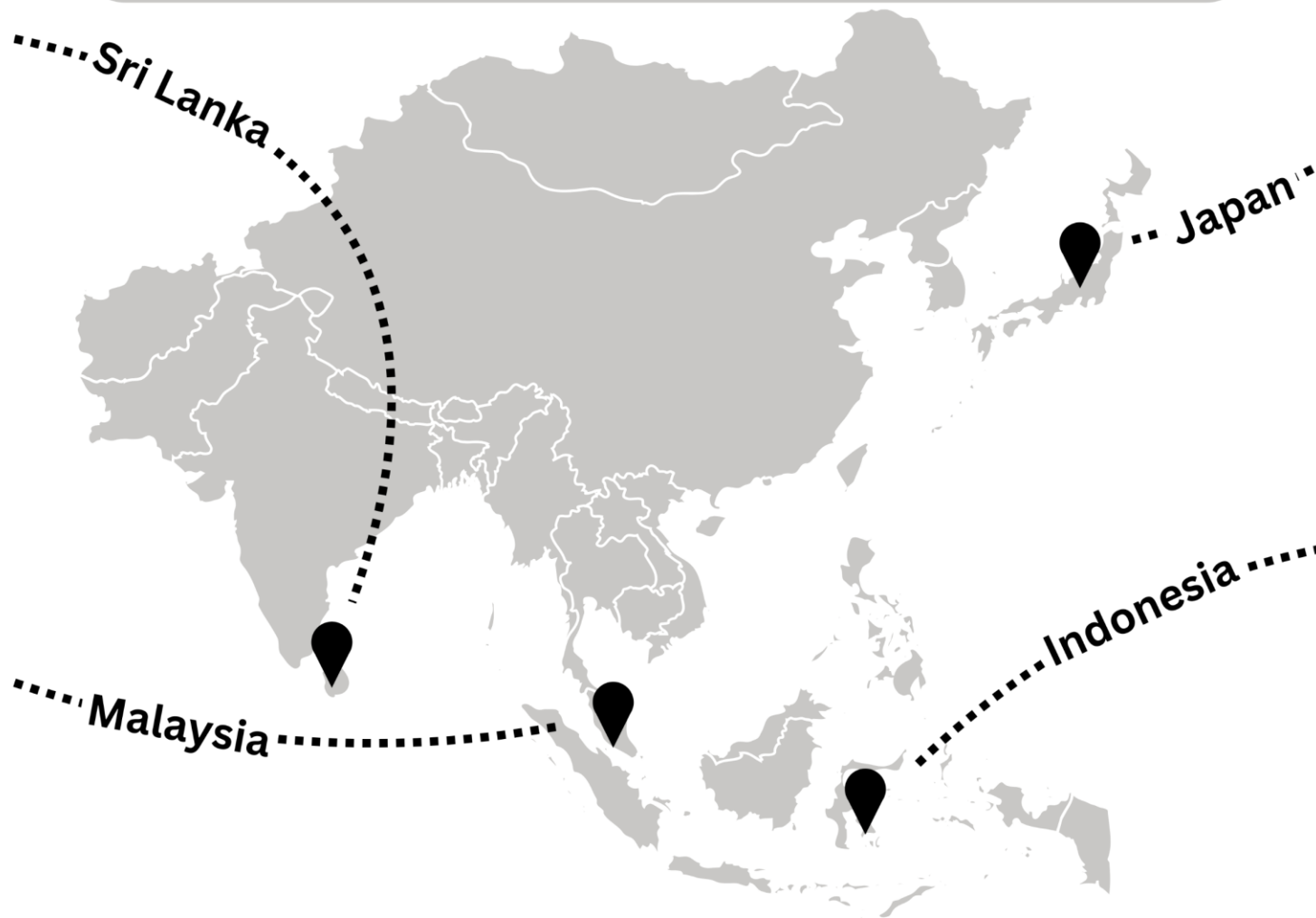
Japan Smoking
Prevalence by Sex (%)



► **4,616,000**
Lives Saved



Indonesia Smoking
Prevalence by Sex (%)



14,022,000

Projected Lives Saved By 2060

By integrating Tobacco Harm Reduction into traditional control measures, countries can drastically cut smoking related deaths, potentially saving millions of lives by 2060 through safer alternatives.

► **1,786,000**

Lives Saved

Brazil - 1,364,000
Chile - 184,000
Argentina - 238,000

► **1,542,000**

Lives Saved

Kenya - 184,000
Nigeria - 416,000
South Africa - 320,000
Egypt - 228,000
Lebanon - 58,000
Jordan - 70,000
Kuwait - 24,000
Saudi Arabia - 220,000
UAE - 22,000

► **1,001,000**

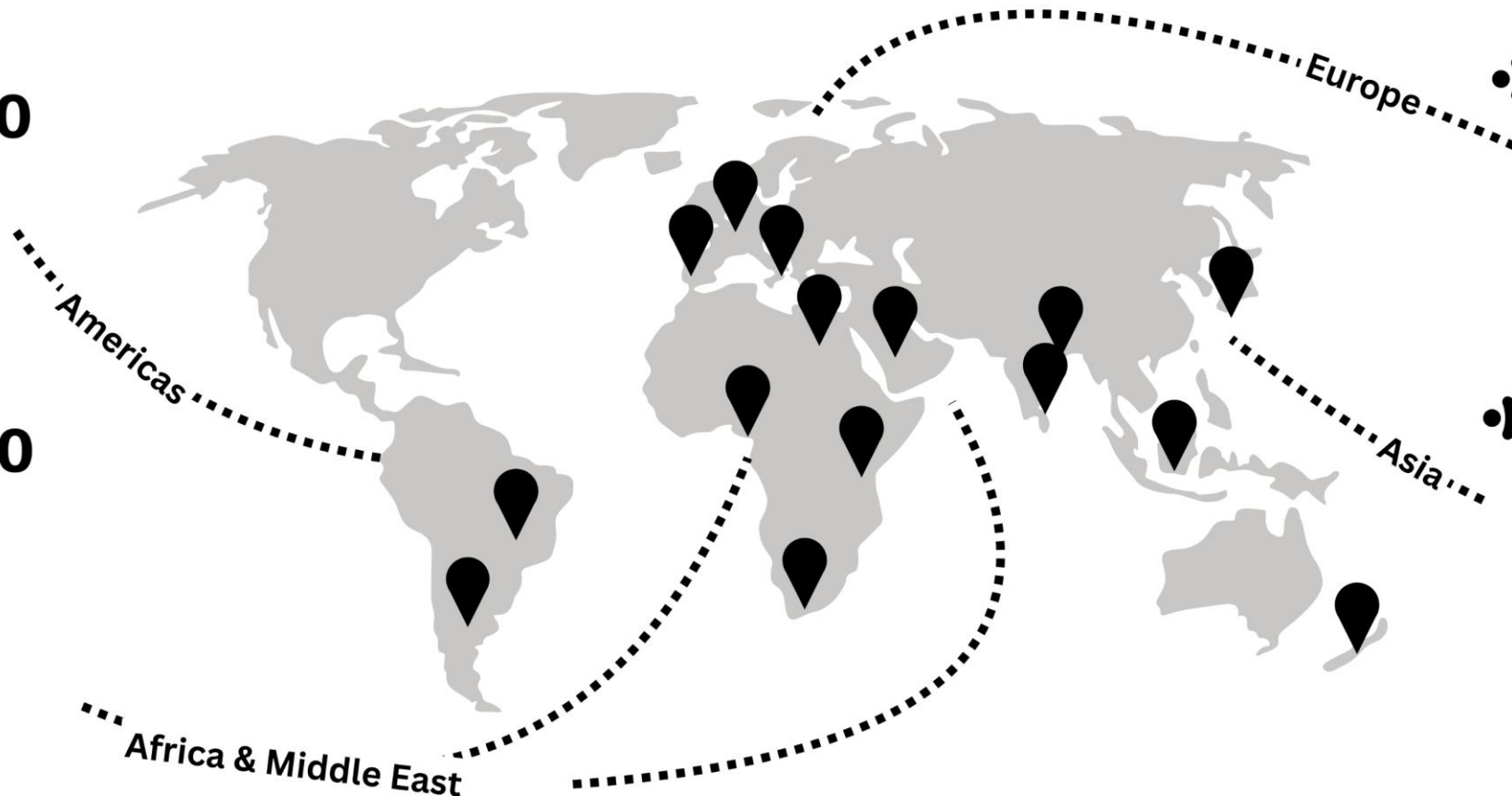
Lives Saved

Ireland - 92,000
Czechia - 280,000
Uzbekistan - 464,000
Khazakistan - 165,000

► **9,693,000**

Lives Saved

Taiwan - 416,000
Japan - 2,040,000
Malaysia - 416,000
Indonesia - 4,616,000
Pakistan - 1,200,000
Sri Lanka - 85,000
Bangladesh - 920,000



What if we **really** raise our ambition?

- Physicians will actively support smokers to quit or switch
- Governments will regulate NGPs proportionate to their risk and fund national research capacity
- Public and industry scientists will engage to advance progress.
- Academies will develop national or regional equivalents of the RCP report
- Nonprofits/consumer groups supportive of NGPs will be better funded and have a more powerful voice and greater impact than Bloomberg funded

AS A RESULT: MILLIONS OF LIVES WILL BE SAVED

THANKS TO DELON HUMAN & COLLEAGUES.
CONTACT: derek@globalhealthconsults.net
REPORTS AVAILABLE AT: thr.net

