



## ASH Wales Supports RCP Call for Nicotine Harm Reduction Strategy

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**Embargoed until 00.01 HOURS FRIDAY 5 OCTOBER 2007**

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ASH Wales supports the RCP call for the government to develop a comprehensive nicotine harm reduction strategy. THE RCP report "Harm Reduction in Nicotine Addiction" makes the case for a series of strategies to assist smokers who are unable to stop smoking, including an overhaul of the regulatory environment for nicotine replacement products.

Director of ASH Wales, Tanya Buchanan acknowledged the support of the current government in tackling the problem of tobacco and urged the government to introduce the additional measures outlined in the RCP report.

Ms Buchanan said:

*"ASH Wales supports the principle of harm reduction as part of a broad tobacco control strategy. Smoking is responsible for 6000 deaths every year in Wales. We need to be doing everything in our power to reduce this preventable loss of life.*

*Long term use of nicotine replacement therapies for highly addicted smokers is far safer than continuing to smoke. There is no safe level of smoking and yet cigarettes are widely available. By contrast smokers seeking to quit find access to NRT products to be restricted and expensive. We urge the government to maintain the VAT reduction on nicotine replacement products.*

*ASH Wales supports the RCPs call for a nicotine regulatory authority."*

### Contact Information

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### Notes

ASH Wales is hosting a groundbreaking Tobacco Control conference in April 2008. Please visit our Conference Website <http://www.smoking-conference-wales.org.uk/>

## Notes

1. ASH Wales is the leading voluntary organisation campaigning for effective tobacco control measures in Wales.
2. "Harm Reduction in Nicotine Addiction: Helping People who Can't Quit" will be available on the RCP website from 00.01 hrs Friday 5th October [www.rcplondon.ac.uk/pubs/brochure.aspx?e=234](http://www.rcplondon.ac.uk/pubs/brochure.aspx?e=234)
3. For details on smoking rates in Wales please visit [www.ashwales.co.uk/facts.html](http://www.ashwales.co.uk/facts.html)