

# TOBACCO HARM REDUCTION PLEDGE



## **Every Life Counts: Commitment to Tobacco Harm Reduction**

I recognise the challenge smokers face in quitting and the toll smoking takes, with over 700,000 annual deaths in Europe from smoking-related illnesses. My mission is to enhance European citizens' well-being and minimise tobacco's harmful impact.

My Pledge:

**Embrace Tobacco Harm Reduction:** I will advocate for tobacco harm reduction as a key strategy in anti-smoking policies, promoting the shift to less harmful alternatives such as vaping, snus, nicotine pouches, and Heat-Not-Burn products for those unable to quit smoking. These alternatives have been proven to be less harmful and effective as cessation tools.

**Support Smokers' Choice:** Smokers should have access to a broad range of cessation methods to determine the most effective for them. I commit to ensuring the availability and affordability of various smoking alternatives as legitimate cessation aids.

**Advocate for Risk-Based Regulations:** I will push for a progressive, risk-based regulatory framework across the EU, emphasising tobacco harm reduction to protect public health.

By prioritising harm reduction, evidence-based strategies, and consumer choice, I aim to reduce smoking rates significantly—because every life counts. I am committed to supporting tobacco harm reduction initiatives.