

# Harm Reduction: If E-cigarettes Are Not the Solution, What Is?

Monday 08 April  
3.15pm–5pm

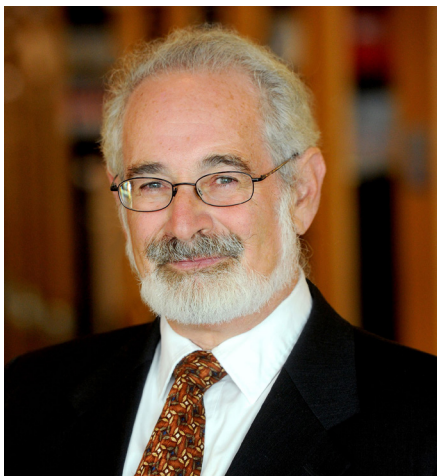
University of Otago Auckland Centre,  
385 Queen Street, Auckland

*There is no cost to attend this seminar, but  
places are limited. To RSVP, please email  
D.Harding@hpa.org.nz by Thursday 4 April*

Registration is not open to individuals who  
have any current or previous affiliations with  
any tobacco company

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E-cigarettes are now being widely promoted as a safer alternative to conventional cigarettes as a “harm reduction” strategy. The logic used assumes any device providing nicotine is safer than smoked tobacco. To assess whether this is a reasonable approach, it is important to consider not only the relative toxicity of the products, but how widespread promotion would affect overall nicotine and tobacco use patterns, the policy costs of this strategy, and proven alternatives.