

Strengthening policies for prevention of Tobacco & Novel and Emerging Nicotine and Tobacco Products (NENTPs) use among youth in the South-East Asia Region

Report of the Expert Group Consultation

New Delhi, India, 27-28 October 2022



REGIONAL OFFICE FOR

**World Health
Organization**

South-East Asia

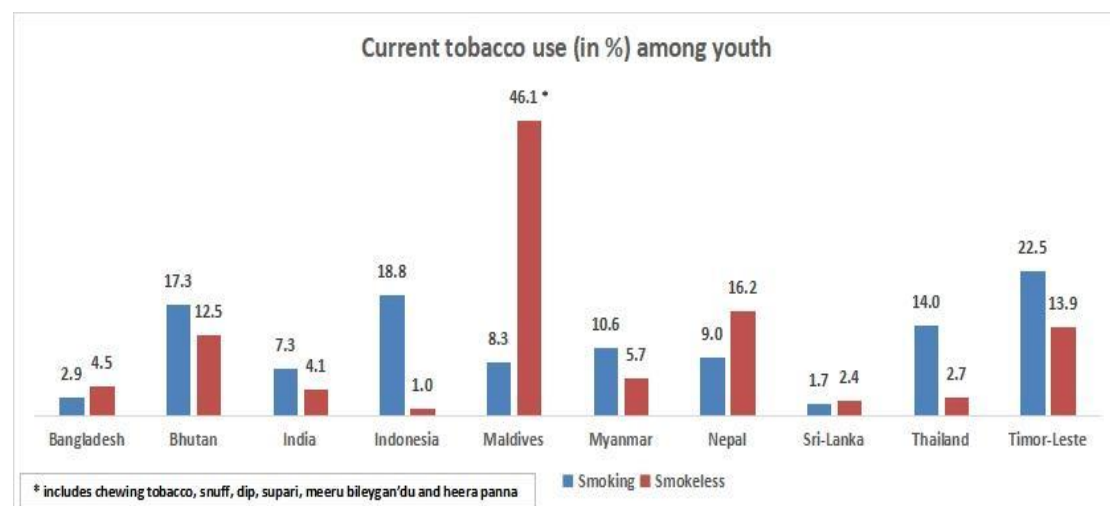
ACRONYMS

ENDS	Electronic Nicotine Delivery Systems
ENNDS	Electronic Non-Nicotine Delivery Systems
FCTC	Framework Convention on Tobacco Control
GTCR	Global Tobacco Control Reports
GYTS	Global Youth Tobacco Survey
HPN	Department of Healthier Populations and Noncommunicable Diseases
HTPs	Heated Tobacco Products
NCD	Noncommunicable Diseases
NENTPs	Novel and Emerging Nicotine and Tobacco Products
NP	Nicotine Pouches
SEA	South-East Asia
TAPS	Tobacco Advertising, Promotion and Sponsorship
TFI	Tobacco-Free Initiative
WHO	World Health Organization
WHO TobReg	WHO Study Group on Tobacco Product Regulation

Introduction

As per the 4th edition of the World Health Organization (WHO) Global Report on Trends in Prevalence of Tobacco use 2000-2025, the WHO South-East Asia (SEA) Region has around 432 million adult tobacco users. Approximately 351 million men and 81 million women consume tobacco in one form or the other across the Region. Besides, the Region has the largest number of adolescent tobacco users (in the age-group 13-15 years). Approximately 10.2 million adolescents use various forms of tobacco products (smoked and/or smokeless) in the Region, amounting to 27% of the global total.

The graph below represents prevalence of current tobacco use among youth aged 13-15 years in the SEA Region countries:



To further aggravate the situation, the tobacco industry is aggressively introducing novel and emerging nicotine and tobacco products (NENTPs) such as Electronic Nicotine Delivery Systems (ENDS), Electronic Non-Nicotine Delivery Systems (ENNDS), Heated Tobacco Products (HTPs) and Nicotine Pouches (NP) to lure youth into use of such products. Notably, these products are often flavoured to make them more attractive to youth. In Maldives, as per Global Youth Tobacco Survey (GYTS) 2019, about 23.1% of boys and 10.7% of girls have ever used electronic cigarettes. In India, as per GYTS 2019, 26.9% students are aware of electronic cigarettes and 2.8% have ever used these products. In Indonesia, a recent study revealed high exposure of youth to electronic cigarette advertising and promotion in social

media, with 84% of participants reporting ever seeing these advertisements or promotions on social media platforms, such as Facebook, Instagram, and YouTube.

Aggressive and misleading marketing of NENTPs as safer alternatives to cigarette smoking, particularly in digital and social media, combined with lack of regulatory practices, has led to increasing use of these products, especially among the youth. There are approximately 16 000 unique flavours available in some markets, many of them appealing to children. Therefore, the prevailing situation calls for urgent attention of policy makers and other stakeholders to strengthen policies and programmes in the countries of the Region to prevent use of NENTPs among the youth.

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Objectives of the Expert Group Consultation

The broad objective of this expert group consultation was to strengthen prevention of tobacco and NENTPs use among youth in the SEA Region. The specific objectives were as given below:

1. To review current challenges to addressing tobacco use and growing use of NENTPs among youth in the Region;
2. To share experiences and good practices on addressing tobacco and NENTPs use among youth from other Regions; and
3. To identify evidence-based strategies on strengthening laws/regulations/policies and programme implementation and monitoring in respect of preventing tobacco and NENTPs use among youth using innovative approaches.

Expected outcome of the Expert Group consultation

It was expected that the consultation will propose pragmatic solutions and the way forward to protect the youth against use of NENTPs and overall use of various forms of tobacco in the Member States of the SEA Region.

The agenda of the expert group consultation is appended as **Annexure 1** and list of participants is appended as **Annexure 2**.

Opening of the Expert Group Consultation

The expert group consultation was inaugurated by Dr Pem Namgyal, Deputy Programme manager (DPM), WHO Regional Office for the South-East Asia (SEARO). He welcomed all the dignitaries, experts and observers participating in the hybrid meeting and delivered the RD's message.

RD expressed concern that despite existing policies and regulations, the latest evidence shows that children and adolescents are still regularly exposed to digital marketing of many unhealthy products including new tobacco products such as ENDS and HTPs. As time spent online by children and adolescents shifts increasingly to social media and mobile devices, where personalized and targeted advertising seemingly predominates, she was of the opinion that this situation is likely to deteriorate in near future. Thus, tools and support are urgently needed to facilitate monitoring and implementation of the WHO Framework Convention on Tobacco Control (FCTC) recommendations in “online” settings. She underscored that in order to significantly and sustainably reduce morbidity and mortality attributable to tobacco use in the Region, the countries have to prevent the youth and children of today from becoming addicted to tobacco products, including NENTPs. The Member States need to have a long-term commitment and strategy to prevent youth from the many harms of tobacco consumption. She sincerely hoped that the countries would leverage the lessons learned at this expert group consultation to effectively implement tobacco control measures aimed at preventing NENTPs and tobacco use among youth and wished all the participants an informative and engaging hybrid meeting.

Dr Adriana Blanco Marquizo, Head of the Secretariat of the WHO FCTC, in her online virtual address underscored the strategic significance of this expert group consultation given the increasing use of tobacco products among youth across the Region. As tobacco use continues to rise in many parts of the Region, it becomes increasingly more important that governments work jointly with all other stakeholders to implement the mandates of the WHO FCTC to protect their youth from tobacco and educate them about the dangers associated with its use. She reiterated the support of the Convention Secretariat to the countries of the Region to counter the ongoing tobacco epidemic and to usher in an era of tobacco-free living.

Dr Vinayak Prasad, Unit Head, No Tobacco Unit, WHO HQ, in his address stressed the need to counter the growing tobacco industry interference in the Region. Tobacco industry is always reinventing itself and thus, the biggest threat to effective tobacco control is to deal with NENTPs in isolation and not as part of the larger tobacco control. Youth, in particular, need to be protected from the malicious intentions of the tobacco industry as almost 9 out of 10 tobacco users start their addiction before the age of eighteen years. In particular, there is an increased need to understand how added flavors may contribute to ENDS and ENNDS use among youth. Notably, the added attractive flavors may further entice youth to experiment with these new products and boost ENDS' influence on increased cigarette smoking susceptibility among youth. Ample evidence exists to corroborate the negative health consequences of using ENDS among youth, and thus restricting or eliminating flavors may prevent or reduce ENDS use initiation and regular use among the teenagers. He noted that there is no flavour ban in any of the SEA Regional countries, as of now, and only two countries - India and Sri Lanka - are Parties to the protocol to eliminate illicit trade in tobacco products.

Vote of Thanks was delivered by Dr Jagdish Kaur, Regional Adviser, Tobacco-Free Initiative (TFI), SEA Regional Office of the WHO.

Technical presentations by experts (day 1: 27th October 2022)

The technical session started with the presentation by Dr Vinayak Prasad, Unit Head, No Tobacco Unit, WHO HQ on the global perspective and policies in respect of NENTPs use among youth. He made the presentation on behalf of Dr Ranti Fayokun, Scientist, No Tobacco Unit, WHO HQ who participated in the consultation virtually. He emphasized that the global market for these products is expanding, driven by aggressive marketing by tobacco and related industries. Evidence on the negative health consequences of these products on users as well as non- users is mounting. As these products are new, many current tobacco control laws do not cover these products. NENTPs present unique regulatory challenges due to limited capacities of the countries to effectively regulate these products. These products undermine tobacco control policies and threaten to reverse the tobacco control gains made in the SEA Region. He stressed that NENTPs should not be dealt in isolation; instead, these products should be regulated as part of the larger tobacco control. Thus, the countries of the Region should avoid distractions created by tobacco and related industries and must remain focused on reducing tobacco use in general. It is important to protect our youth from NENTPs. Therefore, in countries where these products are not banned, these should be strictly regulated. Monitoring mechanisms need to be strengthened in respect of NENTPs. Reliable and accurate data on the use of these products across the countries of the Region are necessary to proactively inform policy makers.

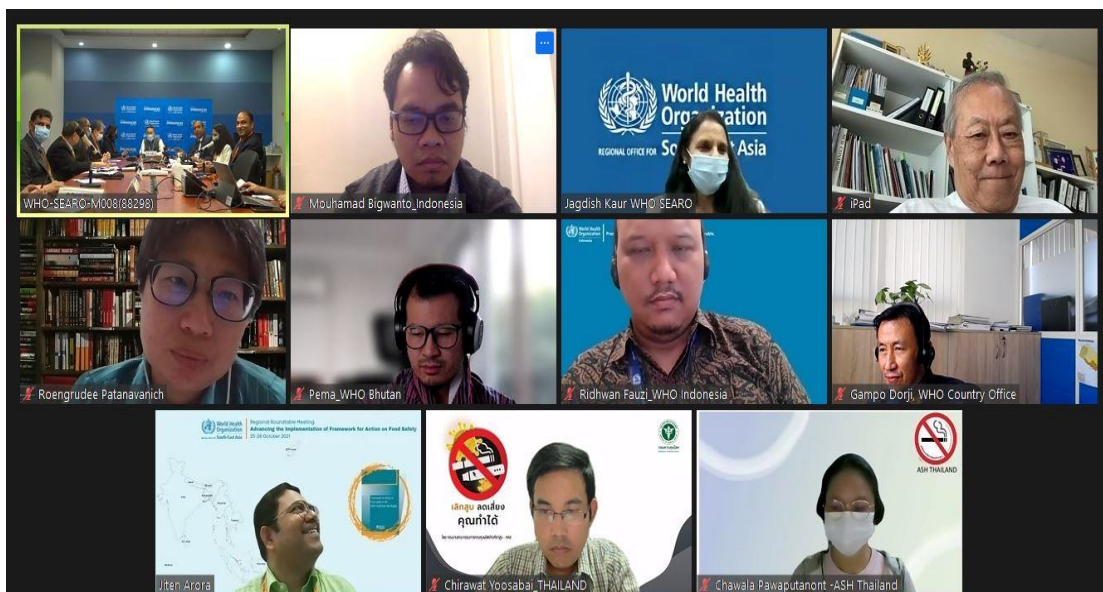
Dr Ghazi Zaatari, Chair, WHO Study Group on Tobacco Product Regulation (WHO TobReg) delivered a presentation on regulatory challenges and considerations in respect of NENTPs. He underscored that NENTPs such as ENDS, ENNDS and HTPs can be a gateway to use other tobacco products. Aerosols of these products contain ultrafine small particles that can pose health risks even to nonusers. Moreover, the effectiveness of these products in cessation remains inconclusive. Regulating NENTPs is a challenge because of their uniqueness as they stand as a class of their own. He opined that targets for product regulation need to encompass ingredients (tobacco leaves, flavorings and additives, heavy metals, etc.), emissions (toxics generated by the product), addictiveness (dependence potential), attractiveness and design features. Heterogeneity of the products, contents and emissions, manufacturing practices and cultural practices are the major challenges to effective tobacco product regulation. He stressed that HTPs are tobacco products and there should be no ambiguity or reluctance about regulating them as such. Claims of reduced harm should be strictly banned. HTPs should be subject to the provisions of the WHO FCTC and national tobacco control laws should be

amended, if need be, to ensure that they explicitly cover these products. He recommended continued focus on evidence-based measures to reduce tobacco use and to avoid distraction from tobacco industry actions. Countries must use and broaden, if need be, existing regulations for tobacco products to regulate all NENTPs including HTPs & ENDS; regulatory scope should include the device and accessories. There is an urgent need to prohibit all manufacturers and associated groups from making claims about reduced harm. It is imperative to ensure that the public is well informed about the risks associated with use of the NENTPs, including the risks of dual use with conventional cigarettes and other smoked tobacco products. It is important to rely on independent data and to support continuing independent research on the public health impact of use of NENTPs, with critical analysis and interpretation of tobacco industry funded data. NENTPs manufacturers should be required to disclose all product information, including product design, chemical profile, total nicotine content, nicotine forms, toxicity, flavorings, other findings of product testing and testing methods, to appropriate regulatory agencies at least once a year. Any modifications to the products should require updating of the report. All commercial marketing of NENTPs, including in social media and through organizations funded by and associated with the tobacco industry, should be banned. Countries should prohibit the sale of ENDS with a higher abuse liability than conventional cigarettes, for example, by restricting the emission rate or flux of nicotine. The addition of pharmacologically active substances such as cannabis and tetrahydrocannabinol should be prohibited.

Dr Jennifer L Brown from Johns Hopkins Bloomberg School of Public Health discussed in length the tactics used by the Big Tobacco to attract children at tobacco points-of-sale. Tobacco companies use ruthless tactics to target children near schools as next generation customers. Dr Jagdish Kaur discussed the regional scenario and challenges in respect of tobacco and NENTPs use among youth. Dr Hebe Gouda from WHO HQ shared how the data from the Global Tobacco Control Reports (GTCR) can be leveraged to inform policy to protect youth of the SEA Region. Dr Sonu Goel from Post Graduate Institute of Medical Education & Research Chandigarh reviewed the current evidence on harmful effects of NENTPs. He discussed in length various effects of ENDS on pulmonary, cardiac and cerebrovascular systems. In the context of COVID-19, he stressed that vaping makes lungs more vulnerable to infection and weakens the immune system. Additionally, ENDS “vapour” has the potential to cause harm to bystanders.

Dr Roengrudee Patanavanich from Mahidol University Bangkok discussed how the rapidly changing tobacco and nicotine landscape creates advertising and promotion policy challenges with special reference to digital marketing and online sales. Prof. (Emeritus) Prakit Vathesatogkit, Executive Secretary, Action on Smoking & Health Foundation Bangkok shared the ground level challenges for sustaining the ban on ENDS in Thailand and how the Region can leverage these learnings. Dr U. Than Sein, President, People's Health Foundation, the Republic of the Union of Myanmar discussed the current situation and challenges in regulating NENTPs in Myanmar. Dr Pulkesh Kumar, Deputy Secretary (Tobacco Control), Ministry of Health & Family Welfare, Government of India shared the experience of India in banning ENDS and HTPs and how the Region can use this experience in taking the agenda of regulating NENTPs forward.





Technical presentations by experts (day 2: 28th October 2022)

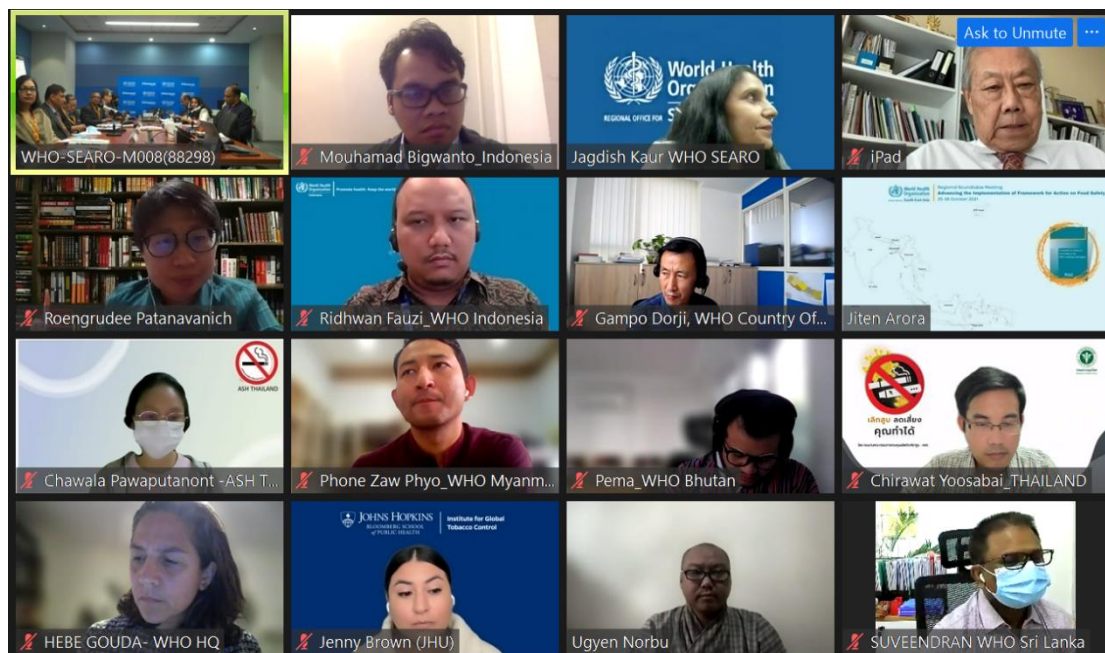
Dr Rumana Huque, Executive Director, ARK Foundation shared the experience of Bangladesh in tackling NENTPs use among youth. She informed that, to an extent, regulation of ENDS is possible in Bangladesh given the current definition of ‘tobacco’ in the existing Tobacco Control Law. Also, to stop imports and marketing of NENTPs in the country, these products should be immediately excluded from the National Board of Revenue’s statutory regulatory order. She shared that the Ministry of Health and Family Welfare, Government of Bangladesh has proposed a ban on ENDS and other NENTPs in the draft Tobacco Free Bangladesh 2040 roadmap, in the draft Tobacco Control Policy and in the proposed amendment of the Tobacco Control Law. Mr Ugyen Norbu from the Department of Public Health, Royal Government of Bhutan discussed the current scenario and challenges in preventing NENTPs use among youth in the country.

Mr Mouhamad Bigwanto from the Southeast Asia Tobacco Control Alliance shared learnings from Indonesia in the context of protecting youth from the harms of NENTPs. He informed that Law No. 7/2021 concerning the harmonization of tax regulations defines all NENTPs as ‘tobacco products’ in Indonesia. Therefore, all these novel products should ideally be subject to excise taxation and existing tobacco control laws. However, owing to lack of political will and the fact that this law is not directly related to health, NENTPs largely remain unregulated. He stressed on the need of comprehensively banning all forms of online promotion of NENTPs. Mr Hassan Mohamed, Deputy Director, Ministry of Health shared the experience of Maldives in dealing with NENTPs use among youth.

Mr Sunil Raj Sharma, Director, National Health Education, Information & Communication Centre, Federal Democratic Republic of Nepal presented a situation analysis of Nepal in respect of preventing NENTPs use among youth. Dr Monika Arora, Director, Health Promotion Division, Public Health Foundation of India discussed the role of civil society in preventing NENTPs use among youth in the SEA Region. Dr Rajesh Mehta, Former Regional Adviser, Adolescent Health, SEA Regional Office of the WHO discussed potential synergies to enhance impact and outreach of youth policies and programmes to prevent use of nicotine and tobacco. He informed that more than 360 million adolescents aged 10-19 years and another 330 million aged 20-30 years currently reside across the eleven countries of the SEA Region. Thus, for the tobacco industry, the time to gain from this demographic dividend is

now. Therefore, the public health gains of preventing youth of the SEA Region from the menace of NENTPs would be astronomical. He stressed the need for a broad package of services to address multiple risk factors and behaviours through multiple delivery channels to reach the maximum number of adolescents. Also, adolescent participation is critical. Synergy in multiple health programmes and with other sectors - multisectoral actions - would be crucial for desired impact.





Group Discussions

Technical discussions were conducted in three groups. Please refer to **Annexure 3** for details.

The objective of Group 1 was to identify current challenges in addressing the growing use of tobacco and ENDS/ENNDS among youth in the Region. The group identified many challenges that are hampering tobacco control efforts in the Region. Tobacco industry is extremely aggressive in marketing NENTPs to children and youth. Social media plays a major role in marketing of these products. Variety of NENTPs are easily available in the market. Youth has limited information about the deleterious effects of these products. Enforcement of extant provisions of law remains a major challenge. Civil society can play a major role in ensuring youth participation. Multistakeholder coordination is necessary. After thorough deliberations, the group arrived at the following recommendations:

1. Youth should be engaged in policy formulation and implementation. Government should involve youth advocacy groups.
2. Common framework (including warning and safety messages) needs to be developed to support the countries of the Region.
3. Holistic public health approach is the way forward. Multisectoral action plans to address multiple risk factors would be crucial.

The objective of Group 2 was to analyse and identify lessons, including good practices from the country experiences, in addressing tobacco and ENDS/ENNDS use among youth. After analyzing the current situation in and good practices from different countries, the group came out with the following observations:

1. NENTPs are now easily available in all the countries of the Region. There is extensive advertisement and promotion through online and social media platforms, especially targeting youth. A plethora of flavours, shapes and colors add attractiveness to these products.
2. Effectively regulating these products at the country level is a big challenge.
 - a. Tobacco control laws are in place but do not address these products and related issues in each and every country.
 - b. Many countries are utilizing provisions under relevant existing policies, laws, directives or legislations to counter NENTPs. India has enacted a new Act to counter these products. ENDS are banned in DPR Korea, India, Nepal, Sri Lanka, Thailand and Timor-Leste, and are regulated

in Maldives. HTPs are banned in DPR Korea, India and Timor-Leste. However, the group stressed that in countries where a ban on ENDS /HTPs is in place, most of these products are easily available online.

c. Several countries such as Bangladesh and Indonesia are trying to incorporate NENTPs in the proposed amendments to tobacco control laws.

3. Tobacco industry interference is a huge factor in the Region. Many countries in the Region are under pressure to rollback the extant ban on NENTPs.

4. Tobacco control has been included in Noncommunicable Diseases (NCD) Action Plans in the countries of the Region. Maldives, in particular, is aggressively engaging all other relevant sectors for holistic NCD interventions, including tobacco control, through the NCD multisectoral coordination mechanism. Some countries have adopted a multistakeholder whole of society approach to address the growing menace of NENTPs and tobacco use among youth.

5. Many countries have started monitoring the consumption of NENTPs by including questions on ENDS in tobacco and national health surveys.

6. Countries are trying to counter aggressive marketing of these products by the tobacco industry in different ways. Efforts are being made to counter the promotion of these products through media advocacy. India is trying to leverage the provisions of the Juvenile Justice Act for punishing violators. Union partners and a subnational state government actively stopped a “Foundation for a Smoke-Free World” sponsored grant to a public university in India.

7. Reliable and accurate evidence on the use of these products and its effects across the countries of the Region is necessary to proactively inform policy. Therefore, a research consortium needs to be formalized, preferably at the regional level, to take this agenda forward.

The objective of Group 3 was to identify evidence-based strategies on strengthening laws/regulations/policies, programme implementation and monitoring in respect of preventing tobacco and ENDS/ENNDs use among youth using innovative approaches. The group recommended following evidence-based strategies to prevent tobacco and NENTPs use among youth across the Region:

1. All countries of the SEA Region should regulate ENDS and HTPs, if these products are not already banned in a country; where possible, separate policies (different from other NENTPs) for HTPs should be in place as these are tobacco products.

2. Establishment of an oversight mechanism is key. Countries can either use an existing coordination mechanism or ask the Ministry of Health to set up one.

3. Constant reviewing is important as the tobacco industry is always reinventing itself. Countries should continuously review NENTPs available in the market, relevant available policy options, fresh

data including those on illicit trade, and stakeholders (supporters as well as opponents of tobacco control policies).

4. Multistakeholder engagement, including Parliamentarians and civil society organizations, is imperative.

5. Effective communication at all levels and in different settings is mandatory to proactively counter the growing menace of NENTPs in the Region. All relevant departments of the Government, including non-health stakeholders, should be kept informed through regular briefs, etc. School children should be educated through effective school health programs. Teachers should be closely involved to maximize the impact of such programmes. “GenNext – Exit NCDs Intervention Tool” developed by WHO can provide useful guidance to school teachers for preventing NCD risk factors, including consumption of different tobacco products and NENTPs, among children in school settings. Community should be informed about the detrimental effects of using NENTPs through effective and innovative campaigns, including through social media/digital channels.

6. Country-level capacities, especially in the context of provisioning effective tobacco cessation services at the population level and strengthening implementation of various provisions of tobacco control laws including bans on NENTPs, need to be greatly enhanced if tobacco industry tactics are to be sustainably countered. WHO recently launched the ‘Quit Tobacco App’ to support tobacco cessation.

7. An enabling environment - adequate infrastructure to steer the tobacco control agenda at the national and subnational levels and ample resources including human resources and funds - should be created across the countries of the Region to effectively combat the growing menace of tobacco and NENTPs use among youth.

8. Role of effective monitoring is pivotal. The use (including patterns and determinants of interest) of tobacco products, including NENTPs, in children and adolescents should be regularly and holistically monitored. All countries need to increasingly integrate questions comprehensively covering NENTPs in tobacco surveys, multiple risk factor surveys or national health surveys, as per country needs and context. The actual compliance with existing bans (or other regulatory measures) in respect of NENTPs should be routinely monitored at the country-level.

9. Youth should be increasingly engaged in tobacco control through relevant programs.

Recommendations of the Expert Group Consultation

The closing ceremony was presided over by Dr Razia Pendse, Director, Department of Healthier Populations and Noncommunicable Diseases (HPN), SEA Regional Office of the WHO. She underscored the need to be alert and proactive to effectively counter the aggressive marketing of NENTPs by the tobacco industry. It is important to warn the youth across the Region about the detrimental effects of consuming tobacco and NENTPs. To this end, innovative and customized mass media campaigns should be increasingly implemented by the countries of the Region. Dr Vinayak Prasad reiterated that the Region should remain focused and not lose tobacco control gains achieved so far by strictly keeping NENTPs as part and parcel of the larger traditional tobacco control. Dr Ghazi Zaatari stressed that tobacco is harmful in all forms. Both - traditional tobacco products and NENTPs - are detrimental to public health and well-being and the tobacco control community should distance itself from comparing relative harms of different tobacco and nicotine products.

Dr Jagdish Kaur summed up the proceedings of the expert group consultation. The main recommendations of the expert group consultation are:

1. All countries of the SEA Region should regulate NENTPs, if these products are not already banned in a country.
 - a. Countries, where a ban on NENTPs is in place, should strictly “implement” as well as “monitor” the ban without any interference from the industry to ensure protection for children and adolescents.
 - b. Countries, where NENTPs are not prohibited, should put in place appropriate regulatory measures (based on provisions of WHO FCTC and existing national tobacco control laws) to achieve three key objectives of:
 - i. Protecting the population from potential health risks;
 - ii. Preventing unproven claims being made about NENTPs; and
 - iii. Protecting tobacco control activities from commercial interests of the tobacco industry
 - c. HTPs are tobacco products. These could be subject to the same regulations as traditional tobacco products.
2. Continuous review and monitoring mechanisms should be in place as the tobacco industry is always reinventing itself. In particular, the prevalence of NENTPs use among youth and actual compliance with existing regulatory measures in respect of these products should be routinely monitored. Establishing an oversight mechanism is a must.
3. Multistakeholder approach through engaging all actors (youth/youth advocacy groups, all health and relevant non-health government departments, civil society, Parliamentarians, relevant non-state

entities, academia, relevant intergovernmental and UN organizations, and the community including students, teachers and parents, etc.) in framing and implementing legislative, policy, regulatory and administrative measures for preventing and reducing tobacco consumption, nicotine addiction and exposure to NENTPs among youth is desirable. The NCD Action Plan at the country level can provide a viable platform to garner such a multisectoral approach.

4. Countries need to enhance their capacities and infrastructure on multiple fronts to effectively counter tobacco industry tactics. Quality tobacco cessation services should be provisioned. WHO ‘Quit Tobacco App’ can be used. Implementation of existing provisions of tobacco control laws should be strengthened. Adequate human resources and optimal funds should be available at national as well as subnational levels to implement tobacco control programmes.

5. Effective school health programs could go a long way in educating school children about the many harms of tobacco and NENTPs. Teachers should be closely involved to maximize the impact of such programmes. To this end, WHO “GenNext – Exit NCDs Intervention Tool” can be utilized to address multiple NCD risk factors among youth in school settings.

6. Countries should increasingly implement effective, customized and innovative mass media campaigns, including through social media and digital channels, to warn vulnerable youth about the ill-effects of consuming tobacco and NENTPs.

7. A research consortium needs to be formalized at the regional level to generate quality evidence on NENTPs use, its effects and related aspects across the countries of the Region to facilitate policy formulation and implementation.

8. Countries should not lose focus because of ever-changing tobacco industry tactics. NENTPs should be regulated as part of larger traditional tobacco control measures and not in silos. Increased focus on “best buys”, specifically raising taxes, strengthening smoke-free policies, and enforcing bans on tobacco advertising, promotion and sponsorship (TAPS), along with expanding support for interventions on quitting tobacco use should continue. Supply side issues - addressing illicit trade in tobacco products, restricting access of tobacco products to minors and provisioning alternative livelihoods for tobacco growers and workers - should continue to be prioritized.

Call for Action

The expert group noted with deep concern the growing threat of NENTPs use in the SEA Region, particularly among the youth, potentially leading to serious adverse health and socioeconomic consequences. Also, the use of traditional tobacco products continues to remain high among children and adolescents across the countries of the Region. After due deliberations on the subject, the expert group recommended the following actions on priority:

Call to Governments

- ❖ To regulate NENTPs as part of larger traditional tobacco control measures and not in silos, and thus continue to focus on “best buys”(in particular, raising taxes on all tobacco products, strengthening smoke-free policies, enforcing bans on TAPS and expanding support for interventions on quitting tobacco use) and “supply side issues” (addressing illicit trade in tobacco products, restricting access of all forms of tobacco and nicotine products to minors and provisioning alternative livelihoods for tobacco growers and workers)
- ❖ To effectively regulate all forms of NENTPs, if these products are not already banned in a country:
 - In countries where a ban on NENTPs is in place, to strictly “implement” as well as “monitor” the ban without any interference from the industry to ensure protection for children and adolescents
 - In countries where NENTPs are not prohibited, to put in place appropriate regulatory measures (based on provisions of WHO FCTC and existing national tobacco control laws)
 - To subject HTPs to the same regulations as traditional tobacco products (as HTPs are tobacco products)
- ❖ To establish an oversight mechanism, particularly to review the prevalence of NENTPs use among youth and the actual compliance with existing regulatory measures in respect of these products, as the tobacco industry is always reinventing itself
- ❖ To adopt a multistakeholder approach through engaging all actors (youth/youth advocacy groups, all health and relevant non-health government departments, civil society, Parliamentarians, relevant non-state entities, academia, relevant intergovernmental and UN organizations, and the community

including students, teachers and parents, etc.) in framing and implementing legislative, policy, regulatory and administrative measures for preventing and reducing tobacco consumption, nicotine addiction and exposure to NENTPs among youth

- ❖ To enhance national capacities and infrastructure on multiple fronts to effectively counter tobacco industry tactics, including but not limited to provisioning quality tobacco cessation services (WHO ‘Quit Tobacco App’ can be used), effectively implementing existing provisions of tobacco control laws and committing adequate human resources and optimal funds at the national as well as subnational levels to implement tobacco control programmes

- ❖ To implement effective school health programs to educate school children about the many harms of tobacco and NENTPs, involving teachers and utilizing WHO “GenNext – Exit NCDs Intervention Tool” to address multiple NCD risk factors among youth in school settings

- ❖ To increasingly implement effective, customized and innovative mass media campaigns, including through social media and digital channels, to warn vulnerable youth about the ill-effects of consuming tobacco and NENTPs

Call to WHO

- ❖ To continue to support national, regional and international efforts to address tobacco and NENTPs use among youth in the Region, particularly in building technical capacities at the country-level, disseminating global and regional best practices among the countries and strengthening national and subnational law enforcement mechanisms

- ❖ To formalize a research consortium at the regional level to generate quality evidence on NENTPs use, its effects and related aspects across the countries of the Region to inform policy

- ❖ To undertake country missions led by global and regional experts to assess the efforts of the Member States in progressively implementing various WHO FCTC provisions, including but not limited to tobacco products regulation and countering tobacco industry interference, and to handhold these States to boost policy formulation and implementation particularly aimed at protecting youth from the menaces of tobacco and NENTPs use

Call to Civil Society

- ❖ To continue to work closely with the governments of the Region to prevent youth from consuming any form of tobacco, especially against the backdrop of aggressive marketing of NENTPs by the tobacco industry aimed at children and adolescents

Call to Academia

- ❖ To undertake research to generate reliable and accurate evidence on the use of NENTPs and its effects across the countries of the Region to proactively inform policy formulation
- ❖ To perform research to gauge the effectiveness of extant regulatory measures, including bans, in respect of NENTPs in the countries of the Region to proactively inform policy implementation

Annexure 1

Expert Group Consultation

Strengthening policies for prevention of Tobacco & Novel and Emerging Nicotine and Tobacco Products (NENTPs) use among youth in the South-East Asia Region

New Delhi, India, 27-28 October 2022

Day 1: Thursday, 27 October 2022

Time	Agenda Item	Moderators
09:00 - 09:20	<p><u>Opening of the consultation</u></p> <p>RD's Message: Delivered by Dr Pem Namgyal, DPM, WHO SEARO Address: Dr Adriana Blanco Marquizo, Head of the Secretariat of the WHO FCTC Address: Dr Vinayak Prasad, Unit Head, No Tobacco Unit, WHO HQ Vote of Thanks: Dr Jagdish Kaur, Regional Adviser, TFI, WHO SEARO</p>	
09:20 - 09:23	Group Photograph	
09:23 - 09:30	Round of introductions	Dr Jagdish Kaur
09:30 - 09:32	Objectives of the meeting	Dr Jagdish Kaur
09:32 - 09:35	Setting the scene – screening of the subject video	Dr Arvind Rinkoo
09:35 - 09:45	Discussion	Moderator: Dr Gampo Dorji
09:45- 10:05	Novel and Emerging Nicotine Products use among youth – global perspective and policies: Dr Ranti Fayokun, WHO HQ	Moderators: Dr Rumana Huque Mr Hassan Mohammed
10:05 - 10:25	Novel and Emerging Nicotine and Tobacco Products – overview of the products, challenges and regulatory considerations: Dr Ghazi Zaatari, Chair, WHO TobReg	
10:25 - 10:50	Spinning a Global Web – tactics used by the Big Tobacco to attract children at tobacco points-of-sale (video followed by presentation of key findings of the paper): Dr Jennifer L Brown, Institute for Global Tobacco Control, Johns Hopkins Bloomberg School of Public Health, USA	
10:50 - 11:00	Discussion	

11:00 - 11:30	Break	
11:30 - 11:40	Tobacco & Novel and Emerging Nicotine Products use among youth – Regional scenario and challenges: Dr Jagdish Kaur, Regional Adviser, TFI, WHO SEARO	Moderators: Dr Ghazi Zaatari Mr Mouhamad Bigwanto
11:40- 11:50	Data to Action – leveraging evidence from the Global Tobacco Control Reports to protect youth of the South-East Asia Region: Dr Hebe Gouda, WHO HQ	
11:50 - 12:00	Q&A	
12:00 - 12:10	Electronic Nicotine Delivery Systems – reviewing the current evidence on harmful effects: Dr Sonu Goel, Professor, Department of Community Medicine & School of Public Health, Post Graduate Institute of Medical Education & Research, Chandigarh, India	Moderators: Dr Vinayak Prasad Ms Karma Dechen
12:10 - 12:20	How the rapidly changing Tobacco and Nicotine landscape creates advertising and promotion policy challenges (with special reference to digital marketing and online sales): Dr Roengrudee Patanavanich, Department of Community Medicine, Faculty of Medicine, Ramathibodi Hospital, Mahidol University, Bangkok, Thailand	
12:20 - 12:30	Sustaining the ban on ENDS – ground level challenges – Thailand: Prof. (Emeritus) Prakrit Vathesatogkit, Executive Secretary, Action on Smoking & Health Foundation, Bangkok, Thailand	
12:30 - 12:40	Preventing Novel and Emerging Nicotine and Tobacco Products use among youth in Myanmar – current situation and challenges: Dr U. Than Sein, President, People's Health Foundation, the Republic of the Union of Myanmar	
12:40 - 12:50	Banning Electronic Nicotine Delivery Systems and Heated Tobacco Products in India – lessons for the Region: Dr Pulkesh Kumar, Deputy Secretary (Tobacco Control), Ministry of Health & Family Welfare, Government of India	
12:50 - 13:00	Q&A	

Day 2: Friday, 28th October 2022

Time	Agenda Item	Moderators
09:00 - 09:10	Summing up of Day 1 and planning for the day	Dr Jagdish Kaur
09:10 - 09:20	Preventing Novel and Emerging Nicotine and Tobacco Products use among youth – experience from Bangladesh: Dr Rumana Huque, Professor, Department of Economics, University of Dhaka & Executive Director, ARK Foundation, Bangladesh	Moderators: Dr Prakit Vathesatogkit Dr Pulkesh Kumar
09:20 - 09:30	Preventing Novel and Emerging Nicotine and Tobacco Products use among youth in Bhutan – Current Scenario and Challenges: Mr Ugyen Norbu, Information & Media Officer, HPD, Department of Public Health, Royal Government of Bhutan	
09:30 - 09:40	Preventing Novel and Emerging Nicotine and Tobacco Products use among youth – Learnings from Indonesia: Mr Mouhamad Bigwanto, Assistant Coordinator for Indonesia, Southeast Asia Tobacco Control Alliance, Republic of Indonesia	
09:40 - 09:50	Preventing Novel and Emerging Nicotine and Tobacco Products use among youth – Maldives Experience: Mr Hassan Mohamed, Deputy Director, Health Promotion and Chronic Diseases, Health Protection Agency, Ministry of Health, Republic of Maldives	
09:50 - 10:00	Preventing Novel and Emerging Nicotine and Tobacco Products use among youth – situation analysis of Nepal: Mr Sunil Raj Sharma, Director, National Health Education, Information & Communication Centre, Federal Democratic Republic of Nepal	
10:00 - 10:10	Role of Civil Society in Preventing Novel and Emerging Nicotine and Tobacco Products use among youth in the South-East Asia Region: Dr Monika Arora, Director & Professor, Health Promotion Division, Public Health Foundation of India	
10:10 - 10:20	Potential synergies to enhance impact and outreach of youth policies and programmes to prevent use of nicotine and tobacco: Dr Rajesh Mehta, Former Regional Adviser, Adolescent Health, WHO SEARO	
10:20 - 10:50	Q&A	
10:50 - 11:30	Group discussion work	Dr Jagdish Kaur

	<p>Group 1: Objective: To review current challenges to addressing tobacco use and growing use of ENDS/ENNDS among youth in the Region</p> <p>Group 2: Objective: To analyse learnings from the country experiences and good practices for addressing tobacco and ENDS/ENNDS use among youth</p> <p>Group 3: Objective: To identify evidence-based strategies on strengthening laws/regulations/policies, programme implementation and monitoring in respect of preventing tobacco and ENDS/ENNDS use among youth using innovative approaches</p>	
11:30 - 12:00	Break	
12:00 - 12:30	Group presentations	<p>Moderators:</p> <p>Mr Ugyen Norbu</p> <p>Dr U. Than Sein</p>
12:30 - 12:45	Discussion	
12:45 - 12:55	Summing up the proceedings of the consultation with follow-up actions and next steps	Dr Jagdish Kaur
12:55 - 13:05	Closing	<p>Dr Razia Pendse, Director, HPN, WHO SEARO</p> <p>Dr Ghazi Zaatari</p> <p>Dr Vinayak Prasad</p>

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Groups

Group 1	Group 2	Group 3
Objective: To identify current challenges in addressing the growing use of tobacco and ENDS/ENNDS among youth in the Region	Objective: To analyse and identify lessons, including good practices from the country experiences, in addressing tobacco and ENDS/ENNDS use among youth	Objective: To identify evidence-based strategies on strengthening laws/regulations/policies, programme implementation and monitoring in respect of preventing tobacco and ENDS/ENNDS use among youth using innovative approaches
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