



Press Release

**Hong Kong Academy of Medicine
Cautions the Public to Guard Against Misleading Campaigns
Promoting Heat-not-burn Cigarettes, Electronic Cigarettes and
Other New Tobacco Products**

(Hong Kong, 25 March 2019) – The Hong Kong Academy of Medicine and its 15 constituent Colleges caution members of the public to guard against a campaign to “support legislation to regulate heat-not-burn tobacco products”. This campaign undermines the Government’s current proposal to impose a total ban on electronic cigarettes, heat-not-burn and other new tobacco products. The medical community all along supports a total ban and opposes mere regulation of new tobacco products including electronic cigarettes and heat-not-burn tobacco products.

Recently there have been notices put up to “support legislation to regulate heat-not-burn tobacco products”, with an accompanying QR code for viewers to scan and show support. What people may not realise is that in doing so, they counteract the medical community’s effort to protect Hong Kong people and especially our young generation from the harms of new tobacco products. Those who support a ban must recognise that, by scanning the QR code and showing support, their action may be twisted as a sign of approval for the import, distribution and sale of heat-not-burn cigarettes in Hong Kong.



The Academy and all of its constituent Colleges have repeatedly put forward strong arguments in favour of a total ban over mere regulation of new tobacco products (refer to the Academy’s letter to the Chief Executive of the HKSAR on 21 September 2018 [<http://page.hkam.org.hk/lettertoce20180921>]; and a joint submission with the Hong Kong Council on Smoking and Health and other organisations to the Panel on Health Services of Legislative Council on 13 June 2018 [<https://www.legco.gov.hk/yr17-18/english/panels/hs/papers/hs20180619cb2-1616-5-e.pdf>]). In gist, (1) there is growing evidence of higher health risk using these products; (2) they are an ineffective approach to quit smoking; (3) they serve as a gateway for youngsters to pick up cigarette smoking; and (4) more countries are joining to prohibit electronic cigarettes and other new tobacco products.

We fully support Government’s current proposal pledged in the Chief Executive’s 2018 Policy Address, which is to ban electronic cigarettes, heat-not-burn tobacco products and other new tobacco products. We urge members of the public to beware of misleading or deceitful claims and campaigns whose true intention is to promote new tobacco products.

- END -



About Hong Kong Academy of Medicine

Established in 1993, the Hong Kong Academy of Medicine (HKAM) is an independent institution with statutory power to organise, monitor, assess and accredit all medical specialist training and oversee the provision of continuing medical education (CME) and continuous professional development (CPD) in the territory. Within the 15 constituent Colleges, there are now 68 specialties and subspecialties, with around 8,000 Academy Fellows who are eligible for registration in the Specialist Register of the Medical Council of Hong Kong and Dental Council of Hong Kong.

Media Enquiries

Tracy Chow

Manager (Corporate Communications)

Tel: (852) 2871 8726

Email: tracy@hkam.org.hk