Here are the
FACTS:

ENCOURAGING
A BALANCED APPROACH

PHILIP MORRIS INTERNATIONAL/POVADDO: INTERNATIONAL SURVEY RESULTS

This international survey, fielded across 22 countries with participation of over 44,000 adults, is one of the most comprehensive surveys ever conducted related to tobacco harm reduction. Philip Morris International (PMI) is leading a transformation in the tobacco industry to create a smoke-free future and ultimately replace cigarettes with smoke-free products to the benefit of public health and adults who would otherwise continue to smoke. While these smoke-free alternatives are not risk-free and contain nicotine, which is addictive, they are a much better choice than continuing to smoke.

Transformation in the name of progress is often a difficult task to undertake. When looking at some of the biggest and most divisive questions facing the world today—from geopolitics to climate change— polarized opinions can make change harder to implement. However, when looking at our international survey, 82% of respondents believe that the best solutions toward real progress on the most pressing issues are achieved when a middle ground can be found between the extremes.

At Philip Morris International, we are committed to delivering a smoke-free future. Our commitment aligns with the expectations that society has of consumers and companies working together. The survey found that more than eight in 10 respondents believe that if people and companies work together, they can have a meaningful impact on the biggest issues facing society today. By having balanced and inclusive discussions about science, products, and policies, we believe that we can help accelerate the end of smoking with contemporary policies and a people-centric approach.

LISTENING TO ALL VOICES
Grounds for progress and compromise are often found when all voices are at the table and are willing to listen and consider all sides of an argument. In our survey, we found that:

90% of respondents believed
that to find solutions to the biggest problems facing society today, leaders need to consider all perspectives, even those with whom there are strong disagreements.

88% of respondents agree
that when making decisions that affect the livelihood of a significant proportion of the population, leaders must listen to and advocate for the people they represent.

88% of respondents said
that they would be more likely to vote for leaders who listen to all sides of an issue and adopt sensible approaches that better the lives of everyday people.

CONSIDERING THE NEEDS OF THOSE IMPACTED THE MOST
However, when it comes to listening to nicotine consumers and considering tobacco harm reduction policies as part of a wider strategy to address the global public health issue of smoking, smokers and their views are often ignored or discounted. In our survey, we found that four in 10 nicotine consumers feel discriminated against or marginalized. Only two in 10 nicotine consumers feel their voices are heard or considered.

77% of nicotine consumers feel
that their voices have been excluded for too long and that a new approach to regulation is needed to better balance the voices of nicotine consumers and those who don't consume such products.

74% of nicotine consumers feel
that their views should be considered by policymakers when deciding on tobacco and nicotine regulations.

Regarding tobacco policy, those who would benefit the most and are directly impacted by tobacco regulations do not feel like they have a seat at the table.

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USING SCIENCE TO FIND COMPROMISE

A consequence from increasingly divided discourse is the growing prevalence of misinformation often intended to mislead public opinion. From our survey, 85% of respondents believe decisions that impact society and public health should be made based on science and facts.

87% of respondents expect

their leaders to adopt laws and regulation based on facts and data to keep up with the pace of technological change and innovation.

79% of respondents agree

that adults who would otherwise continue smoking should have access to, and accurate information about, smoke-free alternatives that are scientifically substantiated to be a better choice than continued smoking.

72% of respondents agree

that the government needs to consider the role alternative products can play in making their country smoke-free.

DRIVING TOWARD A BALANCED APPROACH

Existing measures aimed at preventing smoking initiation and promoting smoking cessation can be complemented by strategies that enable adults who would otherwise continue to smoke to have access to and information about science-based alternatives. Inclusion of a harm reduction approach in policies aimed at decreasing smoking prevalence has the potential to foster more rapid declines and can allow for progress in the realm of public health.

However, 54% of respondents also believe

that conversations about science and the latest scientific developments have become more divisive. Yet, despite the increasing debate and skepticism about the validity of science and facts, there is in an appetite from the public to come together and find solutions rather than roadblocks.

Three in four respondents agree

that it is better if leaders pursue policy changes that would bring about incremental changes that are easy to put into action rather than wide, sweeping changes that are harder to implement.

In fact, taking an "all or nothing" approach can be counterproductive, particularly when it comes to tobacco harm reduction.

75% of respondents agree

that societal expectations of total abstinence from harmful behaviors such as tobacco usage and alcohol consumption are not feasible and the government should take steps to reduce the harm of these behaviors.

However, only one in four people believe

that ALL you need is regulation and taxation of cigarettes to make a country smoke-free.

67% of respondents agree that encouraging

adults who would otherwise continue to smoke to completely switch to smoke-free alternative products can complement other efforts to reduce the societal harm caused by smoking cigarettes.

62% of exclusive smokers stated

that they would more likely consider switching to alternative products like e-cigarettes and heat-not-burn tobacco products if they had clarity on how these products differ from cigarettes and the science behind them.

As we consider policies that regulate tobacco usage, governments should consider the needs of all parties, including nicotine consumers. Finding a balanced approach to tobacco regulation that encourages incremental progress can help bring together all groups and have a meaningful impact on public health.

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