How we can bring an end to smoking

I. Summary

This article takes on the real threat in cigarettes, nicotine. Although the main reason why people die of cigarettes is tar, the real reason why they keep on buying packs of cigarettes is nicotine. The lack of any concrete to nicotine is a challenge that must be overcome in order to reduce the deaths due to smoking.

Clean nicotine alternatives to smoking may not be the solution. Indeed tobacco control campaigners believe that providing such products could cause a new increase in nicotine addiction, thus handing a golden opportunity for the tobacco industry. This could particularly be true for young people.

Others believe this solution would be a lesser evil, would prevent people from continuing to smoke and create a business for ever better, safer, cigarette replacements. This would also have huge benefits concerning public health.

The British government has apparently heard both sides of the arguments and is committed to search for nicotine alternatives for those addicted to smoking.

However no official framework exists for such alternatives. E-cigarettes are entirely unregulated, have been banned in certain jurisdictions, but the British government agency tolerates them and deems that they are beneficial to smokers.

Future regulations for such products are in the works by the MHRA and Nice and should be published in May 2013. The author believes that measures should ensure that these products are safe and effective and should not be promoted to youth and young-smokers. Such measures would help in the fight against smoking-related diseases. Campaigns informing the public about the threats of nicotine.

6 million people die globally every year from smoking-related disease, finding an alternative to nicotine should a be real priority.

II. Vocabulary Recap

Contentious: Causing or likely to cause an argument; controversial.
Harm: Physical injury, esp. that which is deliberately inflicted.
Broadly: in general and without considering minor details.
Incentive: a thing that motivates or encourages someone to do something.
Impediment: a hindrance or obstruction in doing something.
Framework: a basic structure underlying a system, concept, or text.
Youth: young people considered as a group.
Misperceptions: perceive wrongly or incorrectly.
The clock is ticking:
The time (for something to be done) is passing quickly; hurry up. For example, The clock is ticking on that project.
III. Cultural References

The Department of Health's Tobacco Plan

The Medicines and Healthcare products Regulatory Agency (MHRA) is the government agency which is responsible for ensuring that medicines and medical devices work, and are acceptably safe. The MHRA is an executive agency of the Department of Health.

The National Institute for Health and Clinical Excellence (NICE) guidance supports healthcare professionals and others to make sure that the care they provide is of the best possible quality and offers the best value for money.

IV. Opinions
Deborah Arnott argues that we must develop safer sources of nicotine for addicts

V. Going Further