[Your Name]

[Your Address]

[City, State, Postcode]

[Email Address]

[Date]

[Recipient’s Name]

[Title/Position]

Parliament House

Canberra, ACT 2600

Subject: Supporting Evidence-Based Vaping Policies to Save Lives

Dear [Recipient’s Name],

I am writing to you as a concerned citizen, former smoker, and advocate for harm reduction to call for a more balanced and evidence-based approach to vaping policy in Australia. As you are aware, smoking remains one of the leading preventable causes of death and disease in our country, contributing to over 20,000 deaths annually and placing immense pressure on our healthcare system.

For many Australians, quitting smoking is a battle fraught with challenges. Despite the availability of traditional cessation tools, such as nicotine replacement therapies (NRTs) and prescription medications, success rates remain low. Vaping has emerged as a breakthrough alternative, offering a significantly less harmful option for smokers who cannot or will not quit using other means. However, the current regulatory environment in Australia creates unnecessary barriers to access, pushing many towards unregulated or unsafe sources or to continue smoking.

I believe that the Australian Government has a responsibility to address this issue with urgency and care. To guide this, I propose a policy framework based on three key principles: **Access, Truth, and Results.**

**Access:** Ensuring Regulated, Affordable Choices for Smokers

Smokers who wish to quit or reduce their harm deserve access to regulated and affordable vaping products through certified channels. This includes a range of devices and flavours, which are crucial in supporting the transition from smoking. Research consistently shows that flavours are particularly important in helping smokers make a clean break from cigarettes by offering a more appealing alternative.

Unfortunately, Australia’s restrictive policies—requiring a pharmacy-only model for nicotine vaping products and limiting flavours—have created a thriving black market, increasing risks to public health. Rather than protecting consumers, these policies push them toward unregulated and potentially dangerous products.

Countries such as the United Kingdom and New Zealand provide models for success: regulated markets with strict quality standards and consumer protections, paired with public health campaigns to encourage smokers to switch. These approaches demonstrate that it is possible to provide access responsibly while minimising risks.

**Truth:** Combating Misinformation with Evidence-Based Communication

Public discourse around vaping is often mired in misinformation, leading to widespread confusion among both smokers and policymakers. Alarmist headlines and exaggerated claims about the risks of vaping overshadow the critical fact that it is significantly less harmful than smoking. Public Health England, for instance, has consistently reported that vaping is at least 95% less harmful than smoking.

Honest, evidence-based communication is essential to rebuilding public trust and encouraging informed decision-making. When smokers understand that vaping offers a safer alternative, they are more likely to make the switch. Conversely, misinformation deters smokers from considering vaping and risks perpetuating the deadly cycle of cigarette addiction.

I urge the Government to invest in public health campaigns that accurately convey the relative risks of vaping compared to smoking. These campaigns should target not only smokers but also the broader community, addressing misconceptions and emphasising the role of vaping in harm reduction.

**Results:** Policies Driven by Real-World Outcomes

Effective policy should be guided by evidence and measurable outcomes, not ideology or moral opposition. Decades of research and real-world data demonstrate vaping’s potential to reduce smoking rates and associated harms. For example:

* + The UK Experience: Since adopting a pro-vaping stance, the UK has seen smoking prevalence decline significantly, with vaping now recognised as the most popular cessation aid.
  + New Zealand’s Approach: New Zealand’s inclusive vaping policies have also contributed to a sharp reduction in smoking rates, particularly among Māori communities, who historically face higher smoking-related health disparities.

Australia’s policies should be evaluated against these international successes. Are they reducing smoking rates? Are they protecting public health? If not, they should be adapted to better achieve these goals. Regular policy reviews, informed by new data and stakeholder input, are essential to ensure Australia remains responsive to changing evidence and public health needs.

The Opportunity to Lead

Australia has long been a global leader in tobacco control, and we have the opportunity to extend that legacy by adopting a pragmatic and progressive approach to vaping. Harm reduction is not about promoting one product over another—it is about acknowledging that while abstinence is ideal, safer alternatives can save lives when abstinence is not achievable.

By embracing the principles of Access, Truth, and Results, we can craft policies that protect consumers, support public health, and reduce the burden of smoking-related disease. This is not just a matter of policy; it is a matter of compassion and responsibility.

I respectfully urge you to support reforms that:

Create a regulated market for vaping products with strict quality and safety standards.

1. Expand access to affordable nicotine vaping products without excessive red tape, such as requiring prescriptions.
2. Ensure adults can access a variety of flavours, which are vital to successful smoking cessation.
3. Invest in public health campaigns to provide accurate information about vaping and its role in harm reduction.

Thank you for your attention to this critical issue. I would welcome the opportunity to discuss this further or to provide additional resources and evidence to support informed policymaking. Together, we can make a meaningful difference in the fight against smoking-related harm in Australia.

Yours sincerely,

[Your Full Name]