

Vaping enforcement webinar

13th September 2022

Chaired by Helen Atkinson, DPH Portsmouth City
Council



Agenda

14:05-14:15 ASH youth and adult data, Hazel Cheeseman, ASH

14:15-14:25 Findings from test purchasing report, Daragh Doyle, OHID

14:25-14:35 Issues for local enforcement, Oli Jewel, Trading Standards, Kent

14:35-14:45 Proportionate approach to enforcement, Kate Pike, TS North West

14:45-14:55 Effective communications, Catherine Taylor, Fresh

14:55-14:50 Engaging with vaping sector, Gillian Golden, IBVTA

14:50-14:55 Article 5.3, Hazel Cheeseman, ASH

14:55-15:00 Role of the MHRA, Dami Elugbadebo, MHRA

15:00-15:25 Q&A



Housekeeping

- The meeting is being recorded, and a recording of the event will be circulated to all attendees and uploaded to the ASH webinar page after the event.
- Please can all panellists and attendees keep themselves muted and turn their videos off unless they are presenting. ASH staff will mute anyone who is unmuted and not presenting.
- We encourage all attendees to submit questions and reflections BUT due to the volume of people attending we have turned off the chat so please email admin@smokefreeaction.org.uk
- Please do respond to the evaluation that will be circulated after and add additional questions there. ASH and partners will work on an FAQ after the event
- If you have any other issues, please post in the meeting chat or email admin@smokefreeaction.org.uk

Smoking is still leading cause of preventable death

191,903

lives have been lost to smoking since the Government announced its smokefree ambition.

Source: Local Tobacco Control Profiles - OHID



Ending smoking requires comprehensive action

Critical recommendations – ‘must dos’



INCREASED INVESTMENT

Urgently invest £125 million per year.

A tobacco industry levy is preferred option.

INCREASE THE AGE OF SALE

Increasing the age of sale from 18, by one year, every year until no one can buy a tobacco product.



PROMOTE VAPING

Provide accurate information on the benefits of switching.

Whilst preventing young people's uptake.

IMPROVE PREVENTION IN THE NHS

NHS needs to prioritise - embedding at every opportunity including primary care.



5

Balanced policy response

- Protect children on a **precautionary principle** - while there is limited evidence of harm or addiction there is potential for both
- Enforcement of the law is a vital strategy to protect legitimate market for adult smokers quitting
- How we communicate, with elected members, professionals, public and smokers can impact on broader public health objective
- Task today is to navigate the nuance

What comes next?

- OHID commissioned independent review of the evidence on vaping from King's – focus on health impact
- Future waves of data from ASH and UCL – next SDDU wave not till 2023
- Further materials for schools
- FAQ on enforcement issues following this event

Youth vaping 2022

Hazel Cheeseman

Deputy Chief Executive

ASH (Action on Smoking and Health)

Hazel.Cheeseman@ash.org.uk

@HazelCheeseman



Presentation content

- Data from online surveys by YouGov for ASH carried out in February/March 2022. Data weighted to be representative of the GB population.
- Youth survey: data for 11-17 (2111 out of 2613 unweighted)
- Adult survey: data GB 18+ population ~12k respondents
- ASH guidance on youth vaping
- ASH guidance to schools

ASH guidance youth vaping

Content

- Key messages
- Summary of the evidence on attitudes and behaviours
- Key messages for schools and parents
- Myth busting on vaping
- Summary of ecig regulatory context
- Further information

ash.
action on smoking and health

ASH brief for local authorities on youth vaping

August 2022

Purpose:

1. This short briefing is to help local authorities respond to growing concerns about youth vaping in their communities. Written by ASH, it has been endorsed by the organisations whose logos are included.
2. It is primarily for public health officials and trading standards officers, but also sets out important information for councillors, schools, **parents** and retailers. Links to further information [are](#) also provided.

Key messages:

3. Vaping is not risk free, and **NICE recommends** that vaping should be discouraged in children and young people who have never smoked.
4. However, vaping is much less harmful than smoking¹ and is an effective quitting aid for adult smokers.² Smoking is a leading cause of disease, **disability** and premature death.
5. It is illegal to sell e-cigarettes and vaping products containing nicotine, or tobacco, to under-18s. Enforcement of laws on underage sales, sales of illegal products, and point of sale advertising are the responsibility of trading standards and complaints should be made through the [Citizens Advice online portal](#).
6. Complaints about all other inappropriate advertising and promotion of vaping to under-18s, for example on social media such as Tik Tok or Instagram, should be made to the Advertising Standards Authority (ASA) through the [online complaints portal](#).
7. Adverse reactions associated with vaping should be reported to the MHRA via the [yellow card scheme](#). The more information you can provide about the product used the better.
8. The proportion of young people who vape has increased, but media reports that youth vaping risks becoming a potential 'public health catastrophe' leading to a generation hooked on nicotine² are not substantiated by the evidence.

Logos on the cover include: ash., Department of Health, NHS, Citizens Advice, ctsi, RSPH, Royal College of Physicians, fresh, and the 2025 logo.

<https://ash.org.uk/resources/view/ash-brief-for-local-authorities-on-youth-vaping>

ASH guidance for schools

ASH guidance on developing school policies on vaping

For Designated Safeguarding Leads, PSHE leads and others developing school policies on vaping, in the context of the far greater risk from smoking. See links to additional resources overleaf.

Curriculum Headlines

Vaping is not for children. While it can help people quit smoking, if you don't smoke don't vape.

However, most children who try vaping, have also tried smoking, and vaping is far less harmful than smoking, which kills up to two thirds of smokers.

Uptake of vaping has a distinctive age profile. Curriculum design should reflect this. The key ages for take up are 16, 17 and particularly 18, although it can occur earlier.

It is illegal to sell cigarettes or nicotine containing vapes to under-18s, but it is not illegal to smoke or vape underage and punishment should be proportionate.

Children should not be excluded from school for vaping or smoking, unless it is associated with other disruptive behaviour which justifies this.

The main source of supply to children of cigarettes and vapes is shops.

Children under 18 should be asked where they got their vape (or cigarette) from. Complaints can be made to trading standards through the [Citizens Advice online portal](#).

Teachers should be aware that vapes could be used to exploit the most vulnerable children, as is the case with other age restricted products such as tobacco and alcohol.

Questions to ask to inform wider school policies and ethos

Do staff know what they would do if children in Key Stage 3, 4 and 5 are found to be smoking or vaping?

Would policy change for children of different ages?

Is there a range of sanctions to reflect severity?

Do your policies support students if vaping is being used to stop smoking?

How do you support children who smoke to stop?

Are you in touch with school nurses about these issues?

Do these policies align with a wider school ethos? If so, how?

Resources for schools on vaping

[Action on Smoking and Health](#) (ASH) has developed this resource with advice from teachers, and educational experts on health and safeguarding.

The ASH youth vaping briefing for local authorities is [available online](#) and includes:

- national data on youth attitudes and behaviour
- an explanation of the laws on vaping
- how to report any breaches
- a myth-buster.

The National Institute for Health and Care Excellence (NICE) guideline NG209 covers schools based interventions in its [recommendations on preventing uptake](#).

The New Zealand Ministry of Health [Vapefree Schools website](#) has a range of materials designed to empower students to make informed decisions, by *"making the law clear, the facts known and the decision theirs"*.

Preliminary work with groups of young people in England and Wales suggests that young people in England and Wales found the New Zealand resources useful. In contrast the [US real cost campaign](#), which does not put the risks of vaping in the context of the greater risks of smoking, led one group of young people to conclude that they would rather be seen smoking than vaping after viewing the campaign.

However, schools should be aware that vaping laws in New Zealand are not identical to the UK. For example, New Zealand schools must display notices stating that smoking and vaping within the premises is forbidden at all times, as this is a [legal requirement](#). Schools in England could, however, consider doing this on a voluntary basis.

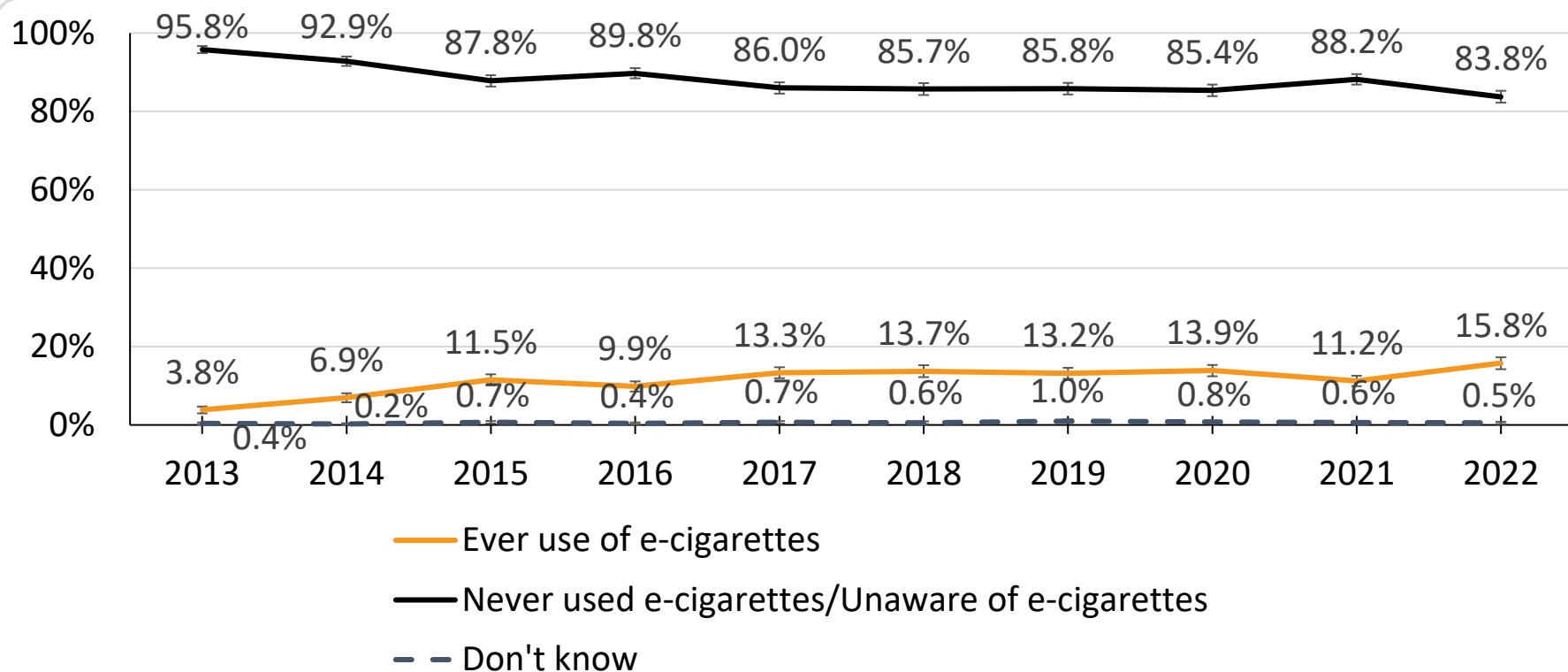
New content covering nicotine and nicotine vapes will be available from mid-September 2022 on the youth-focused [FRANK website](#).

ASH guidance youth vaping

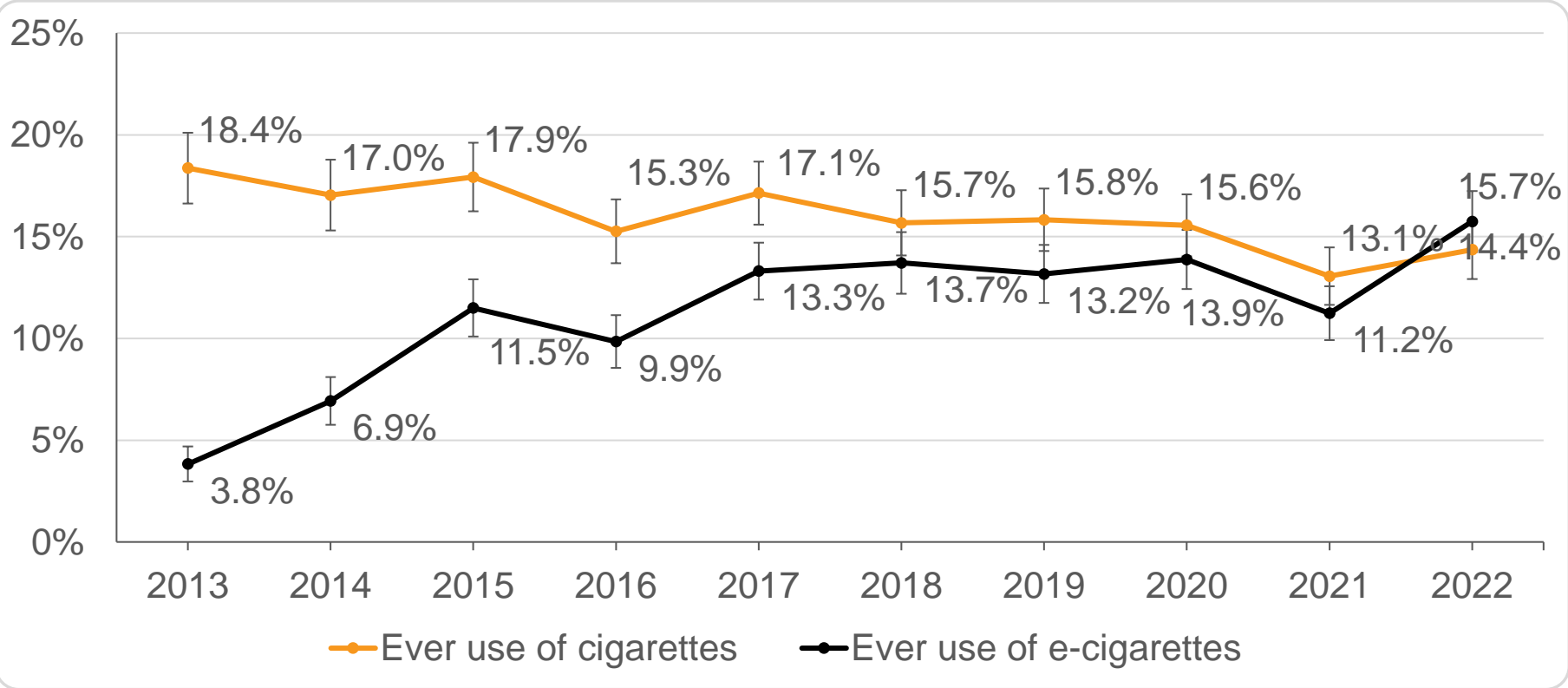
Key message summary

- Vaping is not risk free
- Vaping is much less harmful than smoking and is an effective quitting aid for adult smokers.
- It is illegal to sell e-cigarettes and vaping products containing nicotine, or tobacco, to under-18s [complaints should be made through the Citizens Advice online portal](#).
- Complaints about all other inappropriate advertising and promotion should be made to the Advertising Standards Authority (ASA) through the [online complaints portal](#)
- Adverse reactions associated with vaping should be reported to the MHRA via the [yellow card scheme](#).
- Rate of vaping in young people has increased, but media reports that youth vaping is a '*public health catastrophe*' are not substantiated by the evidence.

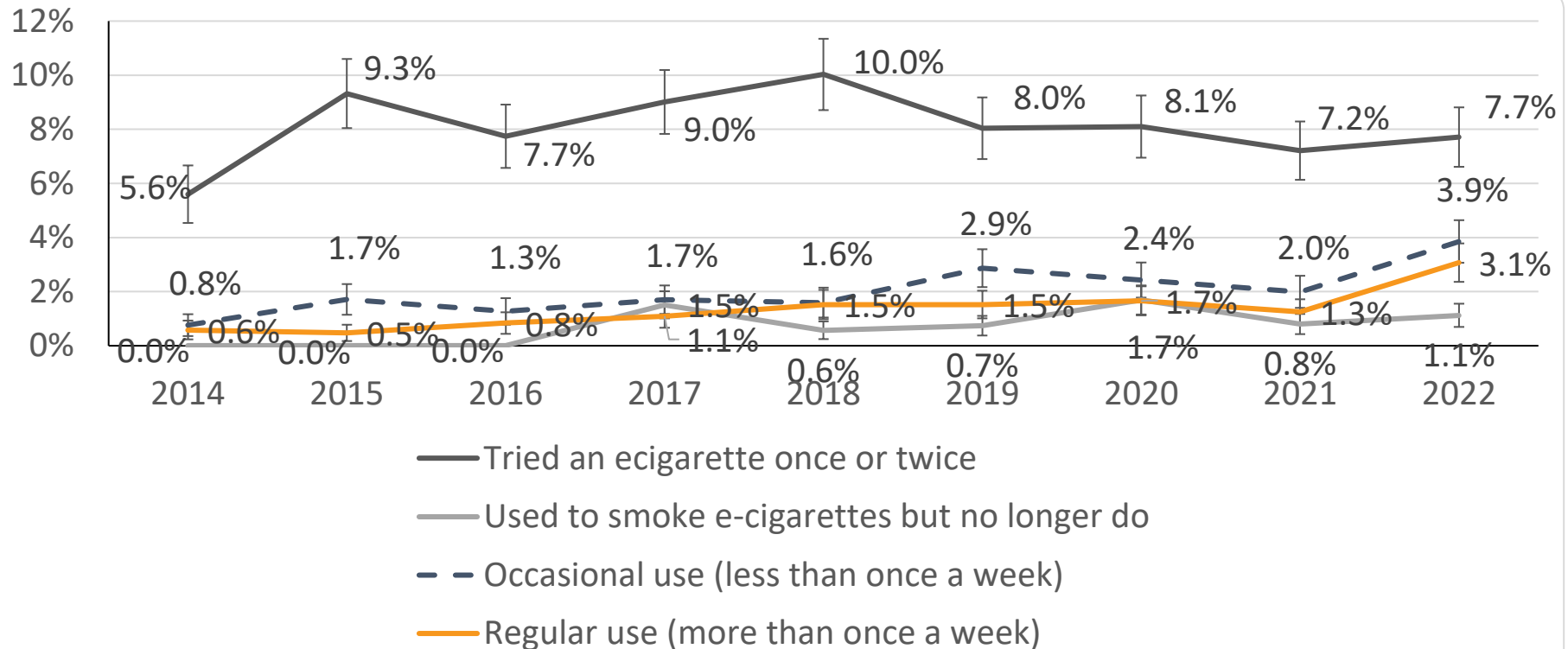
Among 11-17 year olds ever vaping increased significantly 2021-22



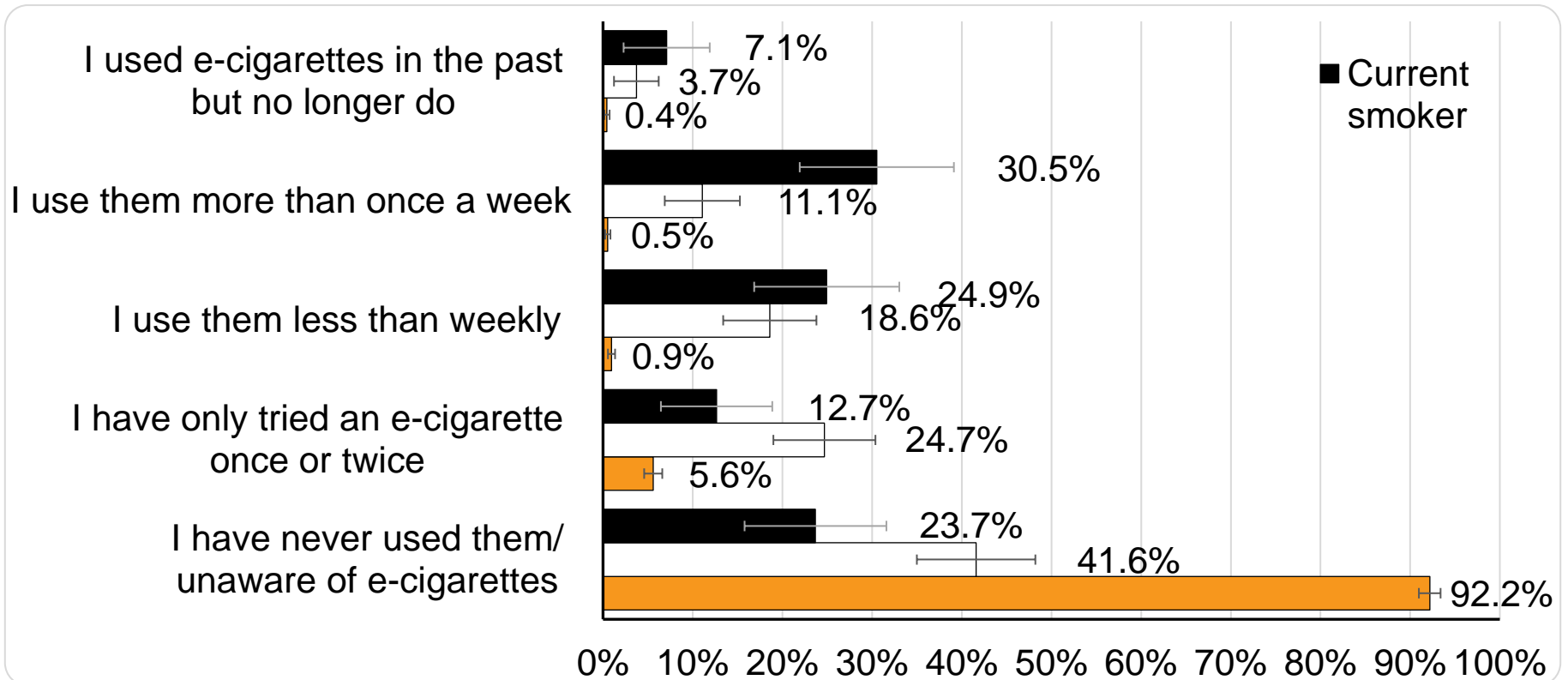
Ever smoking among 11-17 yr olds increased but not significantly



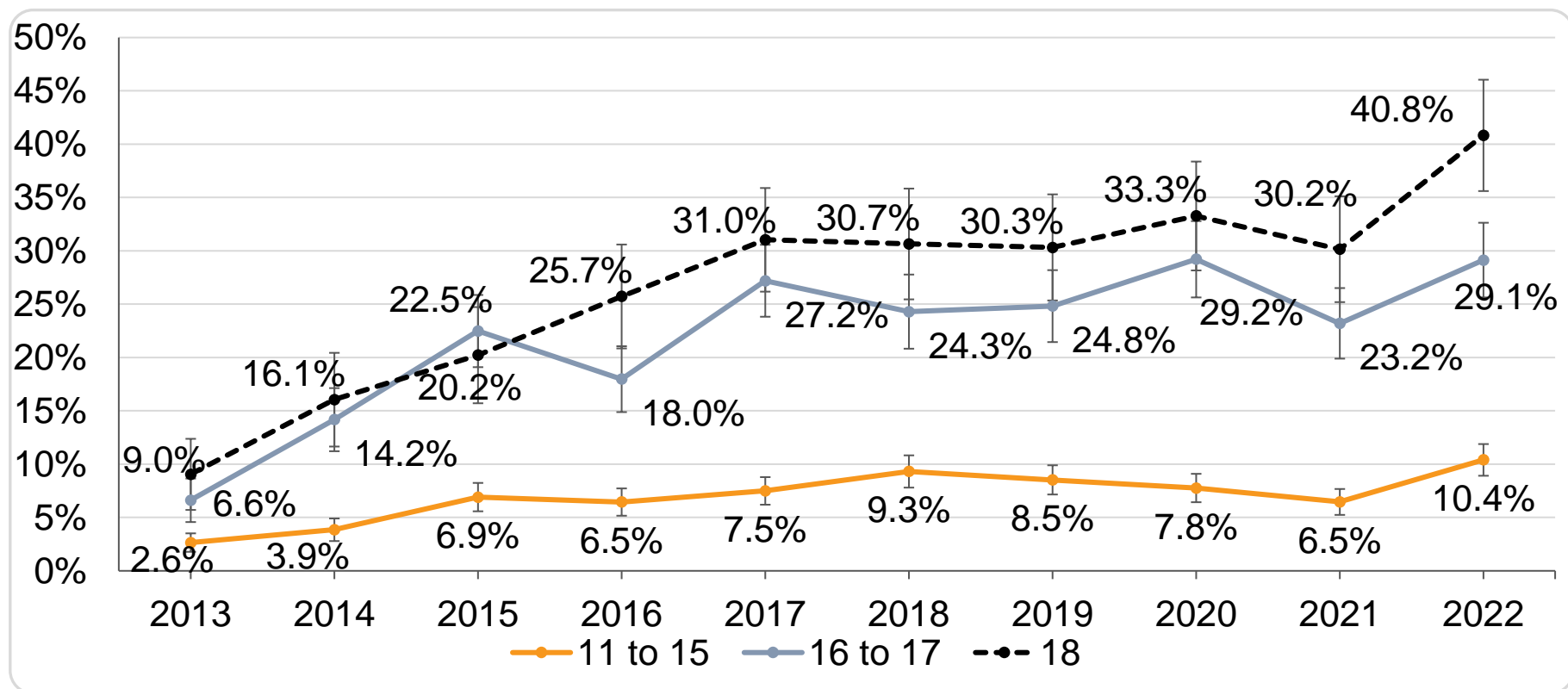
Most use remains experimental but regular use has increased



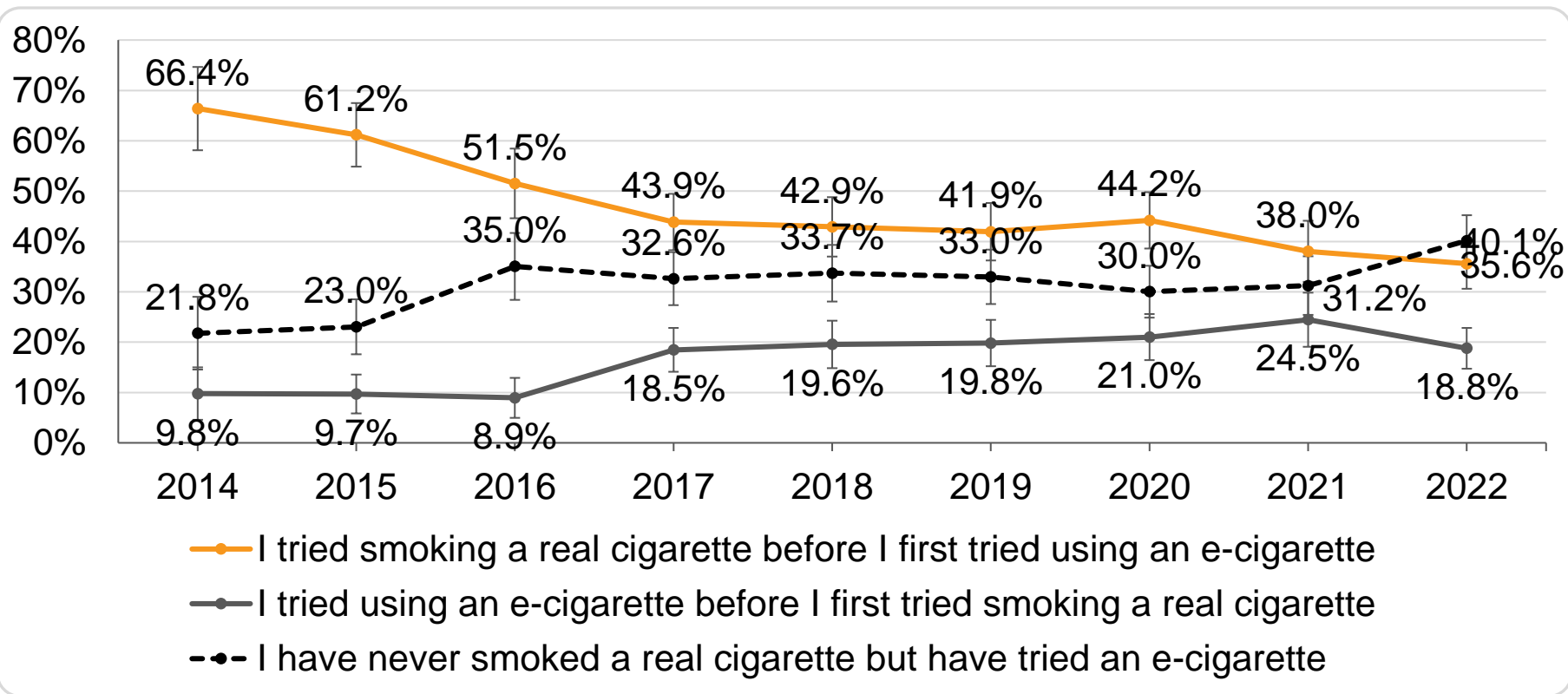
Vaping among never smokers remains uncommon



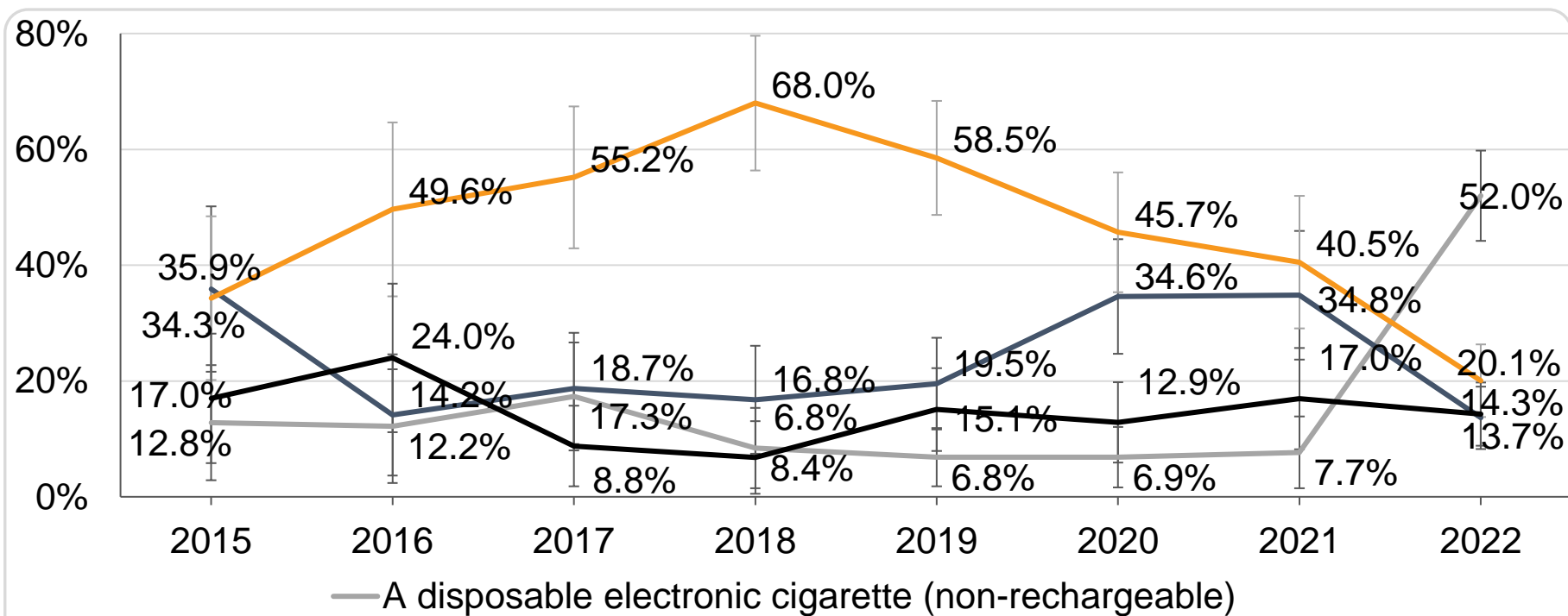
Ever vaping least common in youngest



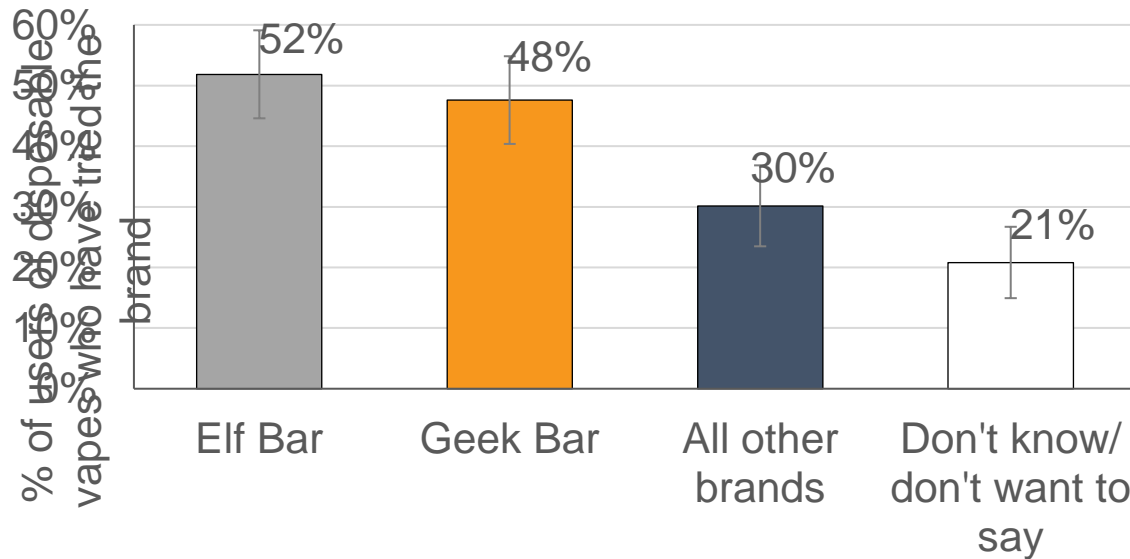
Vaping without smoking has increased significantly



Disposable vape use among current vapers up nearly 7-fold from 2021-22



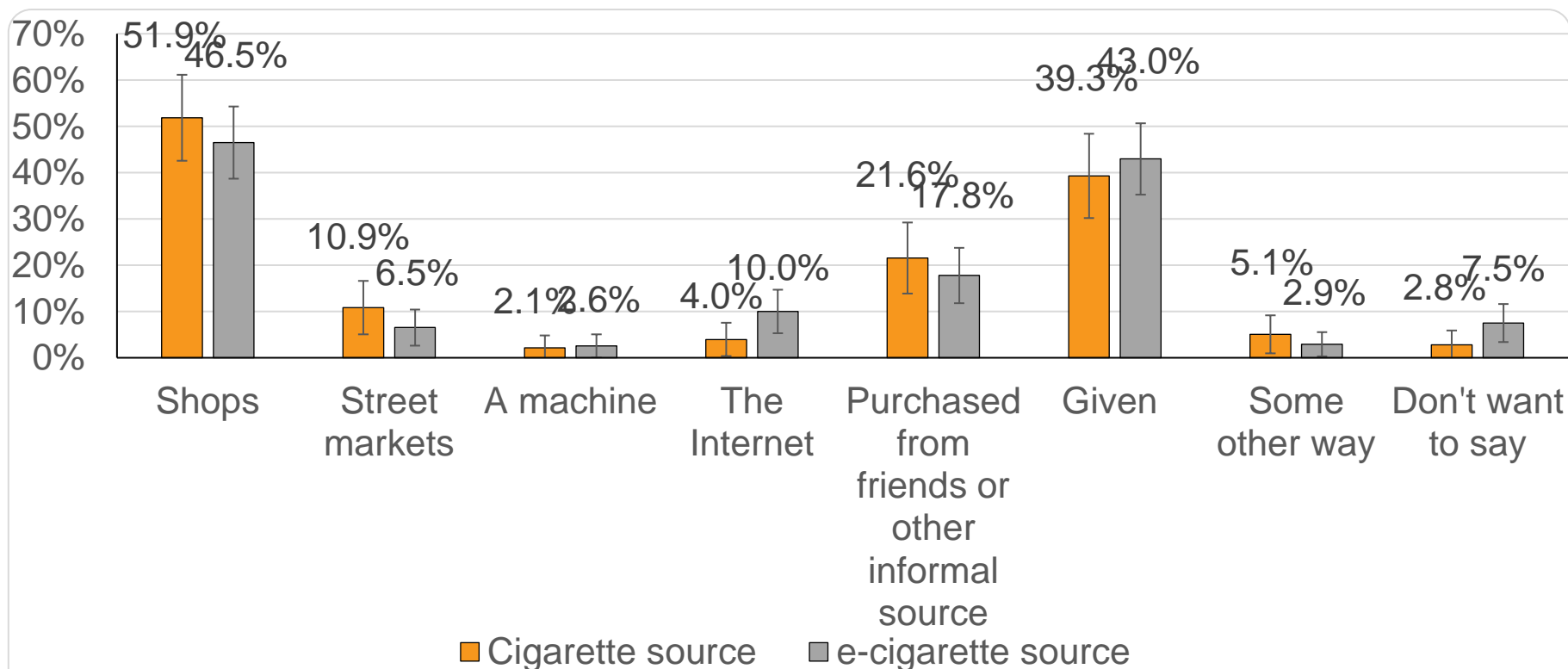
'Elf Bar' and 'Geek Bar' most popular disposable products



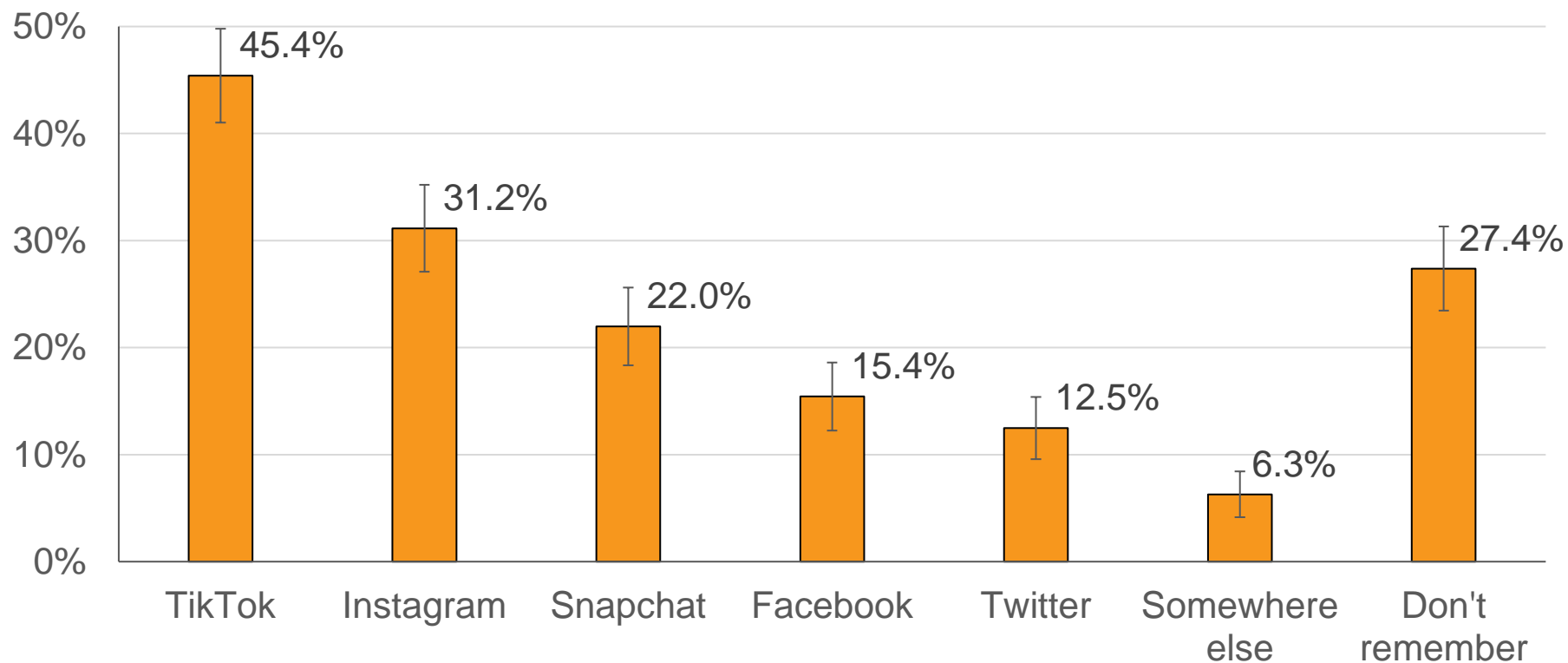
Among 11-17 year old users of disposable e-cigarettes, only 30% reporting trying any brand besides Geek bar and Elf bar



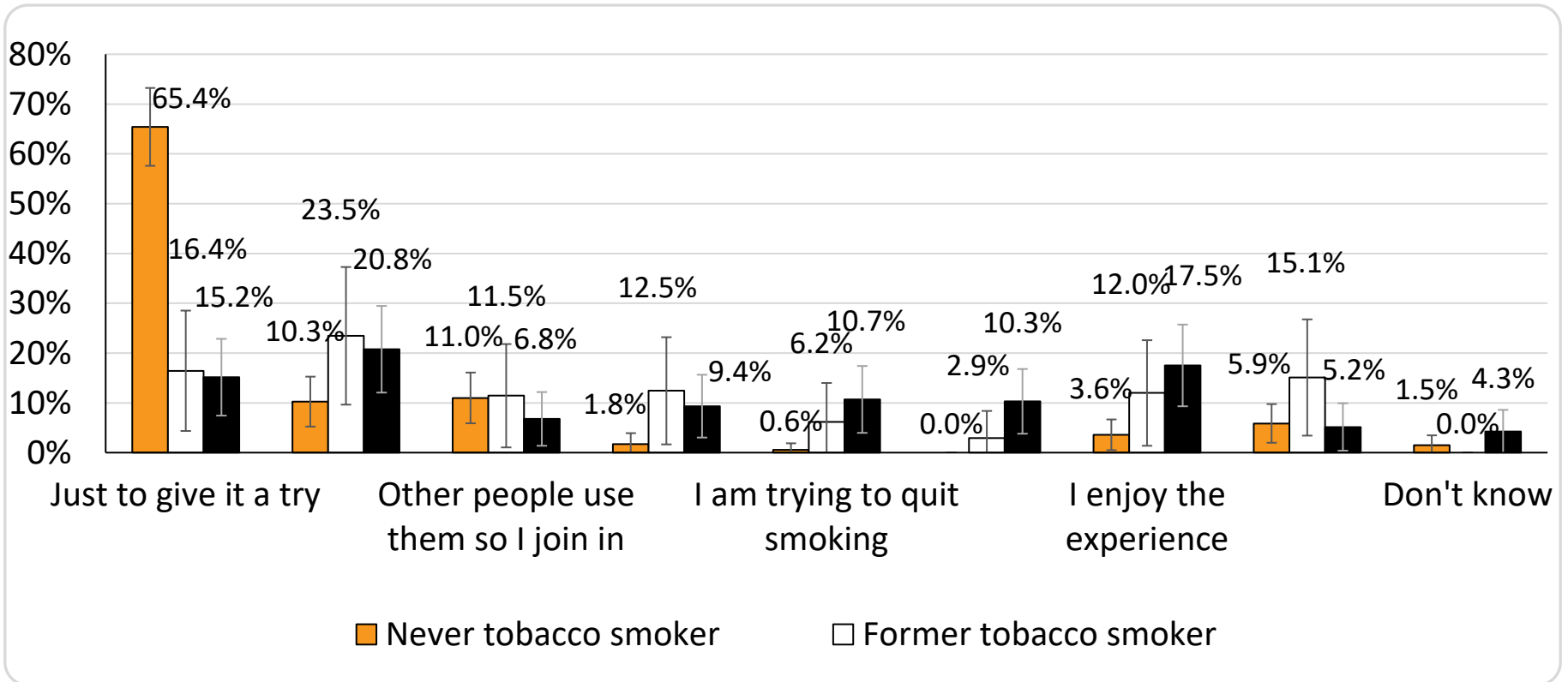
For 11-17 yr olds shops still most common route of purchase for tobacco and vapes



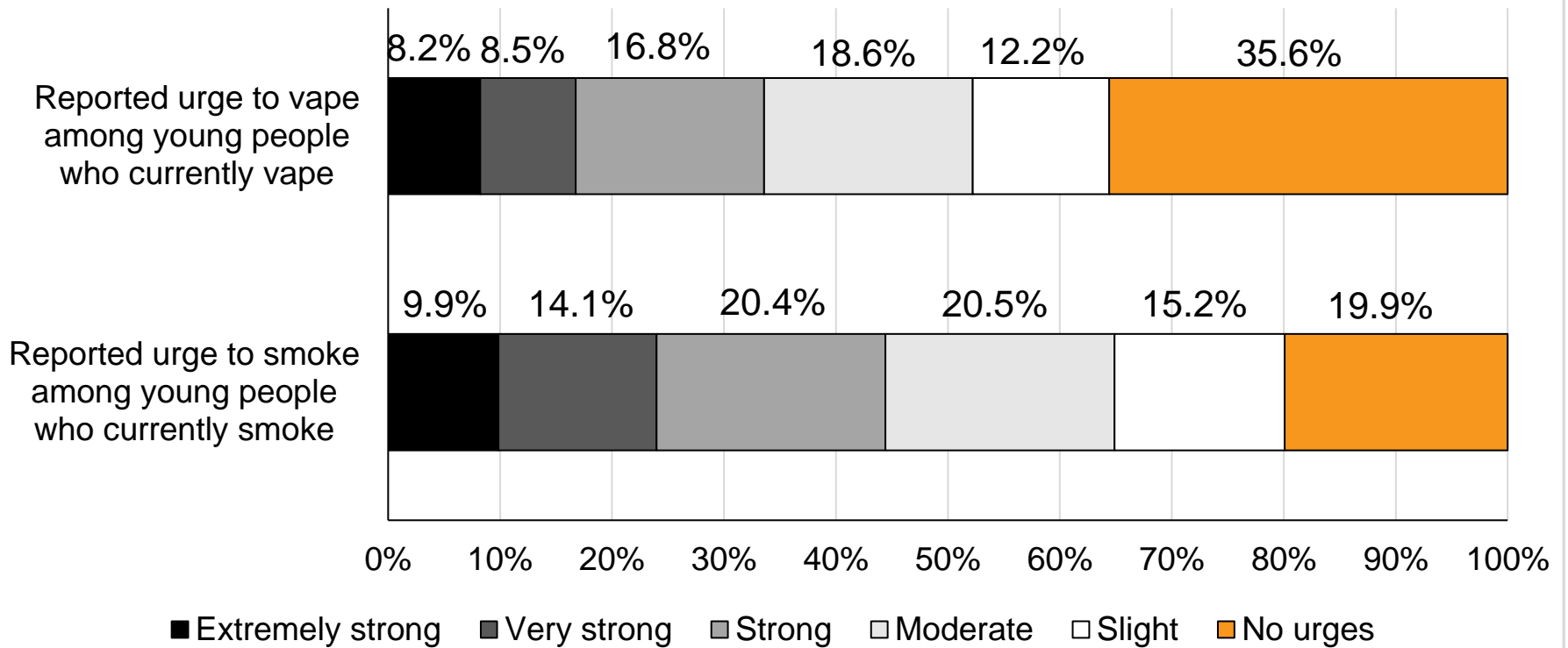
11-17 year olds who had seen e-cigarettes promoted online, where did they see them?



Reasons for vaping by smoking status



Vapers report fewer cravings to vape than smokers to smoke



Comparison with SDDU just 11-15 year olds

	SDDU	ASH Smokefree youth
Ever use of e-cigs	2021/22: 22%	2022: 10%
	2018: 25%	2018: 9%
Current e-cig use	2021/22: 9%	2022: 4%
	2018: 6%	2018: 2%

Summary

Overall vaping rates

- Current vaping among children 11-17 up from 4% in 2020, around the time of the first lockdown, to 7% in 2022.
- While the increase is a cause for concern, and needs close monitoring, 92% of under 18s who've never smoked, have also never vaped and only 2% have vaped more frequently than once or twice.

Youth use of disposable vapes

- Disposables are now the most used product among current young vapers, up from 7% in 2020 to 52% in 2022, with Geek Bar and Elf Bar overwhelmingly the most popular brands.

Sources of supply

- Despite it being illegal to sell vapes to under 18s, the most common source of supply for underage vapers is shops (47%).

E-cigarette promotion

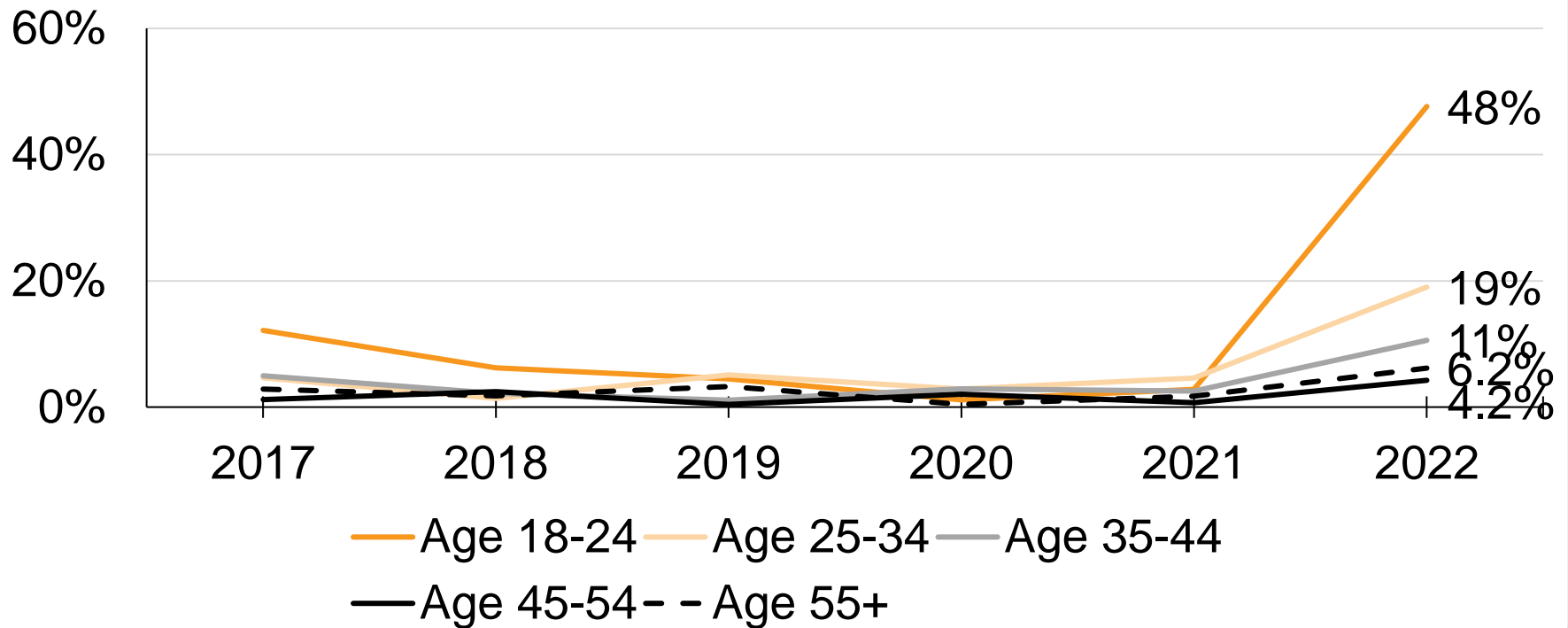
- Over half (56%) of 11-17 year olds reported being aware of e-cigarette promotion, most frequently in shops, or online (Tik Tok, then Instagram were the most frequently mentioned sources)

Adult findings

- The proportion of the adult population using e-cigarettes has increased this year to 8.3%, the highest rate ever, amounting to 4.3 million people in Great Britain.
- Most current vapers are ex-smokers (57%). The proportion peaked in 2021 at 64%.
- Only 1.3% of never smokers are current vapers, amounting to 8.1% of vapers.
- The proportion of adult smokers who have never tried e-cigarettes is continuing to decline slowly, down to 28% in 2022. The proportion of smokers who are current vapers has increased from 2021 (17%) to 2022 (22%).

Adult findings

Use of disposable vapes among current vapers



Conclusions

We need:

- Continued monitoring of trends and surveillance of youth use is needed
- more funding for enforcement which needs to be strengthened.
- Improved regulations to prohibit child-friendly packaging and labelling of vaping products and to prevent heavy promotion of vaping on social media and at point of sale.

Must remember that:

- E-cigarettes are **much less harmful than smoking** and they remain an important tool for helping adult smokers to stop.
- Balanced approach is right

Issues for Local Enforcement

Oliver Jewell – Principal Trading
Standards Officer

Framing the Picture

- **It isn't every shop, child or product**
- Shops
- Products
- Enforcement

- Then consider the impacts for local enforcement

Shops

- Unwittingly selling illegal vapes
- Underage sales
- Persistently selling illegal vapes
- Other 'nuisance' products
- CSE



Products

- Establishing capacity / strength
- Determining notification status
- Ingredients
- Labelling
- CBD



Enforcement

- Trading Standards staffing
- Storage and disposal of seized products
- Legal process
- Pre/post enforcement messaging



Thank you for listening

Proportionate approach to enforcement

Kate Pike, Trading Standards North West

What is proportionate?

- To the risk?
- To the intelligence?
- To public perception?



Warning issued to any parent who has a child who vapes

News figures from Nerd Digital suggest that some 9% of 11 to 19-year-olds in England smoke e-cigarettes.

EXCLUSIVE

Health

VAPERS IN HAZE Vapers complain their devices are leaving them exhausted, blurring their vision or giving them constipation

Nick McDermott
21:00, 21 Aug 2022 | Updated: 21:05, 21 Aug 2022

MailOnline health

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ARRANGE A VIEWING >

How UK is sleepwalking into a public health disaster with child vaping epidemic: Teenagers hooked on e-cigs reveal how they've been left needing INHALERS after being lured in by shops peddling 'smokeable Fanta'

- Doctors fear there could be wave of illness coming in next decade as more children get hooked on devices
- Vapes have become so rife in schools fire engine callouts are more common as pupils vape in bathrooms
- Teenagers told this website they suffer regular coughing fits and have to use inhaler after a year of vaping

By CONNOR BOYD DEPUTY HEALTH EDITOR FOR MAILONLINE

PUBLISHED: 17:52, 7 September 2022 | UPDATED: 17:16, 9 September 2022

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What is the risk?

ASH briefing on youth vaping includes links to evidence addressing vaping myths

Vaping is:

- **Less addictive than smoking**
- **Not likely to be a gateway to smoking**
- **Unlikely to be poisonous**
- **Unlikely to be harmful**

What about intelligence?

Intelligence ≠ Complaints

Intelligence ≠ Who shouts the loudest

Intelligence = Information + ANALYSIS

Why should we tackle illegal vapes



- **To ensure there are legitimate products available for smokers who want to quit**
- **To ensure there is a fair environment and a level playing field to encourage research, development and investment by businesses**
- **To protect our communities from criminality**

TSNW approach



- **UNDERSTAND** the market – through research
- **EDUCATE** retailers and support them to comply with consistent guidance
- **ENFORCE** in a targeted way to have most impact
- **COMMUNICATE** with the public effectively to try to lessen concern while protecting the market
- **DISPOSE** of seized products with the least possible impact on the environment
- **PROTECT** at all times from the tobacco industry

Lessons learned from illicit tobacco – can they help?

- **Getting the message right**
- **Countering myths**
- **Tackling the whole supply chain**

BUT no-one supplies illicit tobacco by mistake or unknowingly



(Being brilliant Trading Standards Officers 😊)

Effective communications

Catherine Taylor
Regulation Manager
Fresh and Balance

13th September 2022



Objectives of this session



1. Place vaping within context of tobacco control communications

2. Provide guidance to support use of evidence based messages

3. To ensure messaging supports:

* -adult smokers who want to quit smoking AND

* -protects young people



Importance of tobacco control



“People smoke for the nicotine but they die from the tar”

- Dr Michael Russell

Tobacco and its smoke:

- Contains at least 6,000 different toxins
- At least 60 of these are known to cause cancer (linked to 16 different types)
- Single biggest preventable cause of death and illness (2/3 smokers will die early)
- * - Single biggest contributor to avoidable health inequalities
- * - Cigarettes are the only legal consumer product that kills
- * when used as intended

Tobacco control – a comprehensive approach



- Most smokers want to quit – we need to help them through comprehensive approach
- There is no single silver bullet – all components need to work synergistically
- Fresh approach – eight key strands over 17 years
 - 15.3% NE smoking rate (down from 29% in 2005)
 - BUT higher rates among key groups
 - Routine and manual (24.3%)
 - Long term mental health (27%)



Tobacco control communications

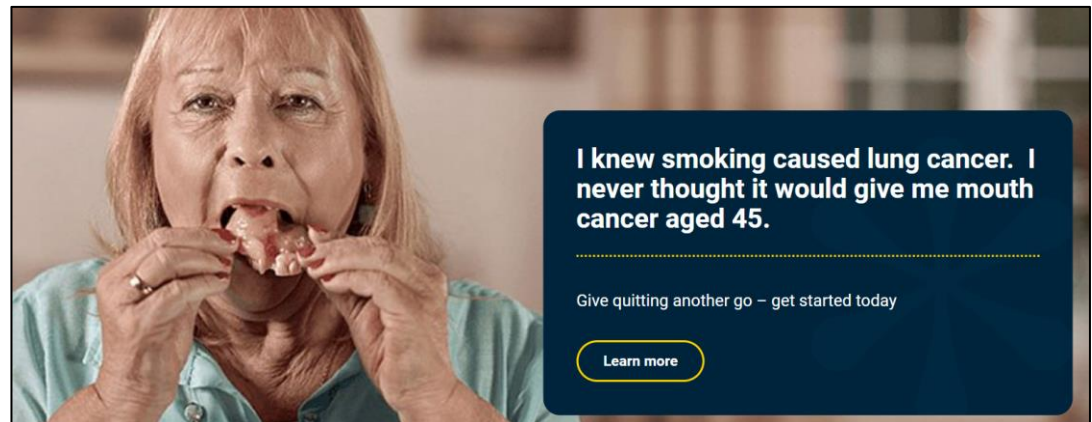


Importance of communicating health harms on tobacco

- Low awareness among smokers
- Underestimation of the risks
- Smokers can lack confidence to quit
- Need a range of quitting options
- Working with partners including NHS to 'treat tobacco dependency'




****NEW WEBSITE****
www.freshquit.co.uk



Vital role of regulatory colleagues

- Crucial to tobacco control
 - Gathering evidence to make the case for regulations
 - Supporting compliance
 - Delivering enforcement
 - Providing deterrents
 - Raising awareness among public and stakeholders
 - Awareness of tobacco industry
- Key part of strategic approach locally, regionally and nationally
 - Illicit tobacco – key contributor to health inequalities
 - Communicating on vaping



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THE COUNTER.
AND PUTTING
SCHOOL KIDS
AT RISK.**

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Effective communications on vaping



Two universal key priorities in tobacco control are to:

- (1) reduce tobacco smoking
- (2) protect children from harm

To do this we must:

Stay linked in with all of our tobacco control colleagues

Keep up to date with evidence and data

- YouGov survey data on youth smoking
- Smoking, Drinking and Drug Use survey
- Standardised questions in your local schools surveys
- Briefings from ASH including for schools
- 8th OHID review expected soon

Communicate effectively the facts, not personal opinion or hearsay, with the public and a wide range of stakeholders – many of whom won't know as much about these things as you do

Some key principles



Let the public/colleagues know when enforcement action has taken place

Make available the facts – accuracy without exaggeration

Place the action in the context of broader tobacco control

Address the need to ensure young people don't vape BUT ALSO cover the potential benefits of vaping products to smokers

Don't focus all vaping messages on risks to young people

- Leads to overestimation of risks

- Leads adults to consider vapes as dangerous/more dangerous than tobacco

- * - Reduces the likelihood of a smoker trying an e-cigarette to quit

- * Useful blog: [Current focus on preventing youth vaping could hinder adults' efforts to stop smoking | University of Michigan News \(umich.edu\)](#)

Key evidence based messages



- Vaping is not for children.
- If you have never smoked, don't start vaping. Vaping is significantly less harmful but it's unlikely to be risk-free.
- For smokers, switching to vaping can help you quit (we can't afford to jeopardise this message).
- Enforcement action will be taken against retailers who sell to children or who sell non-compliant products



Unintended consequences of messaging – public and policy



1. Risk that vaping products will become less accessible, attractive, affordable to smokers who want to quit
2. Perpetuating misunderstanding around relative risk of vaping vs tobacco
3. Risk that illegal tobacco and illegal vapes will be treated equally
4. Risk of all energy being placed into vaping enforcement and neglecting other tobacco and related products enforcement

The importance of context

Some examples to avoid...



“A 2018 study showed that e-cigarette users had concentrations of metals and volatile chemicals comparable with those of cigarette smokers.”

“Bottom line - inhaling chemicals into the lungs which are not meant to be there leads to a reaction from your immune system which damages the lung tissue. With damaged lung tissue you can't get oxygen into the blood, as well making the heart work harder and the rest of the body goes into survival mode.”

- Article in Daily Record relating to Elf Bars

“Vaping may ‘wake up’ cancer cells and trigger wave of disease in a decade’s time”

- Headline in The Times at the weekend



And some examples to draw on...



“The rise in youth vaping is concerning and we need to understand what lies behind this such as packaging, accessibility, taste or addictiveness. Our response must be proportionate, however, given smoking is a much bigger risk. The government should ensure existing laws are enforced and identify where regulations could be extended.”

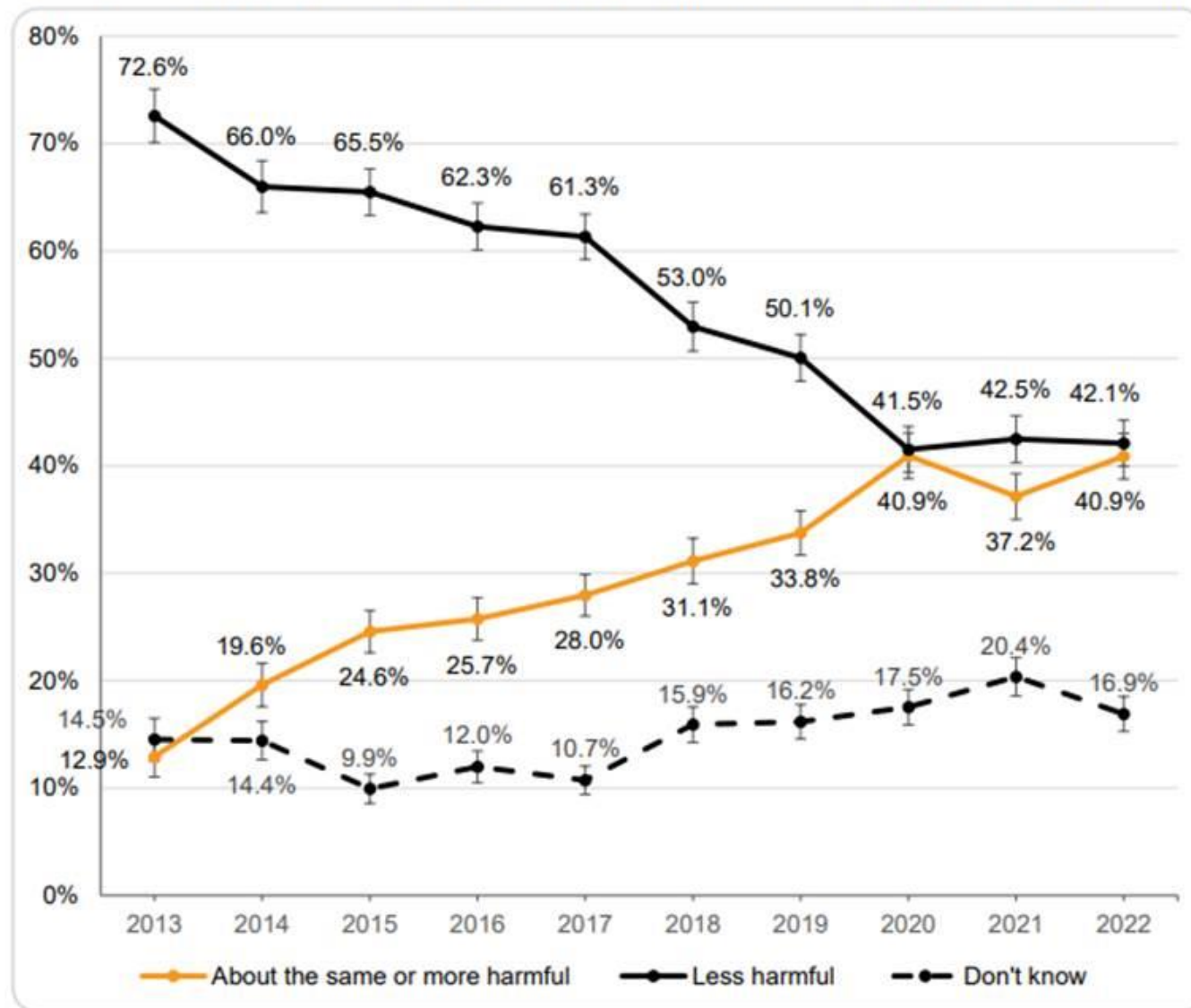
- Prof Ann McNeill, Professor of Tobacco Addictions, King’s College London

“Tobacco use is a huge problem in (local authority) – it will kill at least 1 in 2 lifelong smokers and causes over 500 deaths each year, and the supply of illegal tobacco makes it so much more difficult to tackle the issue. Cheap illegal tobacco is directly responsible for new addictions among children and young people, and makes it harder for existing smokers to break free from smoking.

“It is also vital we support regulation of vaping products to ensure they are not sold to children and reassure smokers that the products they're switching to are significantly less harmful than tobacco.”

- Local authority Director of Public Health

Figure 11. Perceptions of harm of e-cigarettes compared to smoking, GB youth (11-17), 2013-22



ASH Smokefree GB Youth Survey(s). Unweighted base: All 11-17 year olds aware of e-cigarettes (2013 = 1,190, 2014 = 1,483, 2015 = 1,700, 2016 = 1,607, 2017 = 1,968, 2018 = 1,687, 2019 = 1,863, 2020 = 1,909, 2021 = 1,905, 2022 = 1,916)



“There is a need for regulation to reduce direct and indirect adverse effects of e-cigarette use, but this regulation should not be allowed significantly to inhibit the development and use of harm-reduction products by smokers.

“However, in the interests of public health it is important to promote the use of e-cigarettes, NRT and other non-tobacco nicotine products as widely as possible as a substitute for smoking in the UK.”

[Nicotine without smoke: Tobacco harm reduction | RCP London](#)



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Independent
British Vape Trade
Association

ASH Webinar
E-cigarette regulation and enforcement
13th August 2022



Gillian Golden, CEO

www.ibvta.org.uk



Who we are

- The not-for-profit, non-political trade association representing all responsible and ethical independent vape businesses in the UK.
- Dedicated secretariat & a steering committee made up of industry experts.
- The only trade body dedicated to the independent vape industry.
- Free from any ownership or control by the tobacco and pharmaceutical industries.



Impact of non-compliance

Legitimate businesses



- cannot compete on price of an illegal product
- link between illegal products & underage sales
- unequal playing field
- sector & product reputation
- relationships with SSS

The public and Public Health



- public perceptions of safety
- perceptions of availability of safe effective compliant products



- hesitancy around vaping
- confusion as to who is a trustworthy retailer



Independent British
Vape Trade Association

Primary Authority Partnership



- Entered a legally binding Primary Authority Partnership with Kent Trading Standards (November 2017)
- Finalist in BEIS Office for Product Safety & Standards (OPSS) Regulatory Excellence Awards
- Members of OPSS Expert Panel on Age Restrictions
- Assured Guidance
- Work to educate other PAs, e.g., online marketplaces

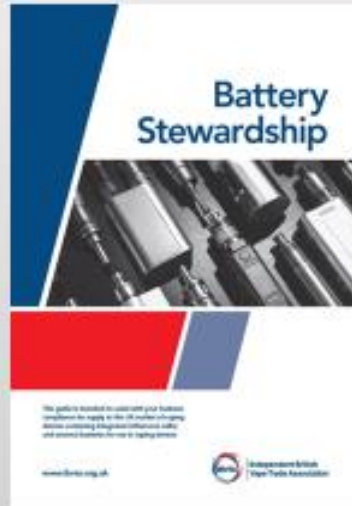


Independent British



Independent British
Vape Trade Association

IBVTA's Toolkit



www.ibvta.org.uk

www.ibvta.org.uk



Independent British



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IBVTA's Toolkit



Our work to tackle non-compliance

Primary Authority

- guidance for industry
- reporting and intelligence
- training/information for enforcement officers
- product identification
- compliance analysis via a UKCAS accredited testing lab, for evidence statements

MHRA

- reporting and intelligence
- product identification
- cross-agency enforcement
- brand compliance packs

Businesses

- convenience
- product identification
- online marketplaces, Google search advertising, video sharing platforms

Supply Chain

- international trade bodies
- international manufacturers & brands

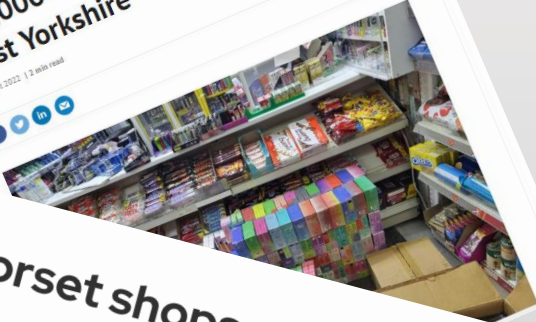
Other

- media engagement
- discussions with gov depts & regulators



£40,000 of illicit vape products seized West Yorkshire

17 August 2022 1.2 min read



Dorset shops selling nicotine vapes to underage customers

30th March

More than £6,000 worth of illicit tobacco and counterfeit vapes seized at shops in St Helens



Weston store closed by courts for underage vape sales

Charlie Williams

Thousands of illegal vaping products seized in crackdown

Date published: 24 June 2022



Whitley Bay corner shop caught selling booze and vapes to children in Trading Standards sting

Supersave Food and Wine could have its alcohol licence revoked after selling booze to children



Independent British
Vape Trade Association

Need for safe, compliant vape products

Public and stakeholder trust

A strong independent industry

Policies to enable more smokers to switch

Regulations that make the product
attractive to smokers

Enforcement that protects the legitimate
industry and punishes the black market



Protection of young people

Media scaremongering

Enforcement agency focus

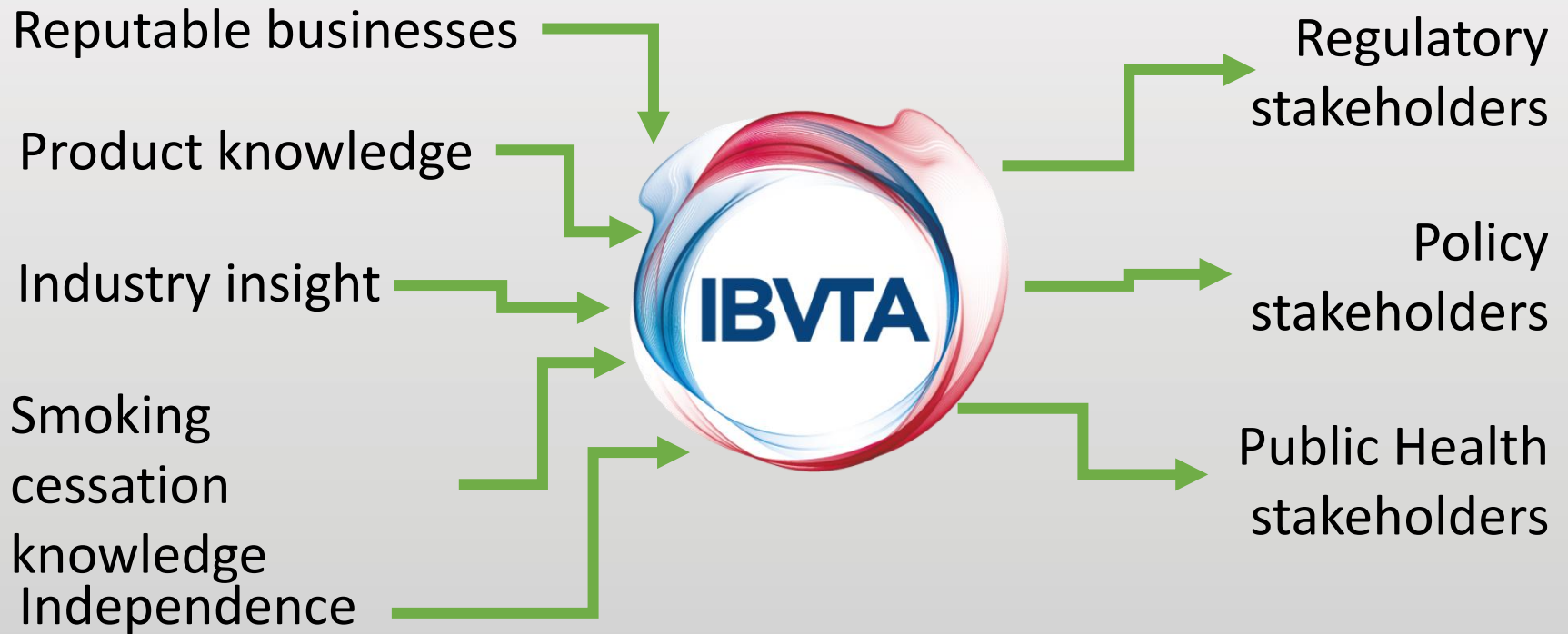
Communicating the benefits to
smokers

Communicating the relative safety

Our collective role as global
leaders



Independent British
Vape Trade Association





Independent British
Vape Trade Association

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Article 5.3 and vaping

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WHO FCTC: UK obligations

Article 5.3

“In setting and implementing their public health policies with respect to tobacco control, Parties shall act to protect these policies from commercial and other vested interests of the tobacco industry in accordance with national law.”

- This does not apply to all companies and organisations with links to vaping companies ONLY to those with specific financial and other ties to major tobacco companies.
- This does not, as with tobacco, exclude any contact with tobacco industry linked organisations. Contact can be appropriate when necessary to regulate but must always be limited and transparent.

UKVIA

- The UKVIA is an organisation with tobacco industry members and funding.
- UKVIA have been proactively engaging with councils, seeking meetings and inviting officials to events and offering support around enforcement
- [Guidelines to Article 5.3](#) of the FCTC state that UK government officials, representatives and employees of any national, state, provincial, municipal, local or other public or semi/quasi-public institution, *'should not accept, support or endorse the tobacco industry organizing, promoting, participating in, or performing, youth, public education or any initiatives that are directly or indirectly related to tobacco control.'*
- The Public Health Minister has stated on the record in [Hansard](#) that in adherence with Article 5.3 it would not work with the UK Vaping Industry Association (UKVIA) because of its links with the tobacco industry.

Further resources

- ASH and IPIP toolkit: <https://ash.org.uk/resources/local-toolkit/toolkit-article-5-3-of-the-who-framework-convention-on-tobacco-control>
- Illicit Tobacco Partnership guidance for trading standards on engaging with the tobacco industry: <https://www.illicit-tobacco.co.uk/wp-content/uploads/2019/01/Guidance-for-Trading-Standards-.pdf>



Medicines & Healthcare products
Regulatory Agency

MHRA Post Transition Update

Dami Elugbadebo

13 September 2022



Post-Brexit regulatory environment

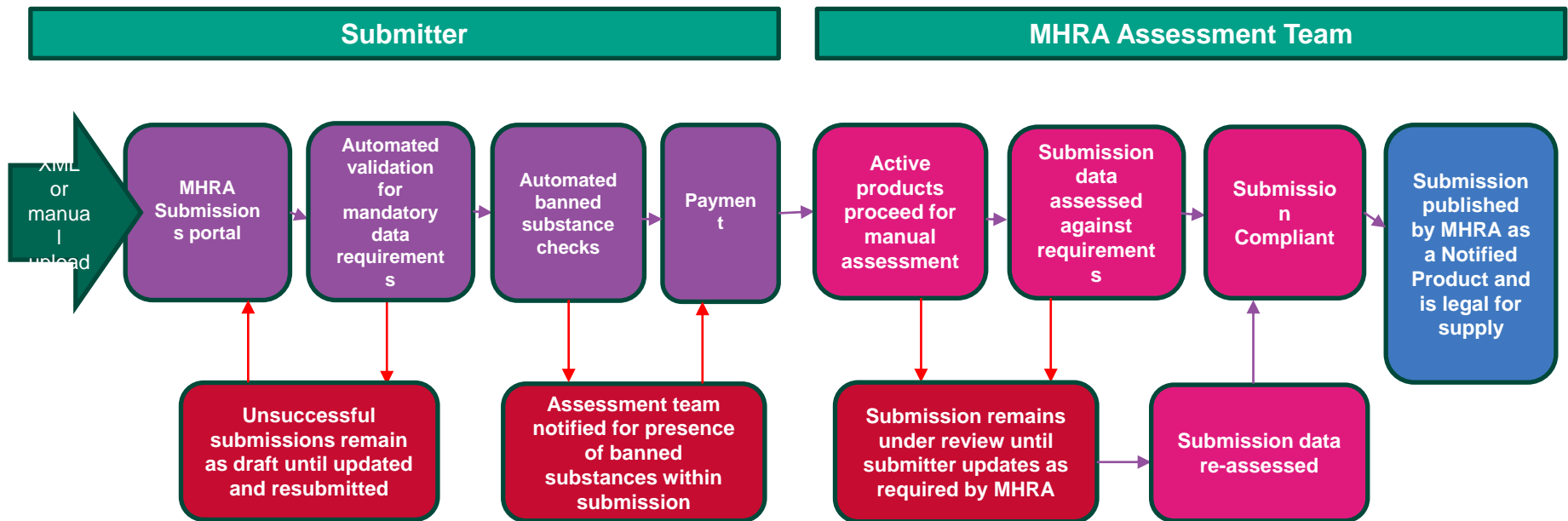
- From 1 January 2021, the MHRA has delivered a dedicated GB only submission portal – MHRA Submissions
- Provide continuity for existing products by retaining current ECIDs and submitter IDs

GB notification process

When is a product notified?

- Product submission successfully validated by MHRA Submissions
- Fee paid
- Completion of successful manual assessment
- Published on MHRA website

GB notification process



What stops the publication of submissions?

- Submission data missing mandatory requirements for system validation
- Fee payment unsuccessful
- Non-compliant Toxicology / Emissions / Ingredients
- Responsible Persons information incomplete
- Required corrective action incomplete

Market Surveillance Activities - Partnership

- Trading Standards – Collaboration on projects assessing retail and supply compliance, increased data sharing between agencies, increased MHRA staffing to support enforcement referrals and related work in late 2022.
- Regular updates to the CTSI Tobacco Focus Group
- Collaborative working group with Trading Standards, Health and Safety Executive, HMRC, OPSS and Ports and Borders to provide updates on E-cigarette issues

How can we assist frontline officers?

- Review of seizure logs to assist in identification of products
- Confirm status of unpublished submission
- Provision of witness statements and evidence
- Continued sharing of intelligence and emerging issues
- Dissemination of product alerts via CTSI

What we do and who to contact

- Notifications - TPDnotifications@mhra.gov.uk
- Safety - TPDsafety@mhra.gov.uk.
- ADR reporting - [YellowCard](#)
- Law enforcement referrals and support requests TPDenforcement@mhra.gov.uk

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