

# Review of: "[Commentary] The WHO strategies to reduce tobacco-related deaths are insufficient"

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The article provides a comprehensive overview of the forthcoming 10th Conference of Parties (COP10) scheduled in Panama, with a specific focus on the World Health Organization's stance and global perspectives regarding emerging tobacco and nicotine products. Key highlights of the piece include:

**Historical Context:** The article appropriately anchors the discussions in the historical context of the WHO's Framework Convention on Tobacco Control (FCTC), giving readers an understanding of the long-standing commitment to address global tobacco consumption and its health implications.

**Varied Global Impact:** The nuanced analysis of how the adoption of FCTC has had varied impacts in different parts of the world, especially between high-income countries versus low and middle-income countries, is insightful. It underlines the need for more tailored tobacco control policies.

**Emerging Products:** The piece sheds light on the contention surrounding "new and emerging tobacco and nicotine products", such as e-cigarettes, low-risk oral tobacco, heated tobacco products, and nicotine pouches. It accurately depicts the divided opinions on whether these products are seen as threats or potential means to reduce the harms of smoking.

**Swedish Case Study:** The use of the Swedish example, where snus has overtaken smoking, is particularly illuminating. It offers a tangible case where tobacco alternatives have led to positive public health outcomes.

However, there are a couple of areas where the article could be enhanced:

**Long-term Risks:** While the article delves deep into the potential of alternative tobacco products as harm-reducing options, it does not sufficiently address the long-term risks associated with these products (my "Emerging part POV"). Given studies from Pisinger & Dossing 2014 or Ronchetti & Terriau 2021, it is imperative that a balanced view is presented about e-cig, between the benefits of reduced smoking (and a lower likelihood of smoking) and ignorance of the products ingested.