

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

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This article is very well written, very timely and addresses an important public health issue. I completely agree with the suggestions made by the author that instead of killing all kind of smoking (incl vaping) we should be more selective and reduce the cigarette smoking as the main public health issue. The cigarette smoking is still globally highly prevalent and alternative smoking products could help to switch the ones who have nicotine addiction to the safer alternatives.

Some additional support for the thoughts reflected by the author:

1. Smoking reduces the median survival by 11.4 years. Smoking cessation will reverse this premature mortality (<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5517793/>) very quickly. Therefore, quitting smoking is crucial and should be the focus of the measures. Just stop smoking, now!
2. Vaping, snus, nicotine replacement are good alternatives or better options for those who are nicotine addicted and cannot quit cigarette smoking. They are not healthy and their health impact is still to be described, but many studies support that vaping significantly helps to quit cigarette smoking and reduces the harm of cigarette smoke.
3. Cigarette smoking has a specific and dose-dependent effect on the health. The clear harm starts from more than 10 cigarettes per day. If smoker cannot quit completely, then keeping down the number of cigarettes (below 10 per day) would be viable alternative and an option.
4. Cigarette smoking induces specific biomarkers that can be used top assits to monitor the effect of the smoking reduction measures (<https://pubmed.ncbi.nlm.nih.gov/26348578/>). These biomarkers indicate activated inflammation induced by the smoking and therefore reflect the biological response to smoking and smoking cessation and can be considered as biomarkers for personalised smoking cessation support (<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5478000/>) .
5. Smoking is still a massive problem in many economically less developed countries (<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6350161/>). The resasons are not clear, but we should channel our efforts to these countries too.

Taken together the manuscript is timely and opens interested topic that should be disucssed more. Instead of brutally and overwhelmingly banning everything, maybe using a smart approach with selective controls would help to reduce cigarette smoking significantly and to increase the adherence for quitting.

