



A REAL ROADMAP TO A TOBACCO FREE IRELAND



IRELAND TO MISS 2025
TOBACCO-FREE TARGET
~~2025~~
NEW TARGET: 2052

18% Current Smoking Rate (Healthy Ireland)
73% Fail To Quit (Healthy Ireland)



77%
Vape to Cut Down,
Get Off, or Stay Off
Cigarettes
(NDAS)

200,000
Vapers, the Majority
are Ex-Smokers



SOLUTION: VAPING
IRELAND'S MOST
POPULAR QUIT TOOL

4X
More Quitters Vape
Than Use NRT
(Healthy Ireland)

SO HOW DO WE GET TO A
TOBACCO-FREE IRELAND?
FOLLOW THE ROADMAP!



**MAINTAIN
THE PRICE
DIFFERENCE
BETWEEN
CIGARETTES
& VAPING**

Help vapers
save €3,400
a year.



**PRESERVE
THE
OPTIONS
OF
FLAVOURS**

95% use
non-tobacco
flavour.



**ARM
SMOKERS
WITH
INFORMATION**

Stop Smoking
Guidelines to
provide clear
information on
vaping's benefits



**AGREE ON A
GOVERNMENT
POSITION ON
VAPING**

Consistency needed
from Department
of Health, HSE, and
politicians.

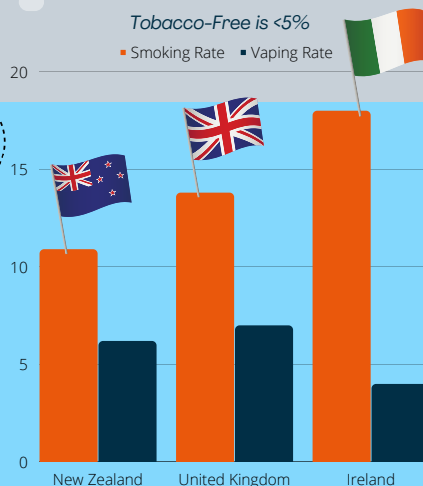


**LET'S LOOK AT
SOME CASE
STUDIES**

New Zealand Ministry of Health says vaping is important to smoke-free targets.

United Kingdom NHS supports smokers to switch to vaping.

**SMOKING RATE VS.
VAPING RATE**



FACT: Vaping Works!



“From a risk-benefit point of view, from our understanding of the evidence, **if a person is a smoker, it is better to go on to e-cigarettes**”

— Department of Health Nov '21

**TOBACCO-FREE
IRELAND**