

The Need for Scientific Engagement in the Science for Harm Reduction

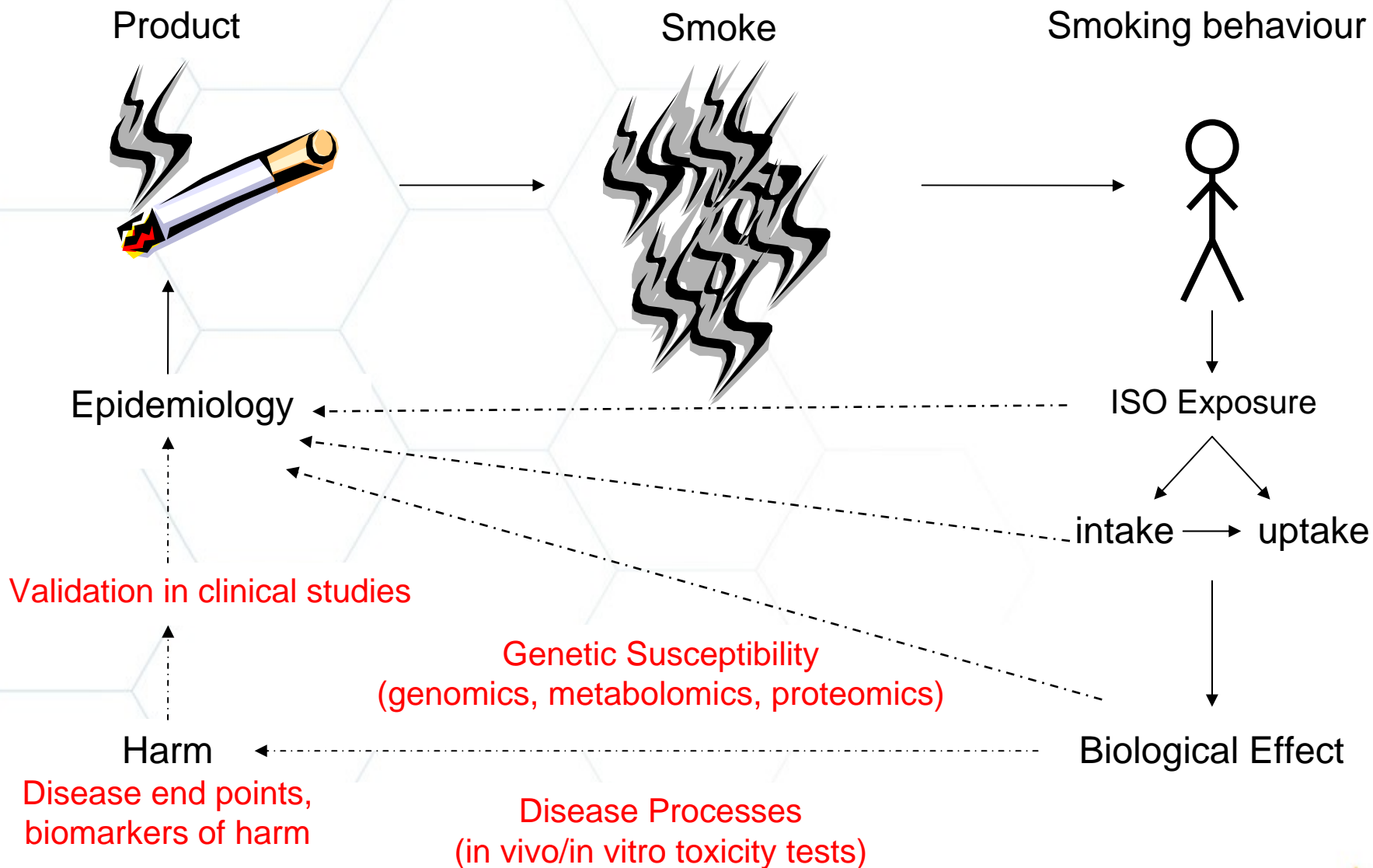
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LSRO meeting. Evaluating the scientific Evidence for Reduced Risk Tobacco
Products, 27th April 2005

Reducing the risks of our products

...a formidable challenge



“The reissue of this RFA reflects recognition of the public health impact of tobacco use and **the scientific need for integrative transdisciplinary research across the full spectrum of basic and applied research on tobacco use and control.** Tobacco use control and addiction research spans diverse areas ranging from molecular biology, genetics, neuroscience and epidemiology to imaging, primary care, behavioral science, communication, health policy, biostatistics, economics and marketing. Collaborative research across disciplinary boundaries permits scientific exploration of the complex and interactive determinants of tobacco use. Transdisciplinarity is a process by which researchers work jointly using a shared conceptual framework that draws together discipline-specific theories, concepts, and approaches to address a common problem”

“Cooperation between the public health, scientific, and tobacco control communities and the tobacco industry is prerequisite to insure that the expertise that has been developed related to tobacco science will be utilized in developing less harmful tobacco products.”

<http://www.ifsh.org/Conf/tsh/2001.asp>

“There was a strong sense that we need to develop and enter an era in which scientific research can be performed in an openly collaborative environment and result in credible, useful data that benefits the human condition regardless of where the funds originate.”

“Collaboration between academic- and industry-based scientists will be essential for future research, especially in light of changes in the global research funding landscape”, said Rupp.

<http://www.ifsh.org/Conf/tsh/2004.asp>

...?

If success is dependent on cooperation and collaboration under what circumstances could such cooperation and collaboration successfully occur?

Challenges

- **Consultancy**

- Lancet article

- *p53* tumour suppressor gene and the tobacco industry , Bitton *et al* 2005

- **Grant funding**

- e.g. Cancer Research UK, Wellcome Trust

Despite the odds....

To become the first company to launch successfully a new generation of tobacco products with critical mass appeal that will, over time, be **recognised by scientific and regulatory authorities as posing substantially reduced risks to health**

What we need to succeed...

...our view

- Scientific process
- In-house expertise
- Access to external expertise
- The opportunity to share our expertise
- Consultation and advice
- Collaboration
- Consensus
- Endorsement

The engagement challenge

...working towards a common goal

Can we work towards achieving a collaborative (funding/consultation) relationship that addresses legitimate concerns and promotes objective advances in tobacco harm reduction?