



# Risk Communications: Educating the Public About Harm Reduction

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# Risk Communication: five provocations

Clive Bates

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# Five provocations

1. Purpose of risk communication is *informed choice* not behavior change

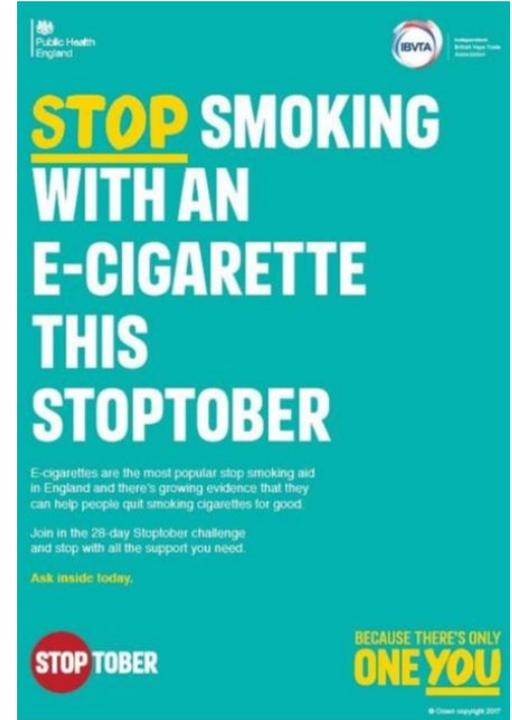
WARNING: This product is not a safe alternative to cigarettes



No tobacco product is safe, but this product presents substantially lower risks to health than cigarettes.

# Five provocations

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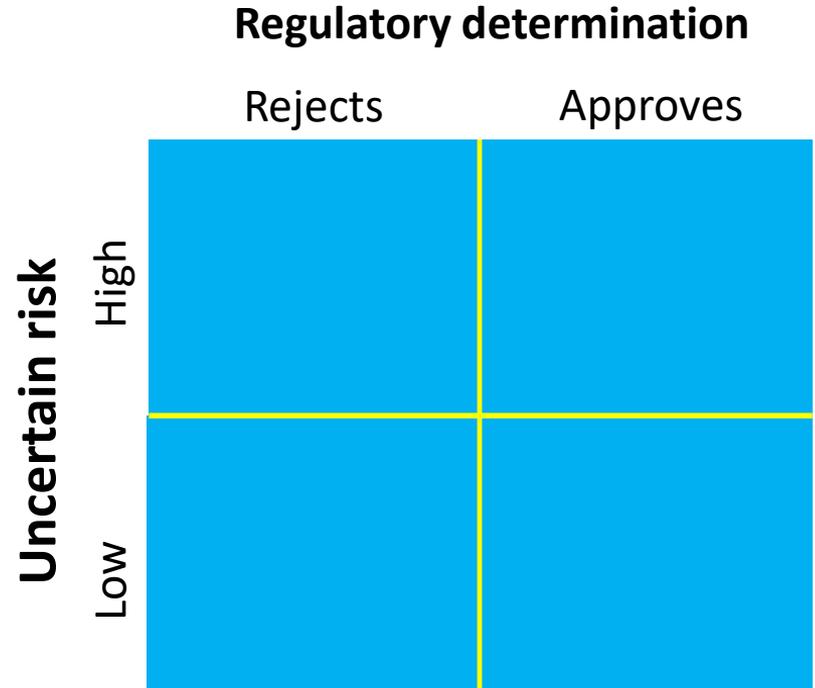


**Royal College  
of Physicians**

Although it is not possible to precisely quantify the long term health risks associated with e-cigarettes, the available data suggest that they are unlikely to exceed 5% of the of those associated with smoked tobacco products, and may well be substantially lower than that figure

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|                |      | Regulatory determination    |                             |
|----------------|------|-----------------------------|-----------------------------|
|                |      | Rejects                     | Approves                    |
| Uncertain risk | High | Good decision               | Bad decision<br>harm caused |
|                | Low  | Bad decision<br>harm caused | Good decision               |

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CENTERS FOR DISEASE  
CONTROL AND PREVENTION

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Thank you!

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