

**SENATE SELECT COMMITTEE ON TOBACCO HARM REDUCTION
ANSWER TO QUESTION TAKEN ON NOTICE – PUBLIC HEARING 19 NOVEMBER 2020**

Senator SIEWERT: I forget which one of you made the comment about the Press Club speech by David Davies from Philip Morris from 2005. Are you able to send us the link to that?

Mr Swanson: It was me who made that comment, and we can send you the full address. It's also discussed in detail in a paper published in *Tobacco Control* recently. I just need to reinforce that this appropriation of tobacco harm reduction, or harm reduction, is a key strategy for Philip Morris. I believe it's also a key strategy for the other major tobacco company. They see the strategy assisting them to get regulatory approval for all their so-called harm reduced products.

Answer

- **Speech by David Davies**, Senior Vice President, Corporate Affairs PMI/ National Press Club, 2005:
<https://web.archive.org/web/20130421053141/http://tobacco.health.usyd.edu.au/assets/pdfs/harm-reduction/DDaviesHR-2005.pdf>
- ***Understanding the emergence of the tobacco industry's use of the term tobacco harm reduction in order to inform public health policy***, Tobacco Control Journal:
<https://tobaccocontrol.bmj.com/content/24/2/182>
- ***Creating a market for IQOS: analysis of Philip Morris' strategy to introduce heated tobacco products to the Australian consumer market*** which outlines Philip Morris' strategies to legalise and distribute IQOS in the Australian market:
<https://tobaccocontrol.bmj.com/content/early/2020/11/07/tobaccocontrol-2020-056057>