



Registered Charitable Incorporated Organisation  
in United Kingdom - Registration Number 1160481

# New Nicotine Alliance

*Promoting and supporting tobacco harm reduction*

**The New Nicotine Alliance (NNA)** is a registered charity, formed in 2014, which seeks to foster a mature public and organisational understanding of the potential of safer nicotine products for reducing cigarette smoking, including their safety and efficacy, and hence contribute to the reduction in cigarette smoking. To achieve this we work to:

- advance the education of the public and organisations about ways to reduce harms associated with cigarette smoking;
- advance the education of the public and organisations about the effects of nicotine and its uses;
- promote scientific research into the safer uses of nicotine;
- provide information to the public and organisations about the risks of smoking and safer ways of using nicotine.

**NNA** seeks an effective regulatory environment for nicotine delivery devices, which protects the public, but also ensures availability of effective devices.

**NNA** is non-political and no activities are to the benefit of or in support to any political party. We are completely independent of commercial interests in relevant industries (e-cigarettes, tobacco, pharmaceutical companies, etc) operating on a not-for-profit basis, free from commercial bias. Our policies and public statements are evidence-based, with a clear focus on the health of consumers and the wider public.

A board comprised of volunteers manages NNA. In addition we involve individuals and organisations — consumers, tobacco researchers, policy analysts, public health professionals and scientists, as well as members of the public - who will support and further our aims and objectives.

**NNA** seeks to influence policy and the regulatory framework, as well as informing the public, concerning new nicotine products through:

- ✚ speaking at national and international smoking cessation and public health conferences;
- ✚ briefing media on new nicotine products on a reactive and proactive basis;
- ✚ briefing national and European parliamentarians;
- ✚ briefing members of national and international tobacco control organisations;
- ✚ publishing commentaries in the mass media and in professional and scientific journals;
- ✚ making submissions in response to public consultations (eg to the Medicines and Healthcare Products Regulatory Agency and the Committee of Advertising Practice);
- ✚ supporting the establishment of practical and sensible product standards;
- ✚ engaging with members of Royal Colleges of medicine;
- ✚ advising local NHS public health bodies, NHS services and third sector health organisations;
- ✚ advising travel and transport operators and managers and owners of public venues about the use of electronic cigarettes in public places;
- ✚ using social media (Twitter, Facebook and blogs) to **enhance public understanding.**

**NNA provides regular updates to supporters about our work and posts news items, blogs and other information on the website [www.nnalliance.org](http://www.nnalliance.org)**

**NNA seeks your support. Visit the website to find out how you can become involved.**

[www.nnalliance.org](http://www.nnalliance.org)