

a free public talk



## The case for a harm reduction approach to tobacco control and the potential role of vapourised nicotine

### Ron Borland

Ron Borland PhD is the Nigel Gray Distinguished Fellow in Cancer Prevention, at The Cancer Council Victoria, Australia where he has worked for over 28 years. He also holds honorary professorial positions at the University of Melbourne, and University of Queensland. He is currently a Visiting Professor at Harvard University

He has over 350 peer-reviewed publications, mostly related to aspects of tobacco control. He is a Principal Investigator on the International Tobacco Control Policy Evaluation Project which involves over 20 countries. His work is designed to understand the impact on smokers of tobacco control policies, to help design better systems for regulating tobacco, to better understand the challenges of preventing relapse, and to develop and evaluate mass-disseminable strategies for helping smokers quit. This work includes a special interest in harm minimization strategies and strategies to assist highly disadvantaged, high smoking prevalence groups. He has developed effective automated smoking cessation interventions that are now widely used in Australia, including the QuitCoach [www.QuitCoach.org.au](http://www.QuitCoach.org.au). He has a new book offering a comprehensive theoretical analysis of smoking cessation.

**Thurs, July 14<sup>th</sup> 10:45-11:30am**

**Technology Enterprise Facility (TEF)**

**University of Victoria**

**Room 216**

2300 McKenzie Ave  
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Please RSVP to [jtheil@uvic.ca](mailto:jtheil@uvic.ca) or by calling 250-472-5445  
coffee, tea, and light snacks will be provided starting 10:30