

VAPE & MEDICAL ASSOCIATION JOIN FORCES TO REJECT GEG

KUALA LUMPUR, 1 June 2023 – Two associations today joined forces to urge the Government to rethink the Generation Endgame (GEG) policy, if it is serious about reducing the harm caused by tobacco.

These views were expressed during a roundtable session hosted by Malaysia Vapers Alliance (MVA), a local vape consumer advocacy group, in conjunction with World Vape Day 2023. President of Advanced Centre for Addiction Treatment Advocacy (ACATA), Dr. Arifin Fii, who is also an addiction therapy specialist, helmed the event.

Speaking during a Q&A session, **Dr. Arifin Fii, President of ACATA** said, “As a medical practitioner, with an interest in addiction therapy, I have encountered many patients who have the will to quit, but do not have the right tools or support. While existing smoking cessation aids can be useful, they have not proven to be successful for most smokers. Alternatives like vape, which have been scientifically proven to be less harmful than cigarettes and an effective quit aid, can play a role in reducing smoking prevalence.”

On GEG, he said, “Prohibiting an entire generation from access to smoking products, be it cigarettes or vape, is noble but highly idealistic. There is no one single country that has completely eradicated cigarettes and vape, despite introducing policies and programmes that cost up to millions.”

“While we can put it on paper that with GEG, the entire future generation will not know cigarettes or vape, the reality is, addicted smokers, regardless of their age, will find ways to get their hands on the product they want. The best way to support these individuals is by giving them the right tools to help them quit.”

This sentiment was shared by **Khairil Azizi Khairuddin, President of MVA** who said, “While I am a representative of MVA, I am first and foremost an ex-smoker who successfully quit using vape, which is significantly less harmful than tobacco. This is why I am so passionate about advocating for the rights of vape users. We cannot discount the advantages of embedding harm reduction strategies in Malaysia if we want to transform the country into a tobacco-free nation by 2040.”

“The GEG policy will certainly not result in reducing our smoking prevalence to be less than 5%, which is the country’s target. In fact, our smoking prevalence will likely increase, as smokers will turn to illegal channels, which have no guidelines or restrictions. Already more than [one million Malaysians](#) have voiced their rejection of GEG. In this space, MVA urges the Government to remove the proposed GEG policy and start recognising the potential of vape as harm reduction tool to help reduce smoking prevalence in Malaysia.”