

MALAYSIA NEEDS TO CORRECT ITS MISPERCEPTION ON VAPING

KUALA LUMPUR, 29 May 2024—As World Vape Day is observed, Malaysia Vapers Alliance (MVA), a local vape consumer advocacy group, would like to highlight a critical yet overlooked issue: Malaysia’s misperception on vaping.

Evidence has shown that vaping poses 95% lower risks than smoking, but 74% of smokers worldwide believe that vaping is just as harmful or even more so. Worst in Malaysia, the misperception is also widespread and this widespread misperception is preventing millions of smokers from making a potentially life-saving switch.

Khairil Azizi Khairuddin, President of MVA, said, “World Vape Day is a good platform to correct this misinformation and highlight its benefits especially in Malaysia. It is time to stop fighting less harmful alternatives. Instead, we should embrace it as an essential tool against smoking.”

Sweden’s approach to harm reduction offers a compelling study. By endorsing less harmful nicotine products, Sweden is on the verge of becoming smoke-free.

According to Khairil, this pragmatic approach should inspire global policies. “However, the World Health Organisation (WHO) continues to oppose these products, exacerbating the smoking crisis. This approach is flawed and putting millions of lives at risk.”

The belief that vaping is as harmful as smoking constitutes a public health emergency. Numerous studies, including those by Public Health England, have consistently shown that vaping is significantly less harmful. However, persistent misinformation keeps smokers from understanding their options.”

MVA urges the government to emulate the success of countries like Sweden and New Zealand, which have demonstrated that providing accurate information helps smokers switch to less harmful alternatives.

“Thus reducing smoking prevalence in the country and improving smoking-related disease, saving lives. It is important for the healthcare system to be well-informed on these and provide safer smoking cessation approach for smokers.” Khairil concluded.

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About the Malaysian Vapers Alliance

The Malaysian Vapers Alliance (MVA) is a nonprofit advocacy group that champions the use of vape products to help smokers quit. MVA’s work is dedicated to empowering consumers and representing their interests in various legislative, policy making, and rule-making arenas.