# ARI for inclusion of reduced risk products in tobacco control strategies

ISLAMABAD, 16 April 2025: Alternative Research Initiative (ARI) and its partners have called for the integration of reduced-risk products into tobacco control initiatives to address Pakistan’s public health challenge posed by tobacco use.

“Traditional tobacco control measures, while essential, have not been sufficient to curb the high prevalence of smoking in Pakistan,” said Arshad Ali Syed, Project Director of ARI. He added that the reduced-risk products offer a viable alternative for adult smokers who are unable to quit. These products have the potential to significantly lower the health risks associated with smoking.”

Research indicates that reduced-risk products can serve as a viable alternative for smokers who are unwilling or unable to quit traditional combustible cigarettes. Sweden is on the brink of becoming a smoke-free country, thanks in part to the widespread use of snus—a reduced-risk, smokeless tobacco product.

While not risk-free, products such as snus and other scientifically validated alternatives have shown potential in minimizing harm compared to combustible smoking. Introducing these alternatives as part of a comprehensive smoking reduction strategy could be a significant change for Pakistan.

“By incorporating reduced risk products into our tobacco control framework, we can provide adult smokers with safer alternatives while continuing to discourage tobacco use among youth and non-smokers,” Arshad maintained. “This dual approach aligns with global best practices and can help Pakistan achieve its tobacco reduction targets more effectively.”

ARI and its partners urge policymakers, public health experts, and stakeholders to engage in an open dialogue on the role of RRPs in reducing smoking-related harm. “The government needs to consult all stakeholders and review safer alternatives to sensibly regulate them.”

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## Alternative Research Initiative (ARI)

ARI provides researched-based solutions in social fields, including health, education, governance, culture, etc. in Pakistan. Established in 2018, ARI offers analytical research and outreach services, identifying and analyzing social issues, in order to provide long-term practical innovative solutions, both for public and private sectors. Over the last two years, ARI has conducted countrywide surveys and research studies on various issues of health.

## Our work

ARI is working on ending combustible smoking in a generation in Pakistan. While remaining committed to and supporting tobacco control efforts in Pakistan, especially Article 14 of FCTC, ARI serves as a platform for advocating and promoting all innovative solutions for ending smoking whether counselling, NRTs, or harm reduction.

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