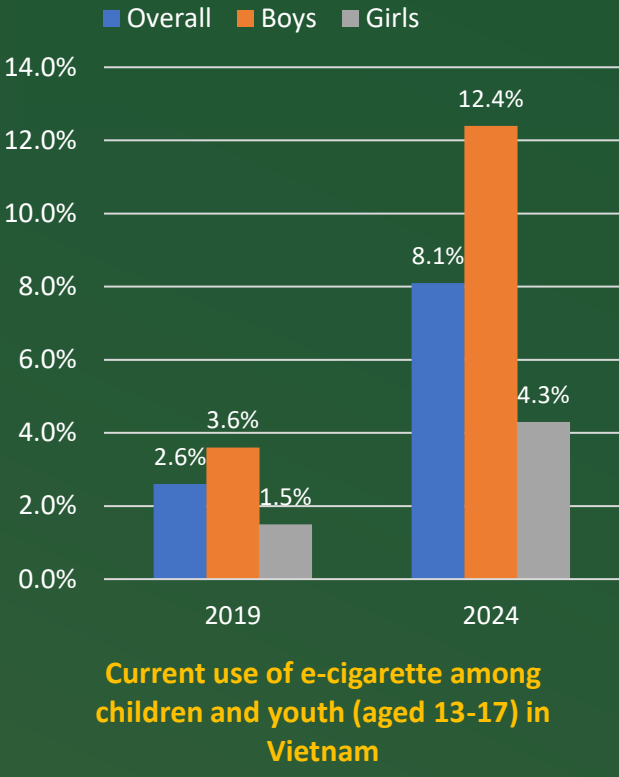


Background

- Vietnam has high prevalence of tobacco use with more than 15 million current smokers. In 2021, the adult male and female smoking prevalence are 41% and 0.6% respectively.¹
- Tobacco use is currently causing a significant and growing burden of illness and early deaths, estimated at 100,000 deaths each year due to smoking and from exposure to second-hand tobacco smoke, as well as significant health costs and economic losses that amounts to 108,000 billion VND each year which is about 1.1% of GDP.²
- The rapid spread of emerging tobacco products (mostly ENDS/HTPs) in Vietnam in recent years has led to an alarming increase in the use of these products among young people and threatens the progress made in tobacco control efforts in the country. From 2019-2024, e-cigarette use among Vietnamese adolescents has risen alarmingly from 2.6% to 8.1% .^{3,4}
- ENDS and HTPs, with their diverse and appealing designs, have been illegally sold in both online and offline markets due to lack of spe control policy.
- The industry’s false narrative of tobacco harm reduction, reinforced by enticing flavors (such as fruits and sweets), stylish product designs, and aggressive marketing, often targeting young people through social media platforms and other channels.



Intervention or Response

This campaign was a joint effort led by a coalition of partners, including the Ministry of Health, World Health Organization, the Campaign for Tobacco-Free Kids, the Southeast Asia Tobacco Control Alliance, Vietnamese government agencies, and civil society organizations. Together, we worked collaboratively to advance strong and evidence-based policies to regulate ENDS/HTPs in Vietnam.

The campaign employed a multi-faceted approach:

1. Generating and consolidating evidence

Both local and international evidence on the harmful effects of ENDS/HTPs and global best practices in regulation were generated and synthesized through literature reviews and original research. The evidence was presented in various formats such as reports, fact sheets, infographics, and policy briefs, etc.



2. Strategic multi-channel communication to support policy-making

- Direct engagement with policymakers through meetings and workshops
- Public communication campaigns via mass media and digital platforms



3. Expanding and mobilizing an advocacy network

The network of advocates was broadened to include both health and non-health stakeholders, fostering unity around the shared goal of protecting public health and safeguarding children's rights.



Children's National Assembly Mock Session on new tobacco products

4. Integrating tobacco control into child protection platforms

Tobacco control advocacy was incorporated into child rights protection frameworks and high-level platforms for children, creating broader policy alignment and visibility.

5. Grassroots mobilization and community engagement

Targeted outreach efforts focused on youth, parents, and teachers to raise awareness of the harms of e-cigarettes and HTPs. These efforts were amplified through public forums, social media, and media engagement.



6. Countering tobacco industry interference

The campaign actively monitored and exposed tactics used by the tobacco industry to undermine legislation and mislead the public

Conclusions

The total ban on ENDS and HTPs in Vietnam made bold progress in protecting the public from harmful new tobacco products and reflects Vietnam’s strong commitment to safeguarding its population, especially young people, from the harmful effects of tobacco and resisting industry interference.

This experience of success highlights the importance of coordinated multi-sectoral efforts and social mobilization in advancing tobacco control policies. Strengthening international collaboration, enhancing public education, and building long-term stakeholder alliances are essential for addressing similar challenges in other countries.

Results and Impact

- Strong support and commitment from the Ministry of Health and leaders of the Ministry of Health on banning ENDS/HTPs to protect population’s health and next generation.
- The MOH’s proposal to ban these products received strong support from NA members, ministries, and the public, despite intensive opposition and interference from the industry.
- Network of advocacy were expanded with the engagement and commitment of high-level policy makers (Ministry of Education and Training, Ministry of Labour, Invalids and Social Affairs, etc), academic Institute (Institute of Health Strategy Policy, Hanoi University of Public Health, Thuong Mai University, etc), non-health sector (Children Right Protection Association, lawyers, etc).
- Hight knowledge and support from journalists and media agencies for the ban on ENDS/HTPs.

On November 30th, the NA passed a Resolution banning the manufacture, trade, import, storage, transportation, and use of e-cigarettes and HTPs, effective January 2025.



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