

This press release template is designed for activists to advocate for harm reduction policies by highlighting Sweden's success. The provided template and quote can easily be adopted to your needs and personalised by adding the activist's name, offering a strong statement in support of following Sweden's example.

Press Release

FOR IMMEDIATE RELEASE

Title: Activists Call on Government to Embrace Swedish Example for Smoke-Free Future

[City, Date] — [Organization Name] is urging the [Country] government to take a leaf out of Sweden's book to achieve a smoke-free future. Sweden's successful harm reduction approach has led to the lowest smoking rate in the world, significantly reducing cancer incidence and deaths.

Sweden stands as a beacon of progress in tobacco control, with smoking rates plummeting by 55% in the last decade. This remarkable achievement is largely due to the adoption of less harmful nicotine alternatives such as snus, nicotine pouches, vaping, and heat-not-burn products. Unlike traditional smoking cessation methods, these alternatives have provided smokers with more effective ways to quit, contributing to a dramatic decrease in smoking-related diseases.

Notably, Sweden boasts a 41% lower cancer incidence and a 38% reduction in total cancer deaths compared to the rest of Europe. These figures underscore the potential life-saving impact of harm reduction strategies. This success story proves that with the right policies in place, nations can dramatically improve public health outcomes and move closer to reaching the smoke-free goal of less than 5% of smokers nationwide.

"We are witnessing a public health revolution in Sweden, driven by a pragmatic approach to nicotine consumption," said [Activist's Name], a spokesperson for [Organization Name]. "By embracing harm reduction and recognizing the role of less harmful alternatives, Sweden is not only saving lives but also setting a standard for the rest of us to follow. It's high time the government acknowledges this success and adjusts their tobacco control strategies accordingly."

[Organization Name] calls on policymakers to consider the Swedish example as a blueprint for reducing smoking rates and improving public health. By supporting the availability and accessibility of less harmful nicotine alternatives, governments can take a significant step toward a healthier, smoke-free future.

For more information, please contact:

[Contact Information]

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