

ANNUAL REPORT 2020



*«Better public health and
quality of life through use of
less harmful products for
nicotine users»*

FEBRUARY 2021

Nikan

www.nikan.no



The year 2020

Nikan is a non-profit organization that works to recognize smoke-free nicotine products as less harmful alternatives.

We work to ensure that products such as vape (e-cigarettes), Swedish snus and "heatnot-burn" are recognized as good alternatives for those who smoke today, and we will help and guide everyone who seeks advice on such products, and market options actively. In addition, we will inform about already recognized NRT products (nicotine gum etc.) as alternatives to quit smoking.

Our target groups are first and foremost smokers, but we will also collect and make available information targeted towards the population in general, health personnel, store owners and media as well as politicians and bureaucrats.

The board

Nikan is run by a board. Anyone can support our business by spreading our message and optionally donate money to support our work efforts. We do not recruit members. We will cooperate with anyone who works towards the same goal as us.

In 2020 the board consisted of:

Yvonne Johnsen

Bjørn Are Johnsen

Helene Berg

Lars Cedolf Eilertsen

André Bendigtsen

Eirin Bendigtsen

Purposes

- Work for the recognition of smokeless nicotine products as less harmful alternatives.
- Work with peer assistance for smoking cessation and harm reduction through use of alternative nicotine products.
- Work for the availability of less harmful and safer nicotine intake methods.
- Provide correct information about the damage potential of various available nicotine products.

Vision

«Better public health and quality of life through the use of less harmful products for nicotine users»

Activities in 2020

Homepage and social media

Homepage: www.nikan.no Facebook:

www.facebook.com/nikotinalliansen

Instagram: [nikotinalliansen_norge](https://www.instagram.com/nikotinalliansen_norge)

Twitter: [@Nikan_Norge](https://twitter.com/Nikan_Norge)



Research and innovation

In 2020, Nikan co-workers were awarded three scholarships from the organization KA-C (Global Tobacco Harm Reduction Scholarship Program) to work with tobacco harm reduction.

Research

Helene Berg received a scholarship to conduct a survey among vapers before and after the implementation of TPD (EU Tobacco Products Directive). The study can provide new knowledge about how legal regulations affect the availability, visibility, recognition and price of a harm-reducing product, and thereby purchasing behavior and user behavior.

About the research project: <https://www.nikan.no/2020/09/forskningsprosjekt-hvordan-vil-lovendringer-pavirkedamperes-hverdag/>

Organizational development

Bjørn Are and Yvonne Johnsen received a scholarship together to further develop information and guidance activities. The purpose is to help more smokers choose less harmful alternatives and increase the level of knowledge about harm reduction in the population and among political authorities. During the initial process, they were each offered a scholarship.

Activities on the home page

Using the website, Nikan has worked to provide peer assistance for smoking cessation and harm reduction, as well as to make available correct information about the harm potential of various nicotine intake methods. The website has news, research, information on various smoking cessation methods and interviews with key players in tobacco harm reduction. Our website has had about 6750 unique users last year, and readers are from over 100 countries. A large majority are from Norway, but we also have some from the USA, Denmark, Sweden and the UK.

The most read articles are:

February 5.: «Anerkjent forsker imøtegår dagens næringsliv» <https://www.nikan.no/2020/02/anerkjent-forsker-imotegar-dagens-naeringsliv/>

The regular site: Heat-not-burn:

<https://www.nikan.no/heat-not-burn/>

June. 14: “Røyking, nikotin og covid 19: Hva vet vi?” <https://www.nikan.no/2020/06/royking-nikotin-og-covid-19-hva-vet-vi/>

Research articles

Nikan has made available 8 different research findings from Norway and the rest of the world.

List of articles:

January 18.: «Snus erstatter røyking – gir store folkehelsegevinster» <https://www.nikan.no/2020/01/snus-erstatter-royking-gir-store-folkehelsegevinster/>

January 22.: «Ny studie viser god effekt av å bytte til damp for røykeslutt» <https://www.nikan.no/2020/01/ny-studie-viser-god-effekt-av-a-bytte-til-damp-for-roykeslutt/>

March 9.: «Røykere bør bytte til e-sigaretter»
<https://www.nikan.no/2020/03/roykere-bor-bytte-til-e-sigaretter/>

June 14.: «Røyking, nikotin og covid 19: hva vet vi?» <https://www.nikan.no/2020/06/royking-nikotin-og-covid-19-hva-vet-vi/>

June 1.: «Folkehelseeffekt av nye nikotinprodukter: Ulempene må veies mot de store fordelene»
<https://www.nikan.no/2020/07/folkehelseeffekt-av-nye-nikotinprodukter-ulempene-ma-veies-mot-de-store-fordelene/>

September 30.: «Helsegevinster og bivirkninger ved røykeslutt» <https://www.nikan.no/2020/09/helsegevinster-og-bivirkninger-ved-roykeslutt/>

November 21.: «Ny rapport, «Burning issues», den globale tilstanden for tobakkskadereduksjon»
<https://www.nikan.no/2020/11/ny-rapport-burning-issues-den-globale-tilstanden-for-tobakkskadereduksjon/>

December.22.: «Langtidsstudie av kolspasienter» <https://www.nikan.no/2020/12/langtidsstudie-av-kolspasienter/>

Interviews

Nikan has published 5 interviews. We have interviewed a representative of a user organization, a smoker who has switched to a harm-reducing product, a vape business owner, an activist and a politician. In the interviews, we have tried to shed light on political issues such as legislation, what consequences different ways of thinking about harm reduction have for the individual user, and what consequences it will have for Norwegian stores. We have also tried to shed light on how smoking cessation can contribute to an increased quality of life for individuals.

List of interviews:

January 25.: «Danske helsemyndigheter må erkjenne at verden ikke bare er sort eller hvit», intervju med Peter Stigaard, DADAFO, Dansk forbrukerorganisasjon <https://www.nikan.no/2020/01/danske-helsemyndigheter-ma-erkjenne-at-verden-ikke-bare-er-sort-eller-hvit/>

February 11.: «Det høres nesten for enkelt ut til å være sant», intervju med røyker som byttet til snus
<https://www.nikan.no/2020/02/det-hores-nesten-for-enkelt-ut-til-a-vaere-sant/>

September 7.: «God kundeservice er viktig for å få folk unna røyken», intervju med Ruth-Elin Bergum Sveinall, innehaver av dampebutikker <https://www.nikan.no/2020/09/god-kundeservice-er-viktig-for-a-fa-folk-unna-royken/>

October 26.: «Bengt Wiberg elsker snus i alle former og smaker og hygger seg med damp i helger og ferier. Han har patent på produktet «Sting Free» snus.» intervju med Bengt Wiberg, svensk tobakkskadeforkjemper <https://www.nikan.no/2020/10/wiberg-elsker-snus-i-alle-former-og-smaker-og-hygger-seg-med-damp-i-helger-og-ferierhan-har-patent-pa-produktet-sting-free-snus/>

November 16.: «Helsemoralisme, e-sigaretter og tobakkskadereduksjon», intervju med Åshild Bruun Gundersen, politiker <https://www.nikan.no/2020/11/helsemoralisme-e-sigaretter-og-tobakkskadereduksjon/>

News

The Internet abounds with information on various nicotine intake methods. This is something that can appear very difficult to read, confusing and frightening to many. Nikan has worked to make news available in such a way that everyone can understand and make up their own minds.

List of news:

January 15.: «Hva er det med Snus – det røykfrie nikotinet i en pose?» <https://www.nikan.no/2020/01/hva-er-det-med-snus-det-roykfrie-nikotinet-i-en-pose/>

February 23.: «Myter og skremselshistorier om damp» <https://www.nikan.no/2020/02/myter-og-skremselshistorier-om-damp/>

February 27.: «Nikan-medarbeidere får stipend» <https://www.nikan.no/2020/02/nikan-medarbeidere-far-stipend/>

May 27.: «Europeisk forbrukerorganisasjon utgir manifest på vegne av millioner tidligere røykere» <https://www.nikan.no/2020/05/europeisk-forbrukerorganisasjon-utgir-manifest-pa-vegne-av-millioner-av-tidligere-roykere/>

June 13.: «Dampeforretninger – kan vi se på dem som en helseressurs?» <https://www.nikan.no/2020/06/dampeforretninger-kan-vi-se-pa-dem-som-en-helseressurs/>

June 17.: «Louise Ross fikk Michael Russels minnepris på GFN 2020, vel fortjent» <https://www.nikan.no/2020/06/louise-ross-fikk-michael-russels-minnepris-pa-gfn-2020-vel-fortjent/>

June 22.: «Når beslutningstakere lukker øyne for helseeffekten av tobakkskadereduksjon, kan de våkne når de ser kostnadseffekten?» <https://www.nikan.no/2020/06/nar-beslutningstagere-lukker-oyne-for-helseeffekten-av-tobakkskadereduksjon-kan-devakne-nar-de-ser-kostnadseffekten/>

July 17.: «Moralisme, og å sette sårbare grupper opp mot hverandre i folkehelsesammenheng» <https://www.nikan.no/2020/07/moralisme-og-a-sette-sarbare-grupper-om-mot-hverandre-i-folkehelsesammenheng/>

November. 1: «Ny medarbeider i Nikan» <https://www.nikan.no/2020/11/ny-medarbeider-i-nikan/>

November 7.: «You don't know nicotine, hva vet du om nikotin?» av gjesteskribent Bård Marius Malmin
<https://www.nikan.no/2020/11/you-dont-know-nicotine-hva-vet-du-om-nikotin/>

December 8.: «Helsepersonell og tobakkskadereduksjon» <https://www.nikan.no/2020/12/helsepersonell-og-tobakkskadereduksjon/>

Regular sites:

Products

Nikan wants to give our readers correct information about various products that can be used as an alternative to smoking. We have made available updated information about e-cigarettes, swedish snus, HNB and various medicines that can be used.

<https://www.nikan.no/damp-e-sigaretter/>

<https://www.nikan.no/snus/> <https://www.nikan.no/heat-not-burn/>

<https://www.nikan.no/nikotinholdige-legemidler/>



Do you want to quit smoking?

Here, readers can find information on how it may be wise to work with themselves to be able to quit, as well as the information you need to make an informed choice regarding smoking cessation aids.

<https://www.nikan.no/onsker-du-a-slutte-a-royke/>

Activity on Facebook, Twitter and Instagram

Nikan has used Facebook as a direct link to many of our contacts and readers. Here we have communicated with people, and we have shared links to our own publications from our website, and from other interesting news and findings in research. In our links to other people's research or articles, we explain the main content in a simple and easy-to-understand way. If the content is in English, we translate the main points from the text. Nikan does this job because our goal is to make available accurate information so that most people understand it. We published articles on a regular basis on Facebook and have 395 followers. We reach almost 13,000 people daily through the Facebook-group: Dampegruppa (18+).

On Twitter, Nikan has kept up to date on current issues, and posted links to our own material. Nikan has made a name for itself in the international injury reduction community.

Nikan has used Instagram to support campaigns, news items and interviews.

Information brochure

Nikan has prepared an information brochure that tells a little about us, our goals and vision. We have an English and a Norwegian version. The Norwegian has been printed for distribution in shops, doctors' offices and at events.



Other activities

We have sent information about tobacco harm reduction work to a number of associations, trade journals and health bureaucrats where we have introduced tobacco harm reduction and offered to assist when needed.

Courses and conferences

It has been important for us to accumulate updated knowledge in the field, so that we can pass on the right information. Hence our participation, in conferences and courses.

The largest were the GFN (Global Forum on Nicotine) in June 2020, as well as the E-cig summit in December.

We have also followed webinars hosted by NNA (New Nicotine Alliance) and Catania Conversation.

Activities in the media

Article in Dagsavisen 17. July 2020: Nikotinmoralisme

Reply to post in Dagsavisen 23. Juli: Reduser skadene

Article in Nettavisen 31. August 2020: Høie er ikke villig til å se folkehelseeffekten av de nye nikotinproduktene.

Collaboration

ETHRA-European Tobacco Harm Reduction Advocates

Nikan is a member of the European co-operation for tobacco harm reduction. The association works for politicians and decision-makers in Europe to be able to make informed and good decisions for users, in a public health perspective.

Economy

We have received 3050, - in donations. We have spent money on participation fees in connection with courses, as well as some material.

Donations can be found here:

<https://www.nikan.no/donasjoner/>



