

AI in Medicine

Future of Healthcare by AI



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Professional Career

Hayden McRobbie is Professor of Population Health at Queen Mary University of London and an Honorary Public Health Doctor at Barts NHS Health Trust. A recognised leader in healthcare and academia, he brings extensive experience as a public health physician, researcher, and senior civil servant.

His work focuses on reducing health inequities and tackling risk factors for non-communicable diseases, with a particular emphasis on tobacco control and obesity. Grounded in frontline public health practice, Professor McRobbie's research bridges the gap between evidence and implementation, influencing health systems and policy at both national and international levels.



Speech Title

E-cigarettes: Public Health and Policy Challenges in a Global Context

Abstract(200 words) :

Presentation Title

E-cigarettes: Public Health and Policy Challenges in a Global Context

Abstract

The global rise of e-cigarette use presents both opportunities and challenges for public health. This presentation explores international trends in vaping, including patterns of use, product diversity, and population-level impacts. It contrasts diverging regulatory approaches, from harm reduction models to precautionary bans, and examines the tensions these create within public health, particularly around youth uptake, nicotine renormalisation, and industry influence.

Drawing on case studies from several countries, the talk highlights successes, setbacks, and lessons learned in shaping e-cigarette policy. It also considers the political and commercial determinants that influence regulation, and the critical role of science in informing balanced, evidence-based policy. In an era of declining public trust in institutions and scientific authority, the presentation will reflect on how public health can navigate these complexities to support informed decision-making and equitable outcomes.