

Nicotine Vaping in England: Implications for smoking cessation

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ASH Webinar, December 2022

2 Vaping objectives



Maximising opportunities for switching by smokers

- Increase the opportunity for smokers to switch
- Improve the awareness amongst HCPs
- Improve understanding of safety amongst HCPs & public
- Improve smokers perception of the benefits of switching
- Increase the availability of vapes through the medicinal route





Prevent non-smokers and youth from starting

- Prevent children and young people from starting
- Prevent the sales of vaping products to u18s
- Not encourage nicotine naïve adults to start



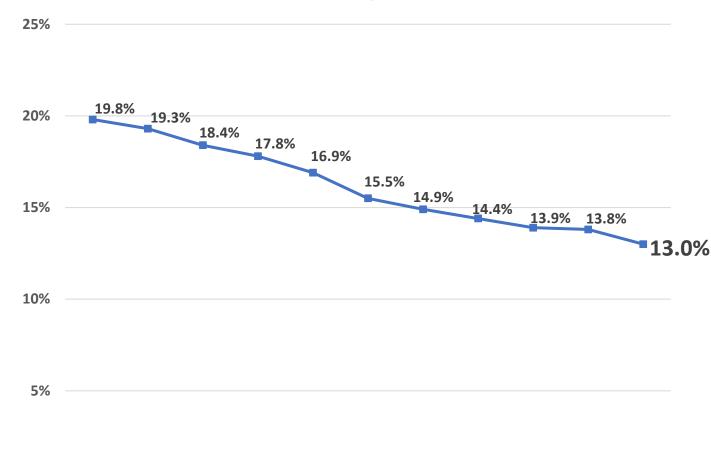
Lowest ever rates of smoking in England

2021

2020







0%

2011

2012

2014

2015

2016

2018

2019



Number of smokers drops as vaping rises, data shows

Statistician's comment

"This year, we have reported 13.3% of adults aged 18 years and over in the UK were smokers in 2021; this is a decrease from 14.0% in 2020. This is the lowest proportion of current smokers since 2011, when we began recording smoking prevalence from the Annual Population Survey (APS).

The decrease in the proportion of current smokers may be partly attributed to the increase in vaping and e-cigarette use. Data from the Opinions and Lifestyle Survey (OPN) have shown regular use of a vaping device has increased in 2021 and the highest usage was among those aged 16 to 24 years."



Building on NICE Guidance

A first line treatment

- Give clear, consistent and up-to-date information about nicotinecontaining e-cigarettes to adults who are interested in using them to stop smoking (for example, see the <u>NCSCT e-cigarette</u> guide and <u>Public Health England's information on e-cigarettes and</u> vaping)
- Advise adults how to use nicotine-containing e-cigarettes.
- Discuss: how long the person intends to use nicotine-containing e-cigarettes for; using them for long enough to prevent a return to smoking **and** how to stop using them when they are ready to do so.
- Ask adults using nicotine-containing e-cigarettes about any side effects or <u>safety</u> concerns that they may experience. Report these to the <u>MHRA Yellow Card scheme</u>, and let people know they can report side effects directly.
- Explain to adults who choose to use nicotine-containing e-cigarettes
 the importance of getting enough nicotine to overcome withdrawal
 symptoms, and explain how to get enough nicotine.



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Tobacco: preventing uptake, promoting quitting and treating dependence

NICE guideline [NG209] Published: 30 November 2021 Last updated: 04 August 2022

Guidance	
Tools and resources	
Information for the public	
Evidence	
History	
Overview	
Recommendations on preventing uptake	





Helping Local Authorities to put NICE into practice

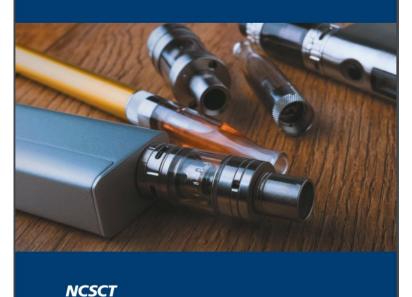
- Make the case for support to switch
- Clarify product safety and dispel myths
- Clarify the rules under Article 5.3
- Differing models: Pros and Cons
- Key success factors: Engage evidence AND leaders
- Contracting and procurement
- Case studies: On the shoulders of giants

November 21

Incorporating e-cigarettes into your Stop Smoking Service:

Making the case and addressing concerns

Produced in conjunction with the Office for Health Improvement and Disparities







Building on Khan review

June 22

The Khan Review: Independent review into smokefree 2030 porce

E-cigarette recommendations include:

- The government must provide accurate and consistent information to healthcare professionals on vaping, to promote the benefits of switching to vaping and to dismantle longstanding myths.
- The government should launch a vaping facts website similar to New Zealand's Vaping Facts website and discourage uptake by young people.
- NHS should offer safer alternatives to smoking.
 Quotes RCM "If a pregnant woman who has
 been smoking chooses to use an e-cigarette
 and it helps her to quit smoking and stay
 smokefree, she should be supported to do so"

Four critical recommendations are boxed in red. These are 'must dos' for the government to achieve a smokefree England by 2030, around which all other interventions are based.

Part 1: Invest Now

REC 1: Urgently invest £125m per year in interventions to reach smokefree 2030.

Option 1: Additional funding from within government

Option 2: A 'polluter pays' industry levy Option 3: A corporation tax surcharge

Part 3: Quit for Good

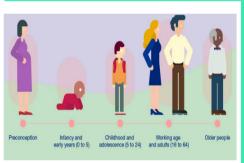
REC 8: Offer vaping as a substitute for smoking, alongside accurate information on the benefits of switching, including to healthcare professionals.

REC 9: Invest an additional £70 million per year into 'stop smoking services', ringfenced for this purpose.

REC 10: Invest £15 million per year in a well-designed national mass media campaign, supported by targeted regional media.

Part 2: Stop the Start

REC 2: Raise age of sale of tobacco by one year, every year.



The image above shows **the lifecycle of a smoker**. From smoking in pregnancy and the impact on the unborn baby, to old age, where 2/3 lifetime smokers will likely die from smoking. Interventions are needed at all stages of a person's life.

REC 3: Substantially raise the cost of tobacco duties (more than 30%) across all tobacco products, immediately. Abolish all duty free entry of tobacco products at our borders.

REC 4: Introduce a tobacco licence for retailers to limit where tobacco is available.

REC 5: Enhance local illicit tobacco enforcement by dedicating an additional funding of £15 million per year to local trading standards.

REC 6: Reduce the appeal of smoking by radically rethinking how cigarette sticks and packets look, closing regulatory gaps and tackling portrayals of smoking in the media.

REC 7: Increase smokefree places to denormalise smoking and protect young people from second-hand smoke.

Part 4: System Change

REC 11: The NHS needs to prioritise prevention, with further action to stop people smoking, providing support and treatment across all its services, including primary care

REC 12: Invest £15m per year to support pregnant women to quit smoking in all parts of the country.

REC 13: Tackle the issue of smoking and mental

REC 14: Invest £8m to ensure regional and local prioritisation of stop smoking interventions through ICS leadership.

REC 15: Invest £2 million per year in new research and data, including investing £2 million in an innovation fund.

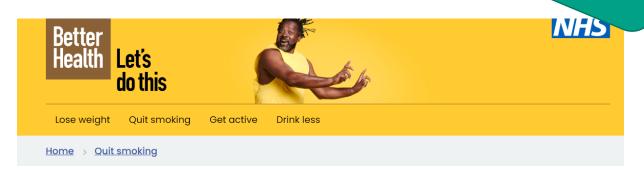




We are on our way: Vaping Facts

Vaping facts: Wave 1 content

- How vaping can help you quit
- Vaping devices and e-liquids
- Vaping side effects
- Is vaping harmful?
- Are vapes safe to use in pregnancy?
- Young people and vaping
- New content on "Ask Frank" website



Vaping to quit smoking

There's some confusion and misleading information about vaping, which can make it difficult to work out what's true or not.

Nicotine vaping is substantially less harmful than smoking. It's also one of the most effective tools for quitting smoking.

Vaping is not recommended for non-smokers and young people because it is not completely harmless.

Here you will find the facts on vaping, based on scientific evidence and research, plus advice on how to use vapes (sometimes called ecigarettes or e-cigs) as a tool to quit smoking.





We are on our way: Local quit support



Better support for supported switching

- Despite the evidence Local Stop Smoking engagement has been disappointing
- We listened to local partners to better understand the challenges
- Since NICE Guidance engagement has doubled

Procurement support

- On line procurement portal
- **Engaging local leaders**

