



Office for Health
Improvement
& Disparities

Nicotine Vaping in England: Implications for smoking cessation

Martin Dockrell, Tobacco Control Lead Evidence and Implementation

ASH Webinar, December 2022

2 Vaping objectives

1

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



2

Prevent non-smokers and youth from starting

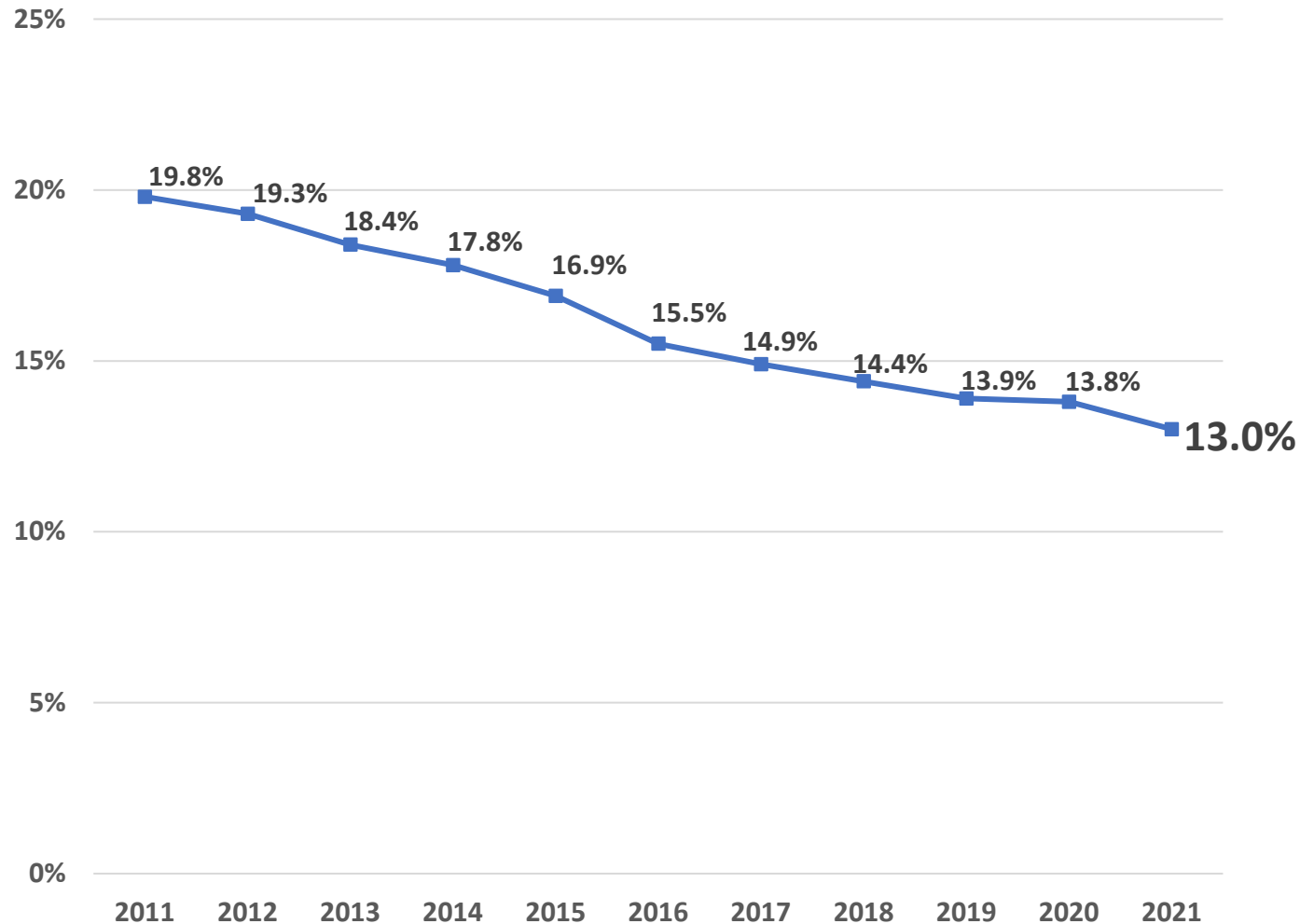
- Prevent children and young people from starting
- Prevent the sales of vaping products to u18s
- Not encourage nicotine naïve adults to start



Lowest ever rates of smoking in England



Adult Smoking Prevalence



NEWS

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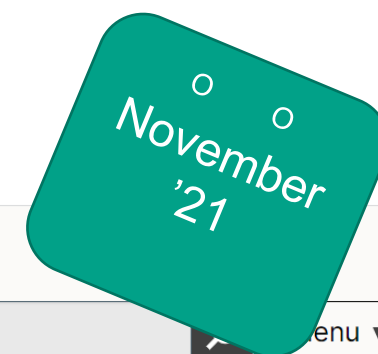
Number of smokers drops as vaping rises, data shows

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 nicotine-containing e-cigarettes to adults who are interested in using them to stop smoking (for example, see the [NCSCT e-cigarette guide](#) and [Public Health England's information on e-cigarettes and 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 [safety](#) concerns that they may experience. Report these to the [MHRA Yellow Card scheme](#), 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.

NICE National Institute for Health and Care Excellence

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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

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Building on NCSCCT Guidance

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



NCSCCT

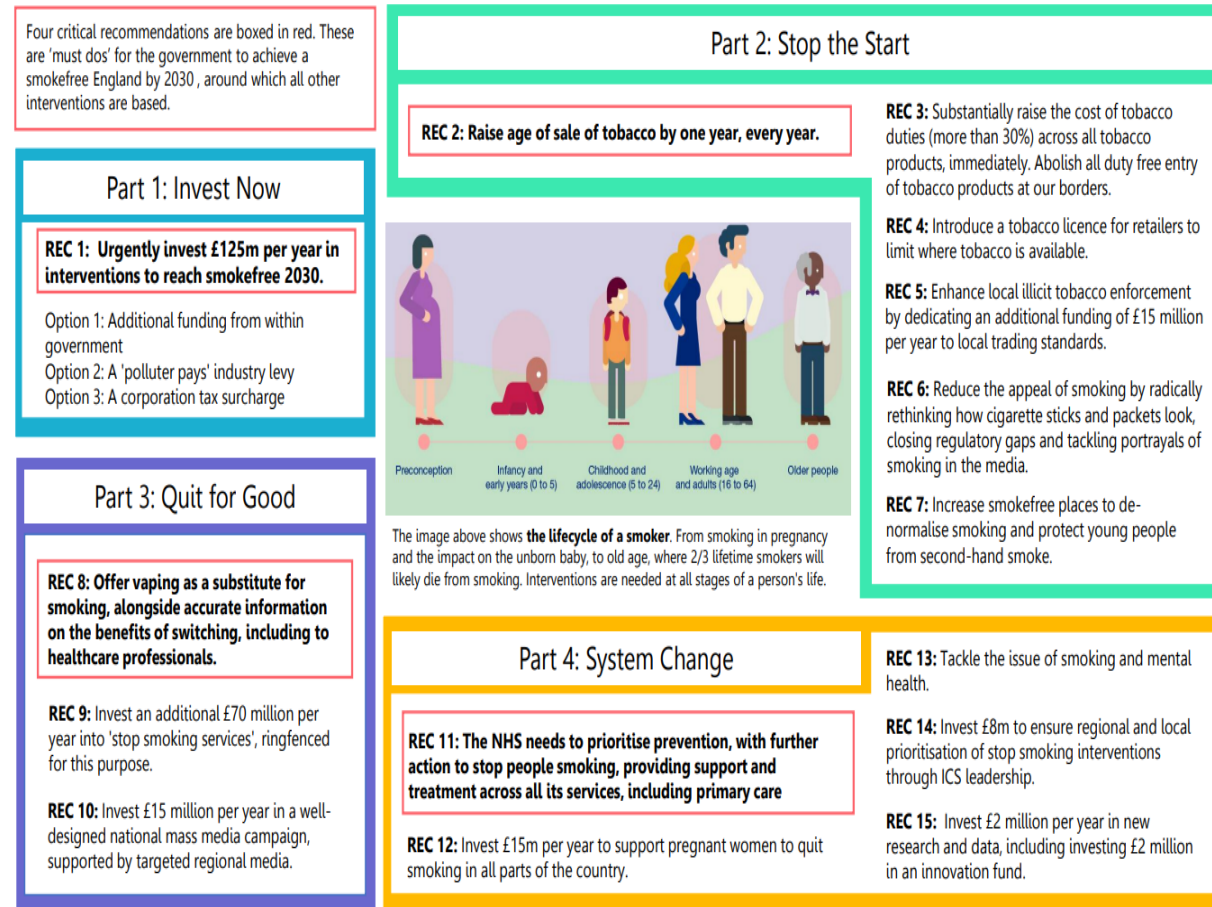
Building on Khan review

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"*



The Khan Review: Independent review into smokefree 2030 possibilities

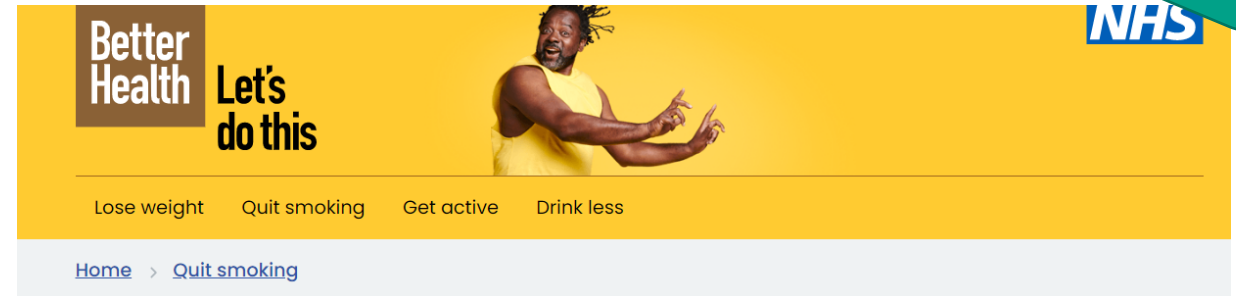


We are on our way: Vaping Facts



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 e-cigarettes 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

