

# Supporting Pregnant E- cigarette Users

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Leicester City – an ‘E-cig  
friendly’ service

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Tobacco Control Lead



Leicester  
City Council





Why?

Smoking prevalence	Leicester City	England Average	Leicestershire County
All adults	17.3%	14.4%	13.2%
Smoking at booking	<b>City/County combined 19.4% (YTD to July 2019)</b>	<b>12% (2017/18)</b>	<b>City/County combined 19.4% (YTD to July 2019)</b>
Smoking at time of delivery	10.2%	10.6%	East – 6.7% West – 10.
Smoking in the home (2018)	15%		

# Who smokes in Leicester?

**City stillbirth rate is 5.9 per 1000**

**(significantly higher than England average)**

# What is the rationale for trying e-cigs?

We already know that **smoking** during pregnancy causes:

- 5000 miscarriages each year
- 300 peri-natal deaths each year
- 2,200 premature births each year
- Life-threatening complications during pregnancy and labour
- Foetal abnormalities
- Respiratory problems in childhood
- Behavioural problems in childhood and adolescence
- SIDS

**... And that it is the single most modifiable risk factor during pregnancy.**

# It just made sense to us!

- Our service users desperately need to quit – if NRT alone was enough, fewer pregnant women would smoke.
- E-cigarettes are safer than smoking
- We are already following all of the NICE recommendations
- Tobacco Control Plan
- Women are doing it anyway!





How

# What we say to women...

- “Women should not be **discouraged** from using e-cigarettes”
- Advise that there is a good range of licensed medications
- Advise on what we *do* know about e-cigs (safer than smoking)

NICE National Institute for Health and Care Excellence



## Smoking: stopping in pregnancy and after childbirth

Public health guideline  
Published: 23 June 2010  
[nice.org.uk/guidance/ph72a](http://nice.org.uk/guidance/ph72a)

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## Smoking Cessation: A briefing for midwifery staff

Also available online at [www.ncsct.co.uk](http://www.ncsct.co.uk)  
CPD Training & Certificate of Assessment



NCSCT



Smoking in pregnancy  
challenge group

## Use of electronic cigarettes in pregnancy

A guide for midwives and  
other healthcare professionals



## Standard Treatment Programme for Pregnant Women

A guide to providing behavioural support  
for smoking cessation during pregnancy  
and the post-partum period



NCSCT

Training  
health  
professionals

In 2015-16 we asked midwives to identify which of the following they most closely identified with:

1. Vaping is as risky or even more risky than smoking
2. Vaping is less risky than smoking but the difference is possibly only small
3. We do not know enough to say with confidence whether vaping is safer than smoking
4. Vaping poses only a small fraction of the risks of smoking



# Yes!

But we don't  
know what's  
in them, do  
we?

- Water
  - Propylene glycol
  - Vegetable glycol
  - Nicotine
  - Flavourings
- Tobacco smoke by comparison produces over 4000 toxic chemicals, many of which cause serious health issues.
  - People smoke for the nicotine, but die from the carbon monoxide and tar.
  - **E-cigarettes are around 95% safer than tobacco smoking – PHE**

“If you smoke, here is no situation where it would be better for your health to continue smoking rather than switching completely to vaping” Professor John Newton, Director of health Improvement, PHE.

What are the main questions women (and midwives) ask?

- Are e-cigarettes safe for my baby?
- Are e-cigarettes better than NRT?
- What are the long term implications of using e-cigarettes?
- Have e-cigarettes been tested with pregnant women?
- How long should I continue to use one for?
- Is it better to use a 0% nicotine liquid?
- What is the success rate?
- Is it going to cost me more in the long run?
- Where should I buy my e-cig from, and what sort should I get?

E-cigarette use (as a quitting aid) during pregnancy **is not discouraged**, as it is believed to be safer than continued smoking.

## E-cigarettes in pregnancy



Infographic for pregnant women produced by the **Smoking in Pregnancy Challenge Group**



Results

# E-cigs vs NRT

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Time period	% of NRT users	% of e users	Success rate with e cig	Success rate with NRT
2014-15	N/A	7%	<b>53%</b>	N/A
2015-16	92%	22%	<b>65%</b>	42%
2016-17	88%	37%	<b>60%</b>	32%
2017-18	86%	46%	<b>60%</b>	30%
2018-19	89%	52%	<b>56%</b>	35%

A silhouette of a person climbing a steep, dark hill against a clear blue sky. The person is positioned in the center of the frame, slightly above the word 'Challenges'. The overall mood is one of perseverance and overcoming adversity.

# Challenges



INDEPENDENT

## E-cigarette users urged to stop vaping 'immediately' after latest death from mystery illness

'If you vape, whether it's cannabis, nicotine or other products, please quit. If you haven't started vaping, don't start'

Chiara Giordano | 5 days ago | 32 comments



# MailOnline

## Vaping while pregnant could cause crippling facial birth defects, new research warns

- The chemicals in e-cigarette liquid flavoring caused facial and head birth defects in frogs, according to a new study
- The researchers say think that their results would directly translate to the amount of vapor that human embryos would be exposed to in the womb

### Question

## Is it safe to use e-cigarettes around my baby?



### Expert Answer



**The BabyCentre editorial team**

Our panel of health writers

The little we know about e-cigarettes tells us that it's safest if you don't use one around [your baby](#).

The problem with e-cigarettes is that, so far, they are unregulated. They have not officially been approved as safe.

As you're using one, you can't be sure what's in the vapour you're breathing in, even if the ingredients are labelled. This means that neither can you be sure what you're breathing out into the air around your baby.



# INDEPENDENT



# Challenges

- E-cigs are not yet licensed medications so we can't provide them to women
  - Sample e-cigs in certain circumstances
  - Marketed ourselves as e-cig friendly
  - Made sure mw's/hospitals etc ask them about vaping and record/refer appropriately
- Consistency of messages across services
- Messages they get from significant others



# Final thoughts for services considering e-cigs

1. Should we move away from 'not discourage' and start 'encouraging'?
2. Can we go any further with NRT?
3. Should we ignore the problem (smoking) until we have conclusive evidence that e-cigarettes are harmless to foetal development?
4. Can we afford to ignore 60% success rates?

# QuitReady- Our E-Cig Journey

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Zaheera Chatra

Stop Smoking Service Manager &  
Tobacco Control Lead

**QuitReady**  
Leicestershire

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**Leicestershire  
County Council**

- Technological support
- Out of hours service
- Support via:
  - Telephone
  - Text
  - Email
  - Live Chat
  - Face to Face- pregnant women, people with mental health, young people, vulnerable people

**QuitReady**  
Leicestershire



www.quitready.co.uk

QuitReady  
Leicestershire

Make  
**2019**  
the year you  
**Quit** for good

Free stop smoking support  
including E-Cigarette starter kits  
and follow on nicotine liquids.

Text 'ready' to 66777 or  
call 0345 646 66 66



- Offer behavioural support and a full range of pharmacotherapy- 1<sup>st</sup> class post
- Registered delivery- E-Cig starter kits + 12 weeks worth of follow on liquid
- 12 weeks support
- No sub-contracted services
- Free & confidential
- Team- 6 Advisors & 1 Administrator

# Changing Attitudes & Perception

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# Making the case

Support from PH Director and Consultant colleagues

Speaking to vapers and vape shops

Training- lots of it!

Business case presented

Key points made:

- The long-term purchasing of E-Cigs will be substantially cheaper than the purchasing of licensed nicotine replacement therapy over a 12 week period
- Providing people with an alternative we know that works = increased likelihood of quitting
- People are quitting using E-Cigs

# E-Cig Journey Begins...

Procurement commenced- 3<sup>rd</sup> July 2018

More training

Out of pharmacotherapy budget

Key requirements:

- Commissioned from a reputable company
- Non-tobacco affiliated
- TPD compliant
- After sales support
- End-User testing

# Key Requirements from Potential Bidders

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Send in sample kits as part of the testing

Top 3- Provide a demonstration and “talk through” session at scoring stage

Successful company- provide training and demo for the Stop Smoking Service



# What Do We Provide

- Provided to anyone over 18 years old including pregnant women
- Starter pack includes plug and USB charger
- Replacement coil
- 12 weeks worth of follow-on liquid
- Flavours- tobacco flavoured liquids
- Strengths- 3mg, 6mg, 12mg, 18mg
- 50/50- VG/PG content
- Starter pack- registered post



# E-Cigarette in Pregnancy Bible

## E-cigarettes in pregnancy

### How safe are e-cigarettes?

- E-cigarettes are significantly less harmful to health than cigarettes
- If using an e-cigarette (vaping) helps you stay smokefree, it is far safer for you and your baby than continuing to smoke

### Is nicotine harmful for my baby?

- Nicotine alone is relatively harmless; the main harm from smoking is from the toxic chemicals in tobacco smoke

### Is second hand vapour from e-cigarettes harmful to pregnant women?

- There is no evidence of harm to others from e-cigarette vapour
- Secondhand tobacco smoke is very harmful to you and your baby

### Can I keep smoking a little bit if I'm also using an e-cigarette?

- NO - Every cigarette causes damage both to you and your baby
- Stopping smoking early in pregnancy almost completely prevents damage to your baby
- You can use your e-cigarette as often as you need to stay smokefree

### Can I use an e-cigarette to help me quit smoking?

- Yes, e-cigarettes can help you to quit and are much less harmful than smoking
- The safest products to use are nicotine replacements such as patches and gum

### Can I use an e-cigarette if I'm breastfeeding?

- Yes, if vaping is helping you to quit smoking and stay smokefree, you should carry on with it, including while breastfeeding

Always keep e-cigarettes and e-liquids out of the reach of children to avoid accidental poisoning. Always use the correct charger.

Using an e-cigarette is far safer than smoking

- Nicotine in cigarettes is addictive, but almost all of the harm from smoking comes from the toxic chemicals in tobacco smoke
- E-cigarettes don't produce tar or carbon monoxide which is the most harmful part of smoking for developing babies
- As well as being safer, using an e-cigarette can be much cheaper than smoking

Further information can be found on the Smoking in Pregnancy Challenge Group website

For more information on quitting smoking, ask your midwife, GP or pharmacist. team of research NHS Smokefree.



Smoking in pregnancy challenge group

Use of **electronic cigarettes** before, during and after pregnancy

A guide for maternity and other healthcare professionals



- E-Cig ID verification process
- After sales support:
  - Website and company contact details provided
  - Online videos
  - Vlogging/ Blogging support
  - Instruction sheet
  - Discount cards
  - Replacement for faulty goods at no extra charge

## Stop smoking with an E-Cigarette

Get help to **Quit** smoking.  
Text 'ready' to 66777 or  
call **0345 646 66 66**

Talk to  
your advisor  
about...

free E-Cigarette  
starter kits and follow  
on nicotine liquids

[www.quitready.co.uk](http://www.quitready.co.uk)

**QuitReady**  
Leicestershire

 Leicestershire  
County Council





## Why Invest In E-Cigs?

- Combination NRT (more than one product) costs averaging per person currently is £205 per 12 week episode
- E-Cigs Cost over 12 week period includes starter pack and 1 bottles E-liquid (12 nicotine bottles over 12 week period) per week totals £29.00 per person
- Cost differentiation between combination NRT and combination E-Cigs including postage:
  - Patch + Gum= £212.97 per client
  - E-Cig+ Patch= £81.86 per client**Difference in cost: £131.11**
- E-Cig vs. 20 a day smoking over a year  
**£300 vs. £2800**

# Results

- Supply- October 2018
- E-Cig Data- (Oct 18-June 19):
  - R&M on E-Cigs 64% quit
  - Pregnant women- 41% quit
- Very popular with service users, most popular in the R&M socio- economic group
- E-Cigs an incentive for people to quit
- Positive feedback



My advice to anyone thinking of giving up is **just go for it**, with the right support it might be easier than you expect!"

Devun, Thorpe Astley



We would recommend the service to anyone, **giving up smoking has really changed our lives** for the better."

Angie, Hinckley



It's been more than six months since I quit and I never think about having a cigarette. **It's been brilliant!**"

Sydney, Whitwick

# Points to Remember

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- Advisors/Midwives need training
- Be confident in the product
- Talk about what we do know- latest evidence
- Marketing- COMMS teams
- Cost-effectiveness argument
- Cheaper products- poor outcomes
- Storage- risk assessment



Why investing  
in E-Cigs are  
worthwhile....

[QuitReady E-Cig Patients Journey](#)



# Questions?

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