

ASH Webinar – Vaping evidence review

A local Government perspective

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The local picture on vaping...



- Vaping continues to be subject to mixed views and perceptions of the balance of risk and benefits both amongst the general public and professionals
- The increase in young people vaping has made messaging around hard reduction more challenging
- Smoking cessation services may be e-cig friendly but what does this actually mean?
- Growing impact on wider services and needs a coordinated approach
- Tobacco related inequalities persist and have potentially widened in some areas

Vaping in Stop Smoking Services



- Vaping as an aid to quit smoking, more effective than NRT
- Reduced range of options for prescribed medicines to combine with NRT could mean the role of vapes in achieving quits becomes more important.
- As vapes are not prescribed, not the same governance arrangements e.g. outside of the Area Prescribing Committee remit in an ICS.
- Thinking, planning, promoting in local authority stop smoking services
- How have we engaged with our local vulnerable populations? e.g. homeless population, mental health settings, prisons?
- Issues in implementing e cigarettes - important to ensure suppliers do not have links to the tobacco industry.

Vaping amongst young people



- Schools experiences, vaping behaviours, education
 - Underage vaping, use and sales
 - Loophole on samples allowed for all ages, of concern
 - Local authority at heart of community and health and social care system
 - How can we engage with young people, parents and understand their views?
 - How can we support our local schools, youth clubs, youth workers etc.?
- Working across the system

Working with Trading Standards

- Tackling illicit vapes as part of tobacco control work
- Vapes and sales to those underage is a new vein of trading standards work – busy space
- Readily available and sold in many stores that are not traditional tobacco retailers
- Information about vape device restrictions and underage sales communicated with secondary school staff through their WSCC weekly newsletter



Next Steps



- Working with our Health and Care system to strategically plan and coordinate activity
- Schools engagement, head teachers, support for the curriculum
- Consider availability options for vulnerable groups
- Understand impact locally and what looks to be a rapidly changing picture
- Coordinate and align communications and messaging
- Advocacy, advertising and promotions
- Don't lose sight that tobacco remains the biggest local driver for inequalities