

# Boosting Quit success and Reducing Smoking Prevalence

## Data from the Smoking Toolkit Study

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# Declarations

**No funding** from Tobacco or Vape companies



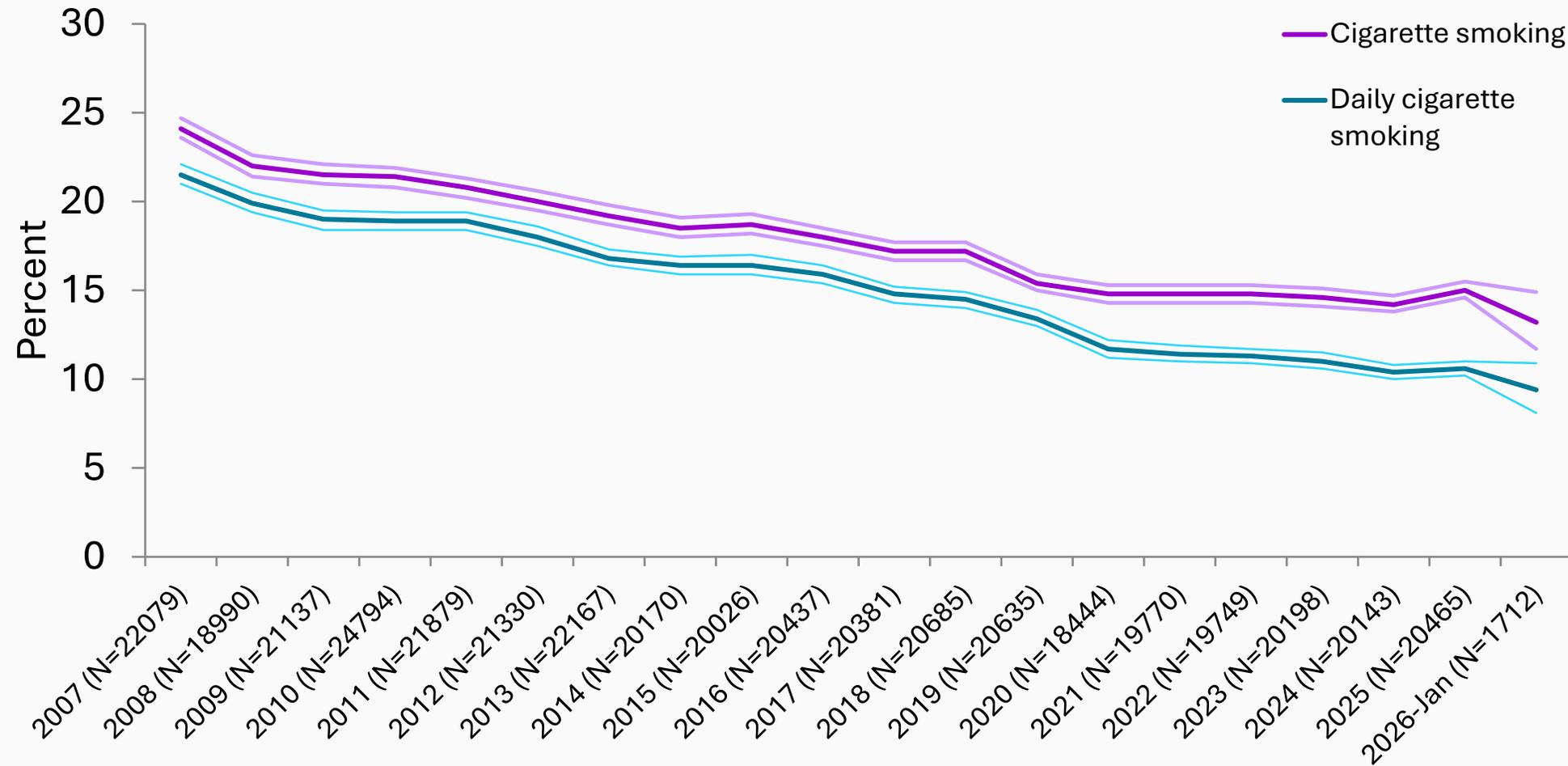
**UK Research  
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# Today

- Emerging patterns in tobacco and nicotine use.
- Boosting smoking quit attempts and success

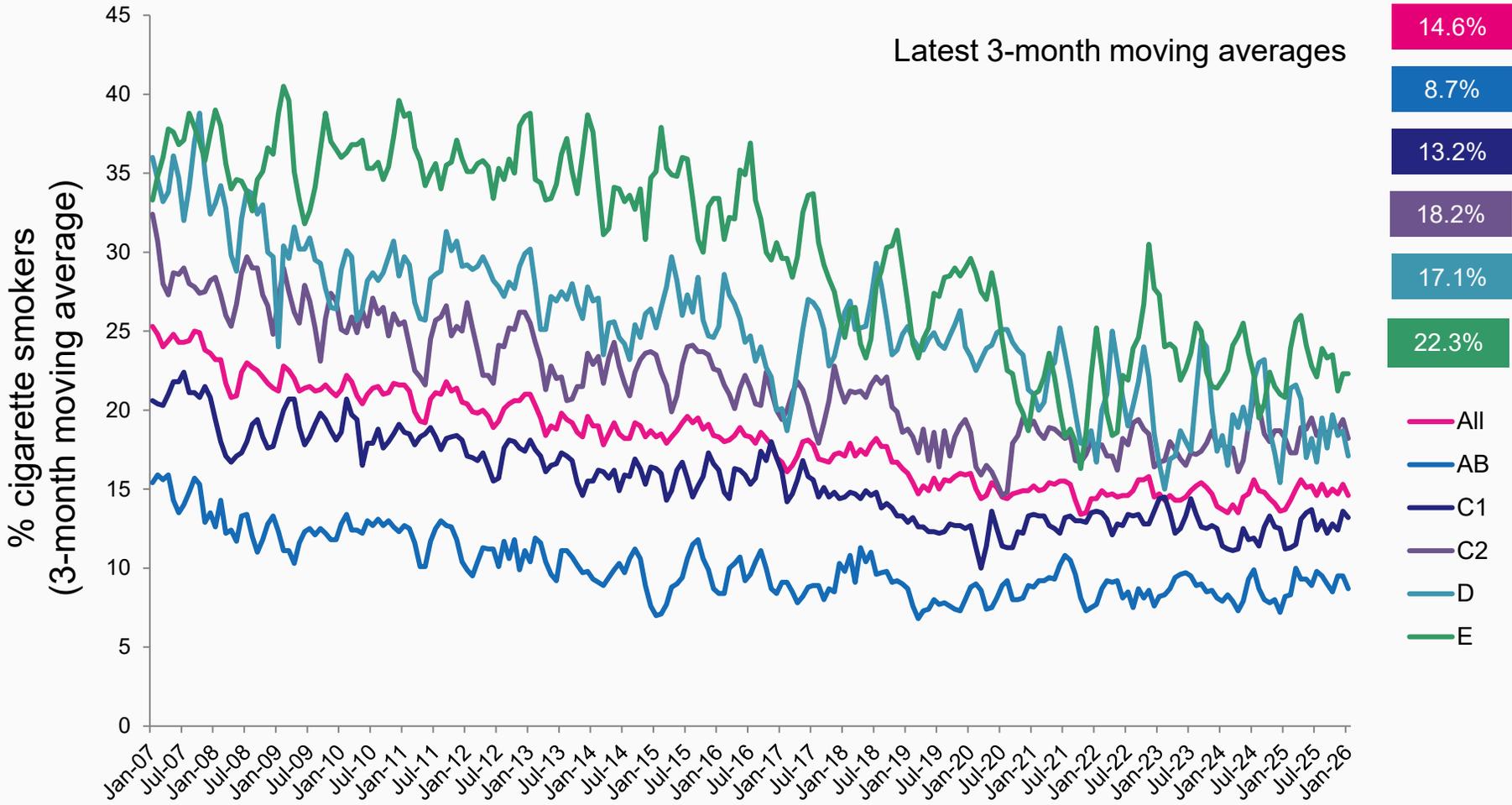
# Emerging patterns

# Slowing decline in smoking prevalence?

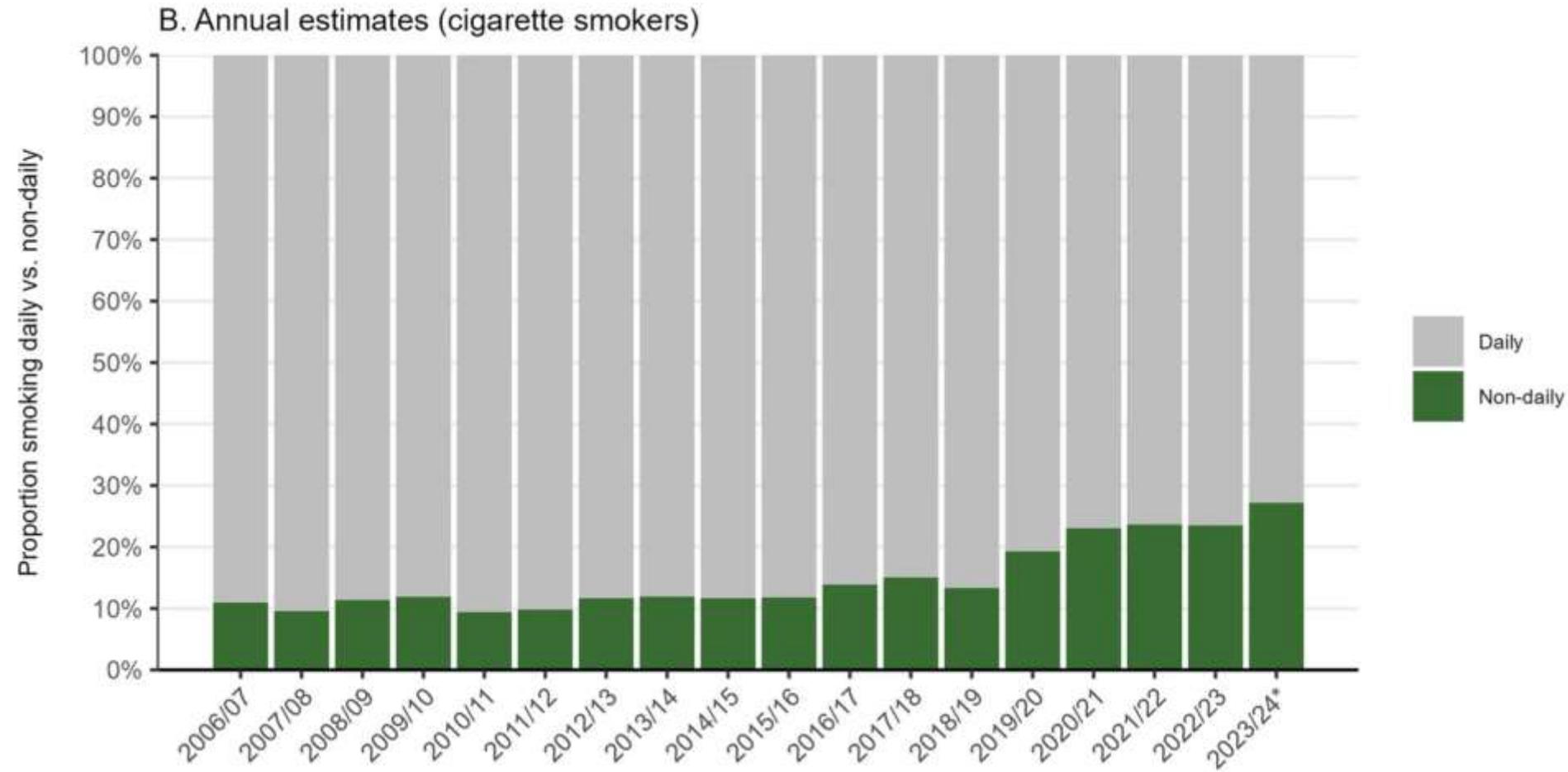


**2019:** ~75,000 deaths attributable to smoking. **2022/23:** >400,000 hospital admissions

# Inequalities narrowed, but persistent

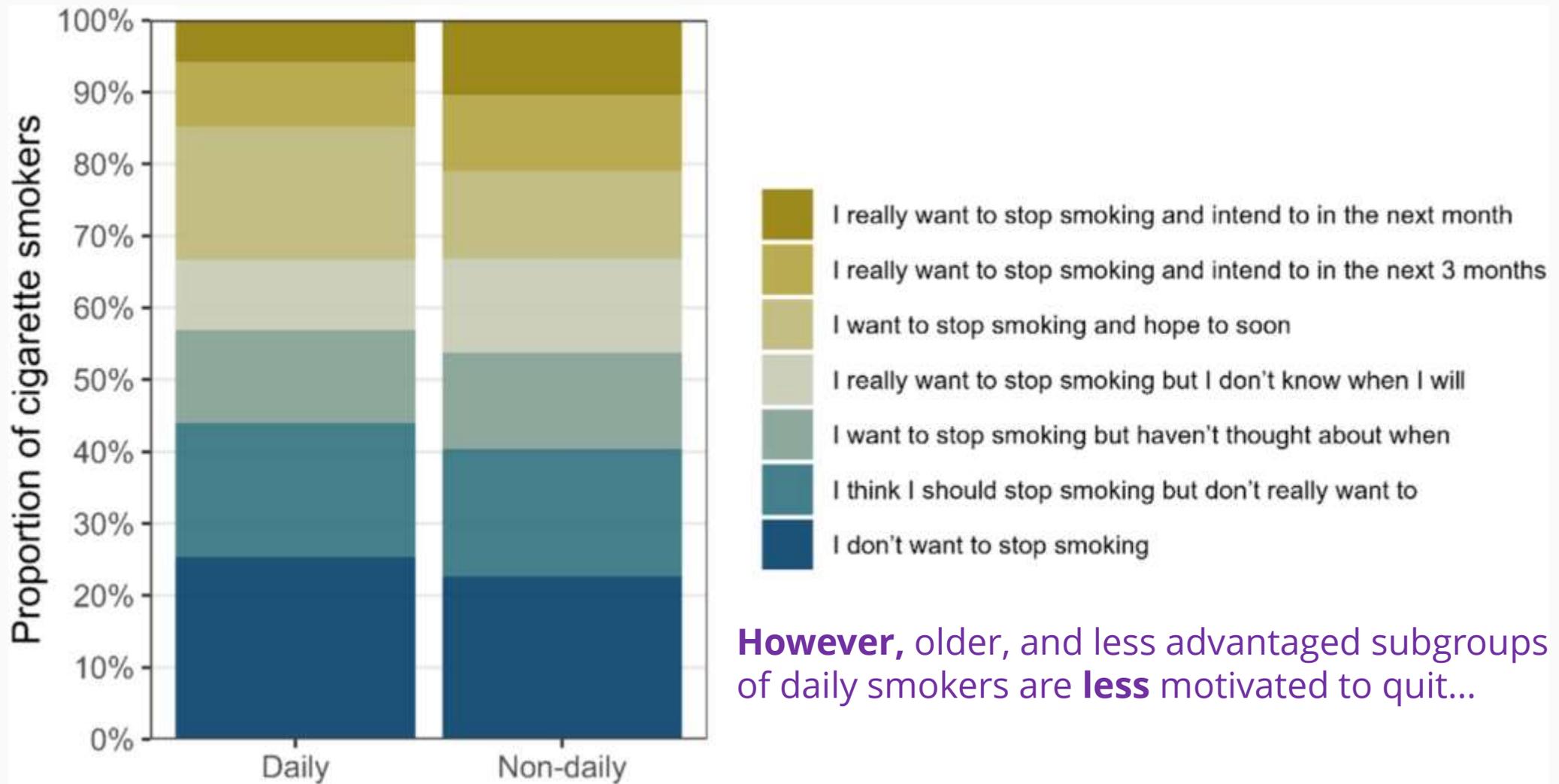


# Non-daily smoking is increasing



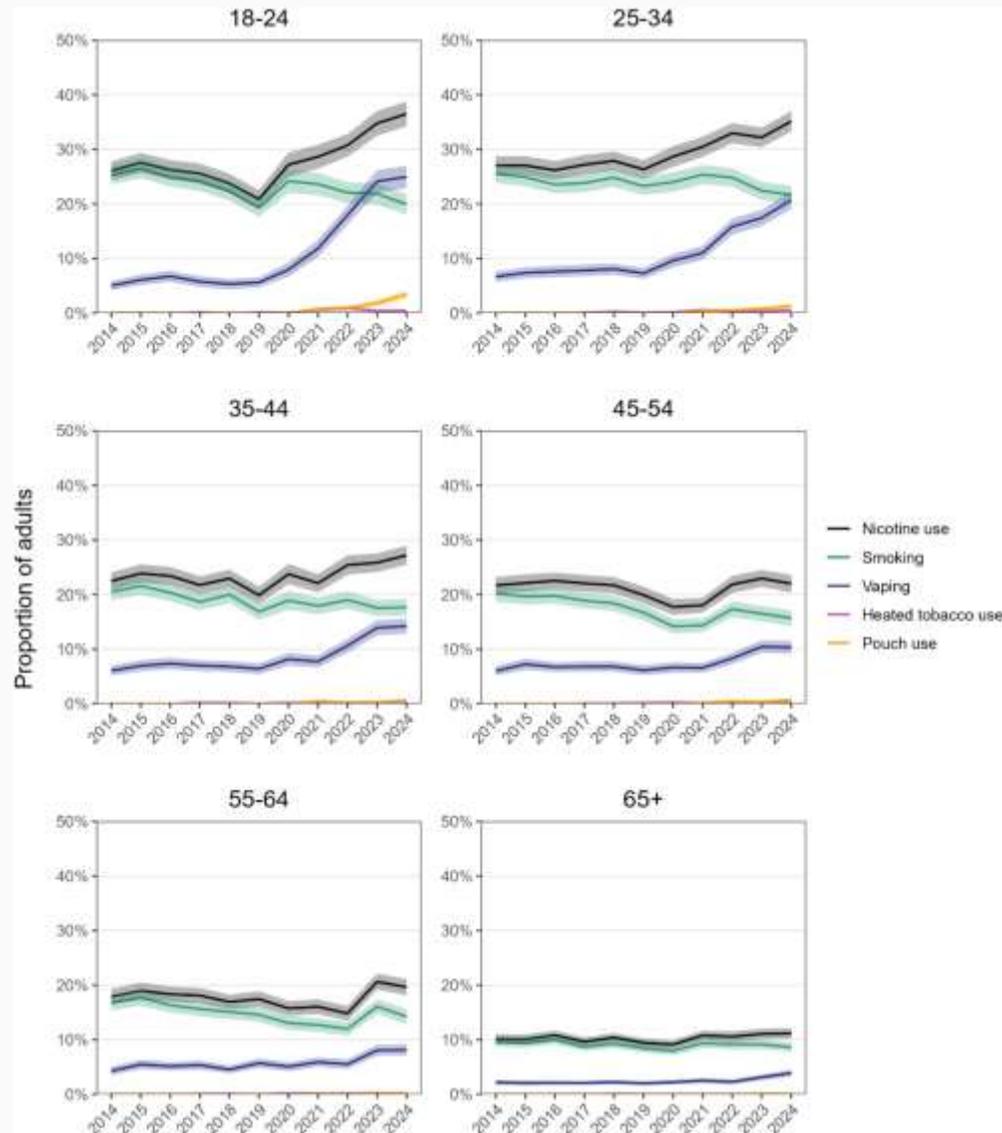
<https://link.springer.com/article/10.1186/s12916-024-03635-1>

# Non-daily smoking and motivation to stop



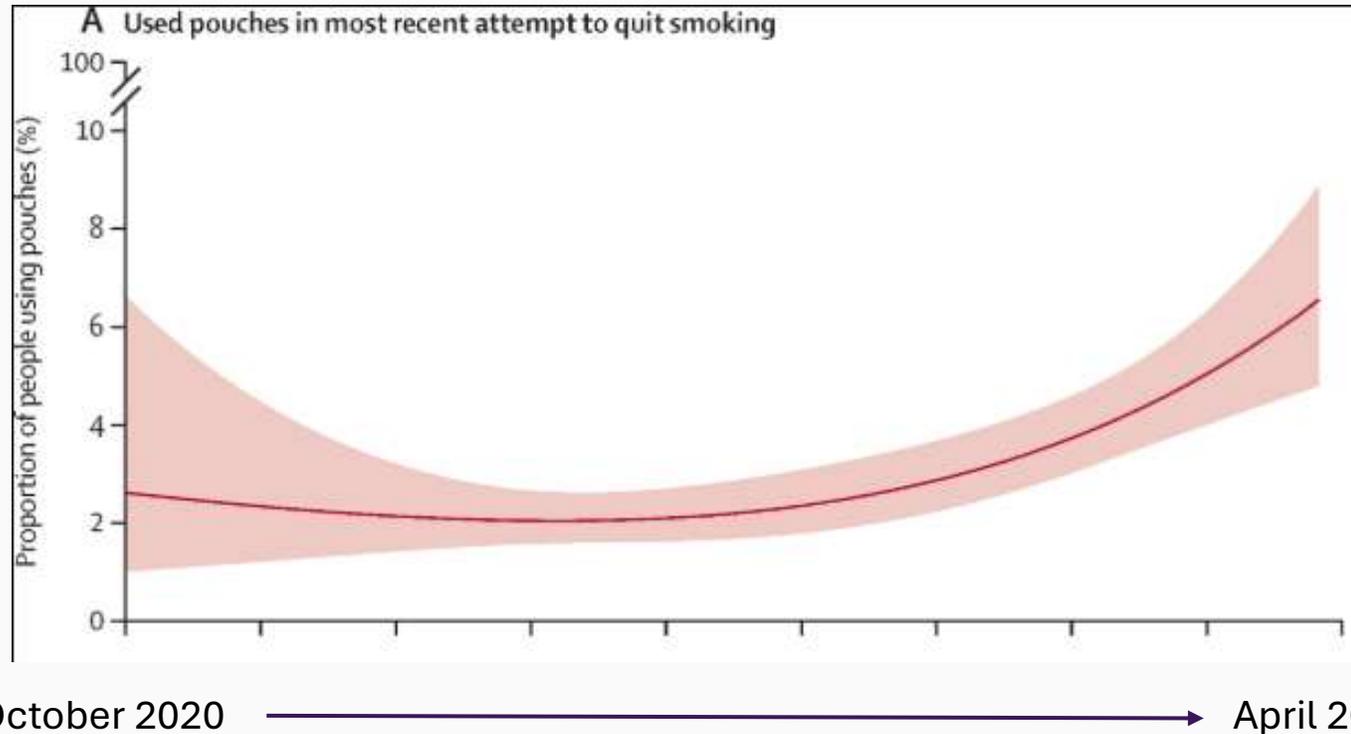
**However**, older, and less advantaged subgroups of daily smokers are **less** motivated to quit...

# Nicotine use is changing



- Generational shifts in use.
- Nicotine use has risen among young adults.
  - Increased vaping
  - More non-daily smoking.
- Older adults mainly smoke daily, **some** movement towards non-daily.

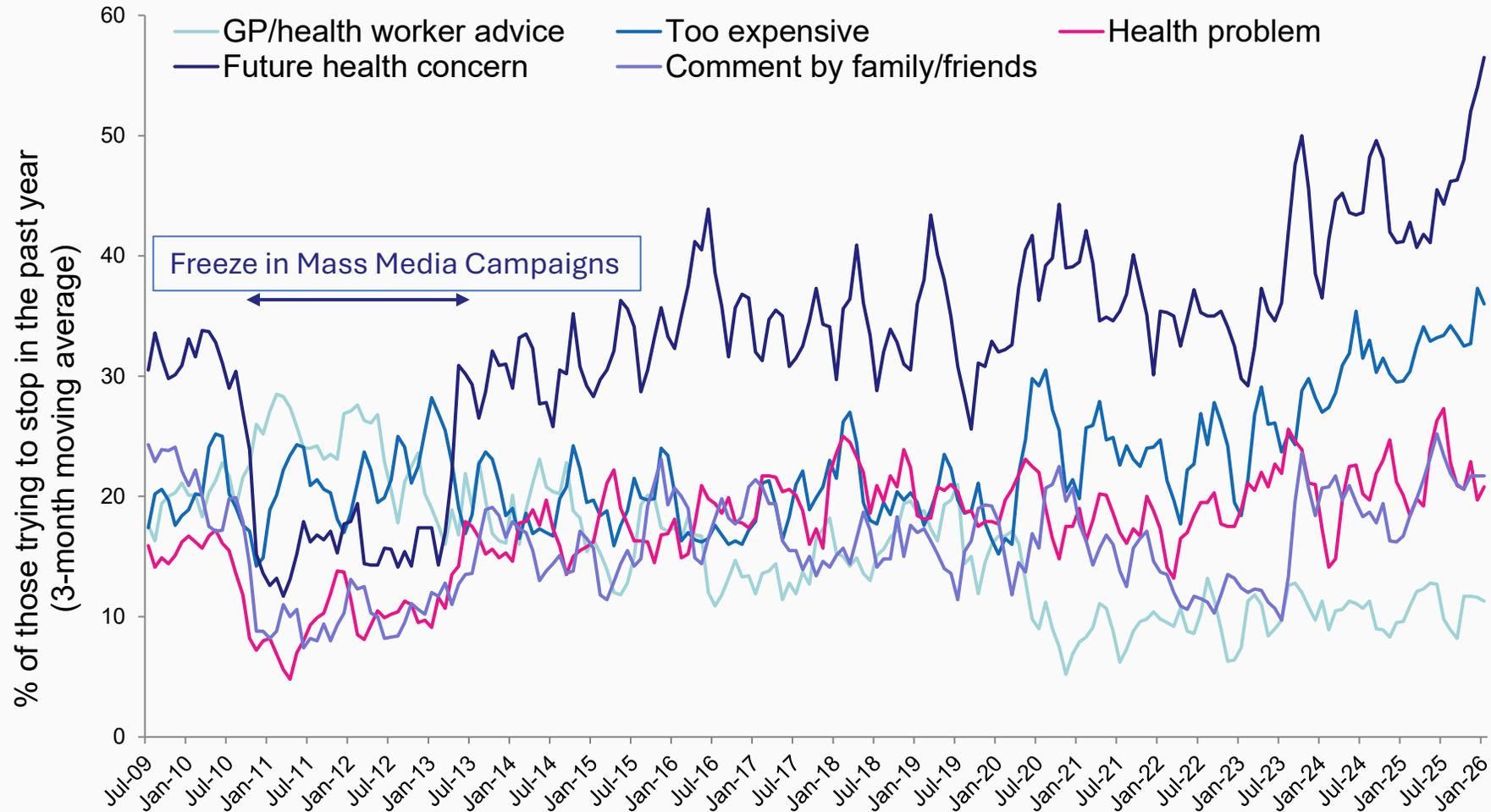
# Oral nicotine pouch use



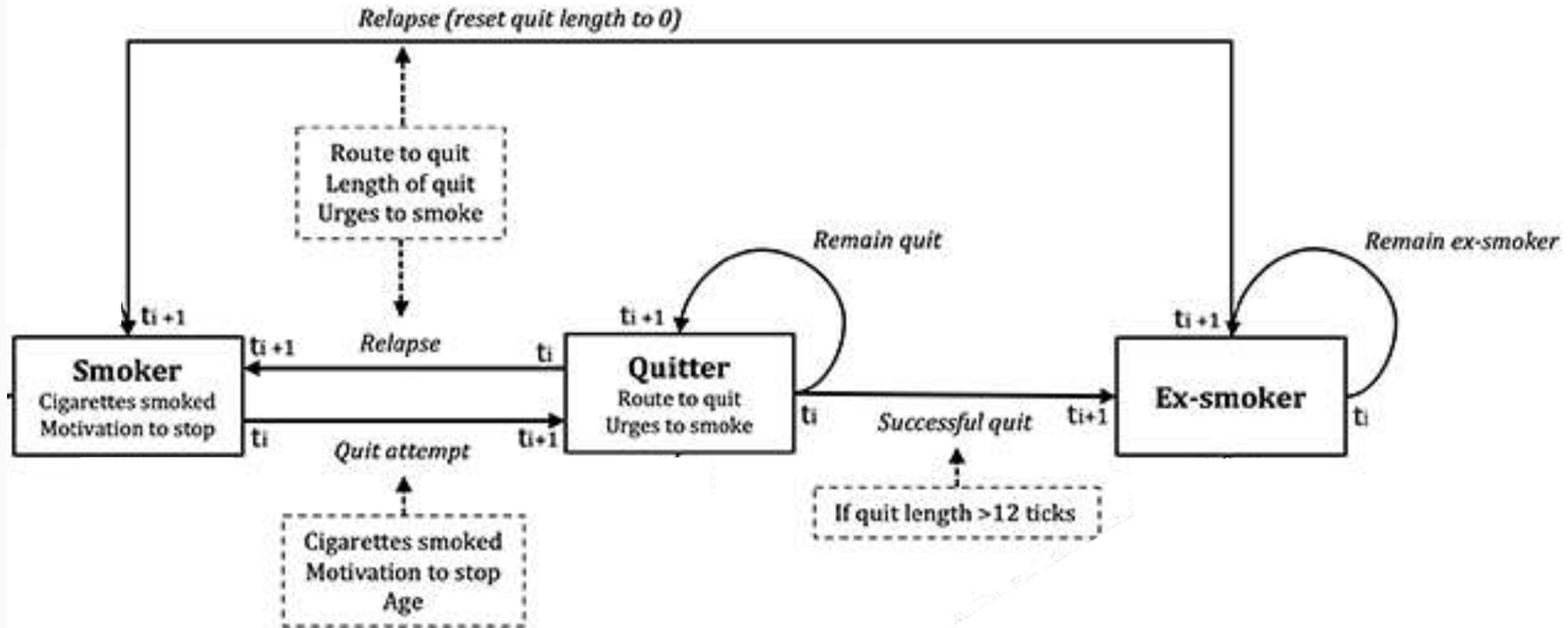
- Increased use in quit attempts

# Boosting smoking quit attempts and success

# What motivates people to try and quit?

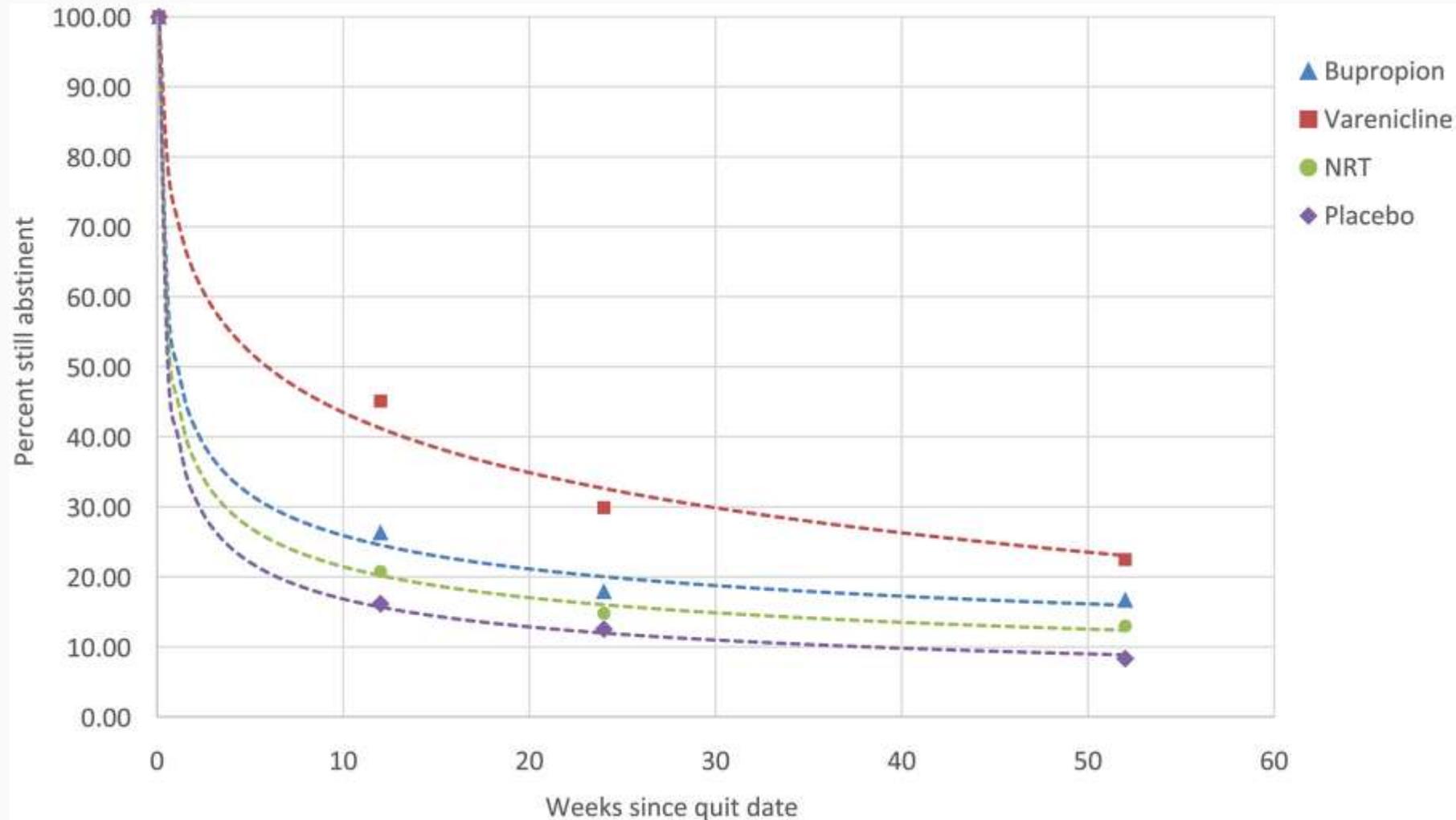


# Quit attempt to quit success



# Quitting is hard

Continuous abstinence rates up to 52 weeks (data from RCTs)

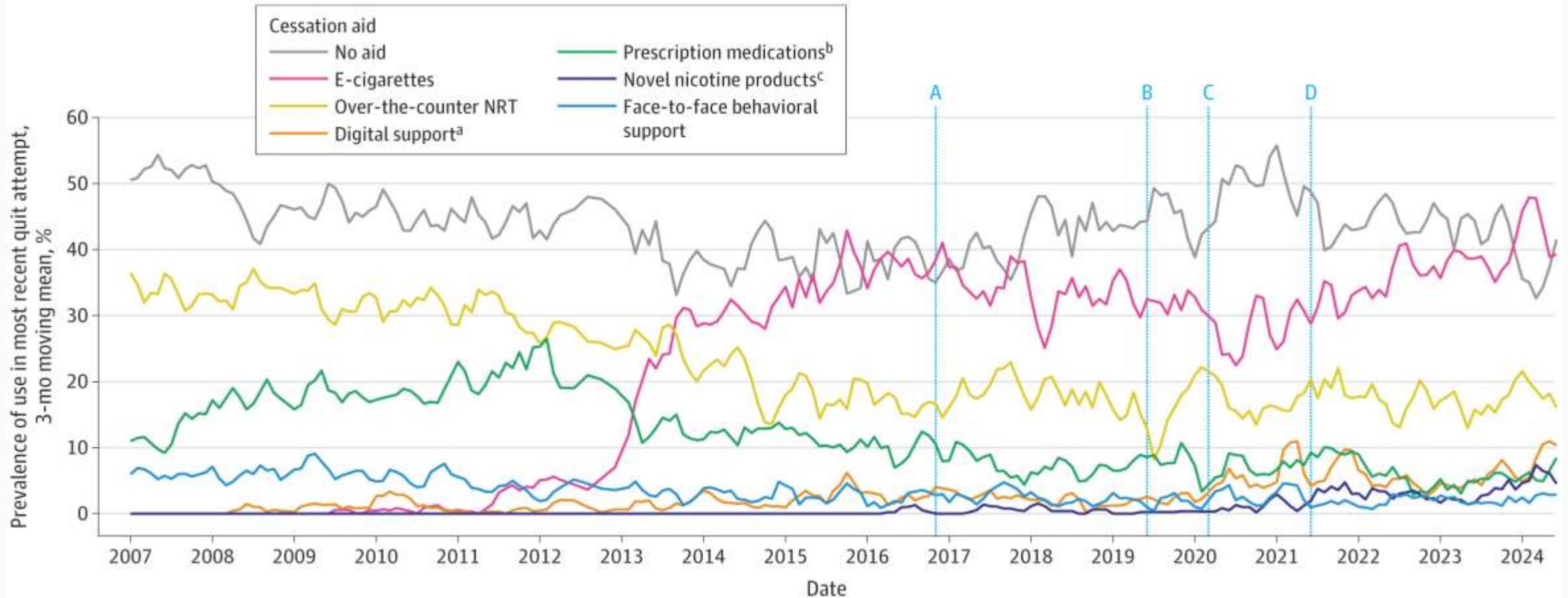


<https://onlinelibrary.wiley.com/doi/full/10.1111/add.14549>

# Quit attempt to quit success

- Approximately 1 in 3 people who smoke tried to quit in the past year.
- Of past-year quit attempters, approximately 1 in 4 still not smoking.
  - *People who made a quit attempt at some point in last year, and still abstinent.*
- Most people try and quit without any support.
- **How** people try and quit smoking matters.

# How are people trying to quit?

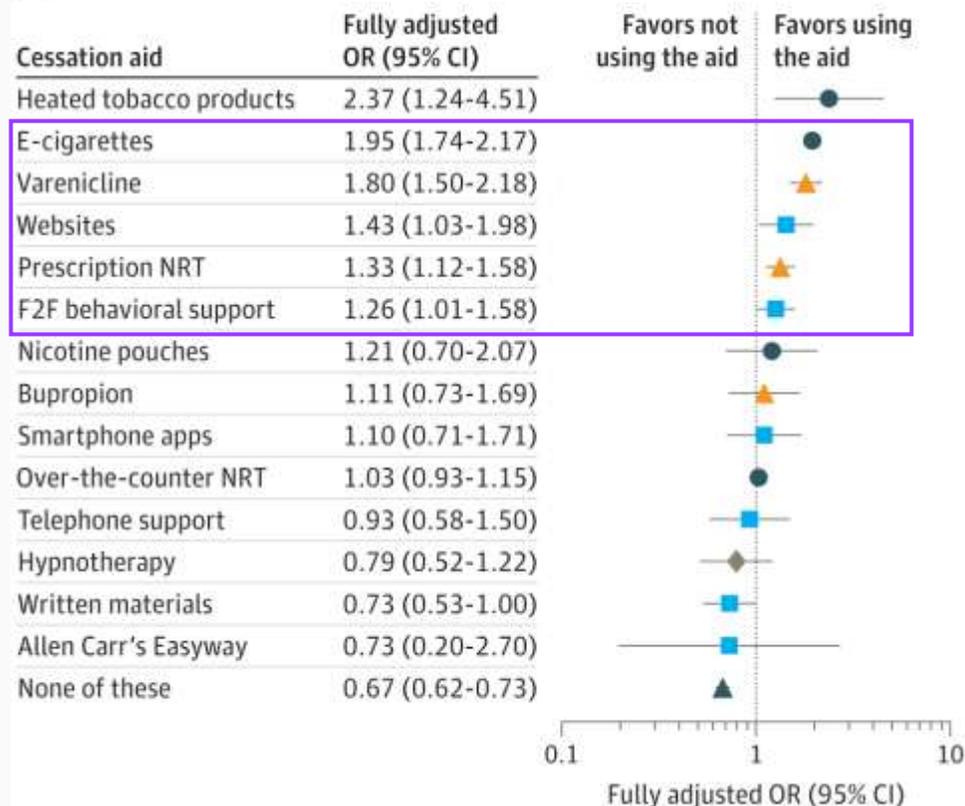


<https://jamanetwork.com/journals/jamanetworkopen/fullarticle/2829358>

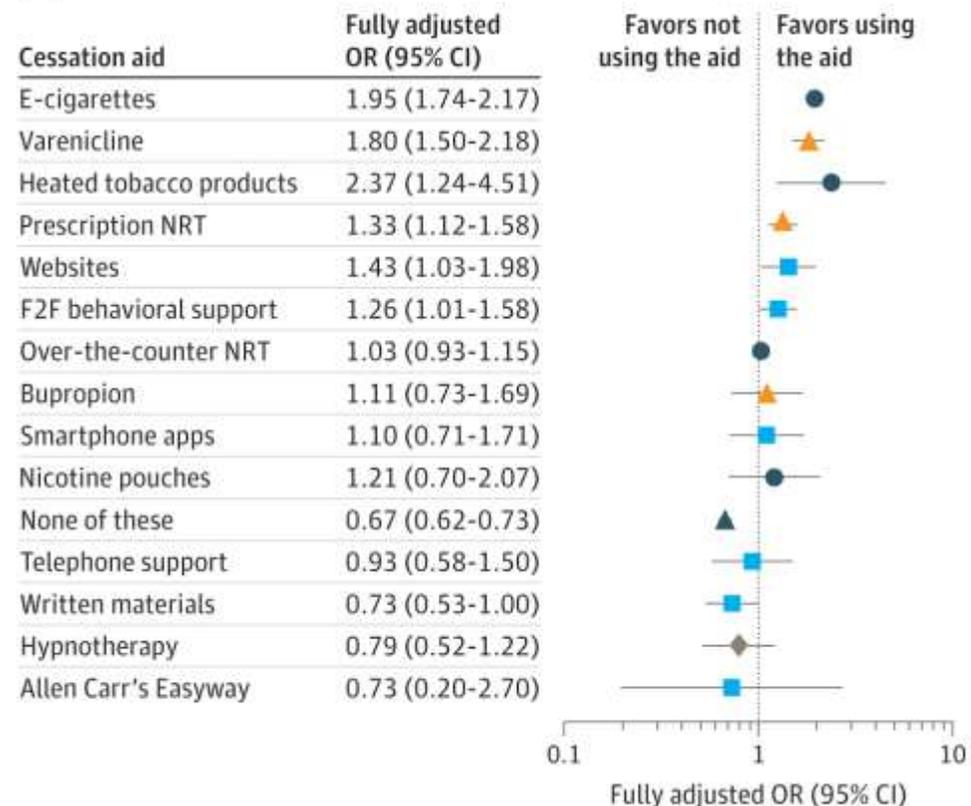
# What methods are effective?



**A** Sorted by OR

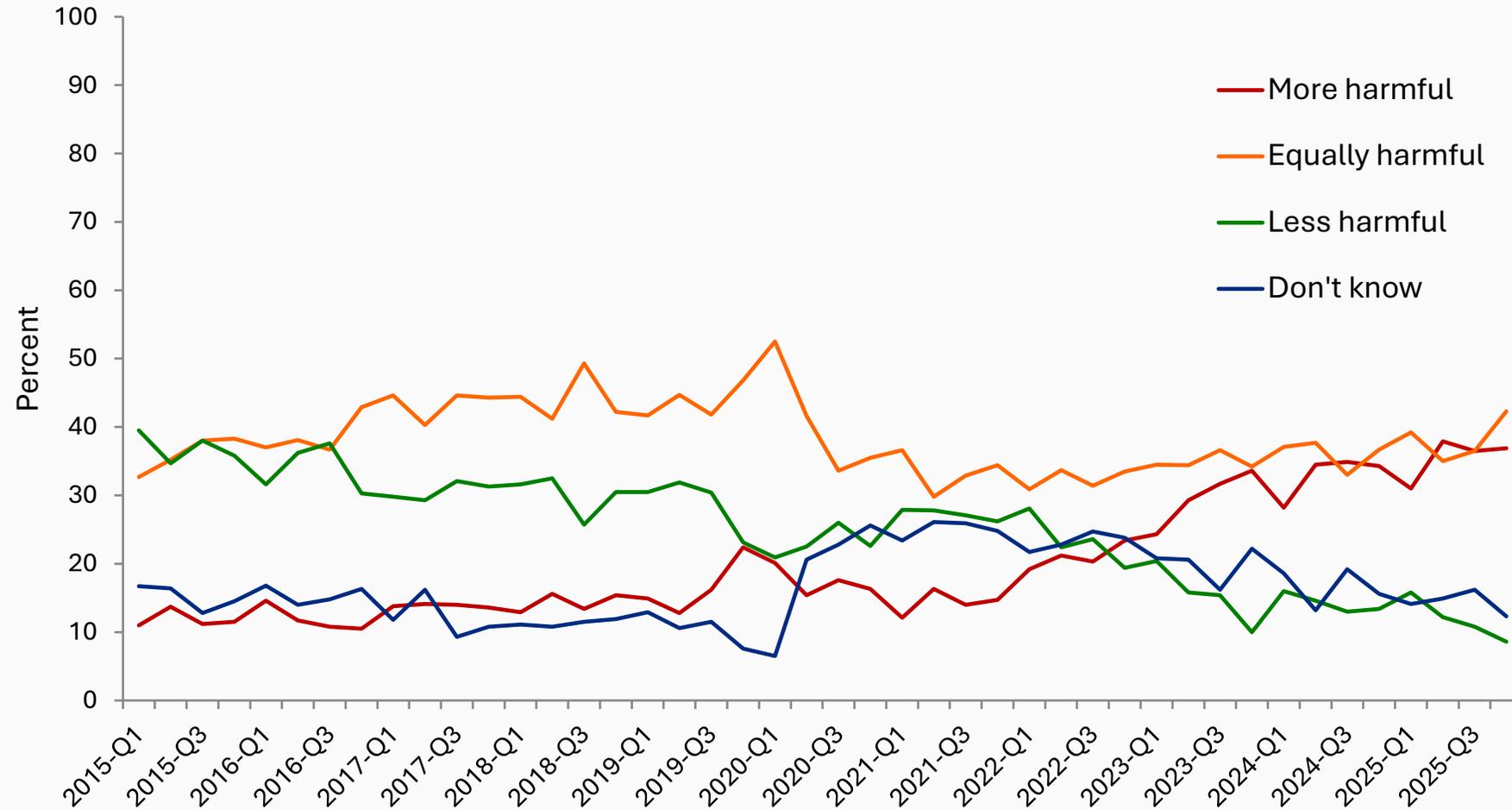


**B** Sorted by lower 95% CI



<https://jamanetwork.com/journals/jamanetworkopen/fullarticle/2829358>

# Harm perceptions - vapes vs cigarettes



# Driving down smoking prevalence...

## Assume:

Current smoking prevalence: 14%

Annual decline in smoking is = 0.5%

8% quit success at 1y using SSS; 5% quit success using no support.

Adjusting for new uptake ~100,000 smokers each year

## If...

- Increase quit attempts from 33% to 50%
- Increase SSS use from 5% to 25%

**~100,000 additional quitters each year.**

# Summary

- Continued effort needed to drive down smoking and ensure further reductions equitable.
- People who smoke non-daily are making up an increasing minority of those who smoke.
- Vaping/pouch use has increased, particularly in young people.
- Vapes, prescription medication and face to face behavioural support are the most effective tools to boost quit success.
- Despite popularity and effectiveness, harm perceptions towards vapes vs cigarettes have never been worse.

# Thank you



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Regularly updated national data: [www.smokinginengland.info](http://www.smokinginengland.info)