

Engaging smokers: e-cigarettes for smoking cessation



UNIVERSITY of
STIRLING



UKCTAS

UK Centre for Tobacco & Alcohol Studies



CANCER
RESEARCH
UK

Declarations of interest

- I have received no funding from the tobacco or pharmaceutical industries or e-cigarette manufacturers
- My research is funded by government and charitable bodies
- My salary is paid by the University of Stirling and Cancer Research UK
- I receive modest honoraria for journal editorship and peer reviewing for some funders
- I am a Trustee of two registered charities (SRNT Europe and the Institute of Alcohol Studies)
- I chair several policy and research funding committees in Scotland and England

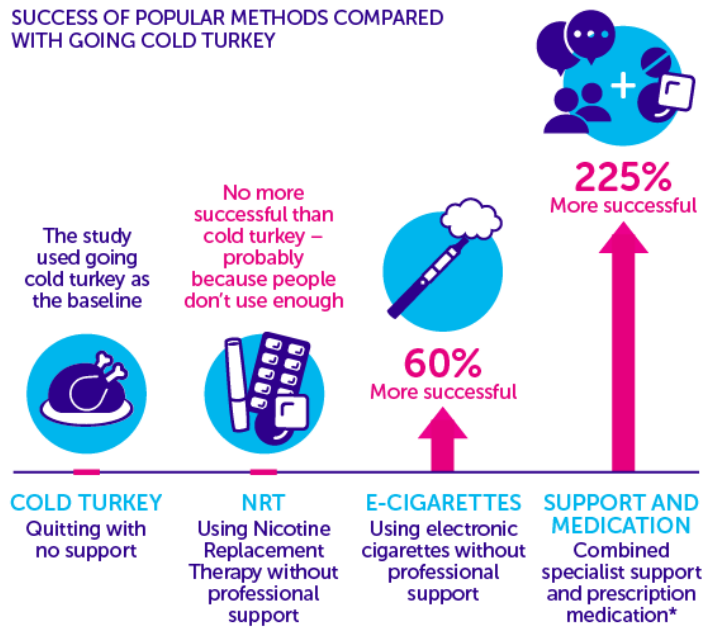
What can we do?

- Provide information
- Be e-cigarette friendly
- Get to know local providers
- Keep up to date

Use existing resources

WHAT'S THE MOST SUCCESSFUL WAY TO STOP SMOKING?

SUCCESS OF POPULAR METHODS COMPARED WITH GOING COLD TURKEY



*Available free from your local Stop Smoking Service [nhs.uk/smokefree](https://www.nhs.uk/smokefree)

Source: Kotz, D, Brown, J, West, R. 2014 'Real-world' effectiveness of smoking cessation treatments: a population study. *Addiction*. 109(3):491-9. doi: 10.1111/add.12429; Brown J, Beard E, Kotz D, Michie S, West R. 2014 Real-world effectiveness of e-cigarettes when used to aid smoking cessation: a cross-sectional population study. *Addiction*. 109(9); 1531-1540

WE WILL BEAT CANCER SOONER.
[cruk.org/smoking](https://www.cruk.org/smoking)



TOP THREE REASONS EX-SMOKERS GIVE FOR CURRENTLY USING E-CIGARETTES



Source: Opinion research from YouGov on behalf of ASH. Total sample size 293 adults. Fieldwork undertaken between 16th February 2017 and 19th March 2017. The survey was carried out online and figures have been weighted and are representative of all GB adults (aged 18+).

LET'S BEAT CANCER SOONER
[cruk.org](https://www.cruk.org)



THE EVIDENCE SO FAR SHOWS THAT E-CIGARETTES ARE FAR SAFER THAN SMOKING



E-cigarettes contain nicotine but **not cancer causing tobacco**



Nicotine is addictive, but does **not cause cancer**



Tobacco is the biggest cause of preventable death in the UK



Over **100,000 deaths** per year  = 10,000



Passively breathing vapour from e-cigarettes is **unlikely to be harmful**



Growing evidence shows e-cigarettes are helping people to **stop smoking**





Information: Pregnant Women

smoking in pregnancy challenge group

Use of electronic cigarettes in pregnancy

A guide for midwives and other healthcare professionals

E-cigarettes in pregnancy

Are e-cigarettes safe to use?

- E-cigarettes aren't risk free, but they are much less harmful than smoking
- If using an e-cigarette helps you stay smokefree, it is much safer for you and your baby than smoking

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

- The safest products to use are nicotine replacements such as patches and gum
- If you find an e-cigarette helpful, it is far safer than continuing to smoke

Can I still smoke a bit of tobacco?

- NO - Every cigarette harms you and your baby
- The only way to stop this is to stop smoking tobacco completely
- You can use your e-cigarette as often as you need to stay smokefree

Is it OK for others to use e-cigarettes around me?

- It is far safer than allowing smoking
- Secondhand tobacco smoke is very harmful to you and your baby
- There is no evidence of harm to others from e-cigarette vapour

Is nicotine harmful for my baby?

- Nicotine alone is relatively harmless
- The main harm from smoking comes from the thousands of chemicals in tobacco smoke



Using an e-cigarette is far safer than smoking

- E-cigarettes allow you to inhale nicotine through a vapour rather than smoke
- E-cigarettes don't burn tobacco, and don't produce tar or carbon monoxide
- Vapour contains much lower levels of harmful chemicals than smoke

For more information on quitting smoking ask your midwife, GP or pharmacy team or search NHS Smokefree.

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








Be e-cigarette friendly: What Leicester has achieved

2014-15

- Full year figures
- 2,005 quits from 4,098
- 180 quits from 293: 61% success (4 weeks)

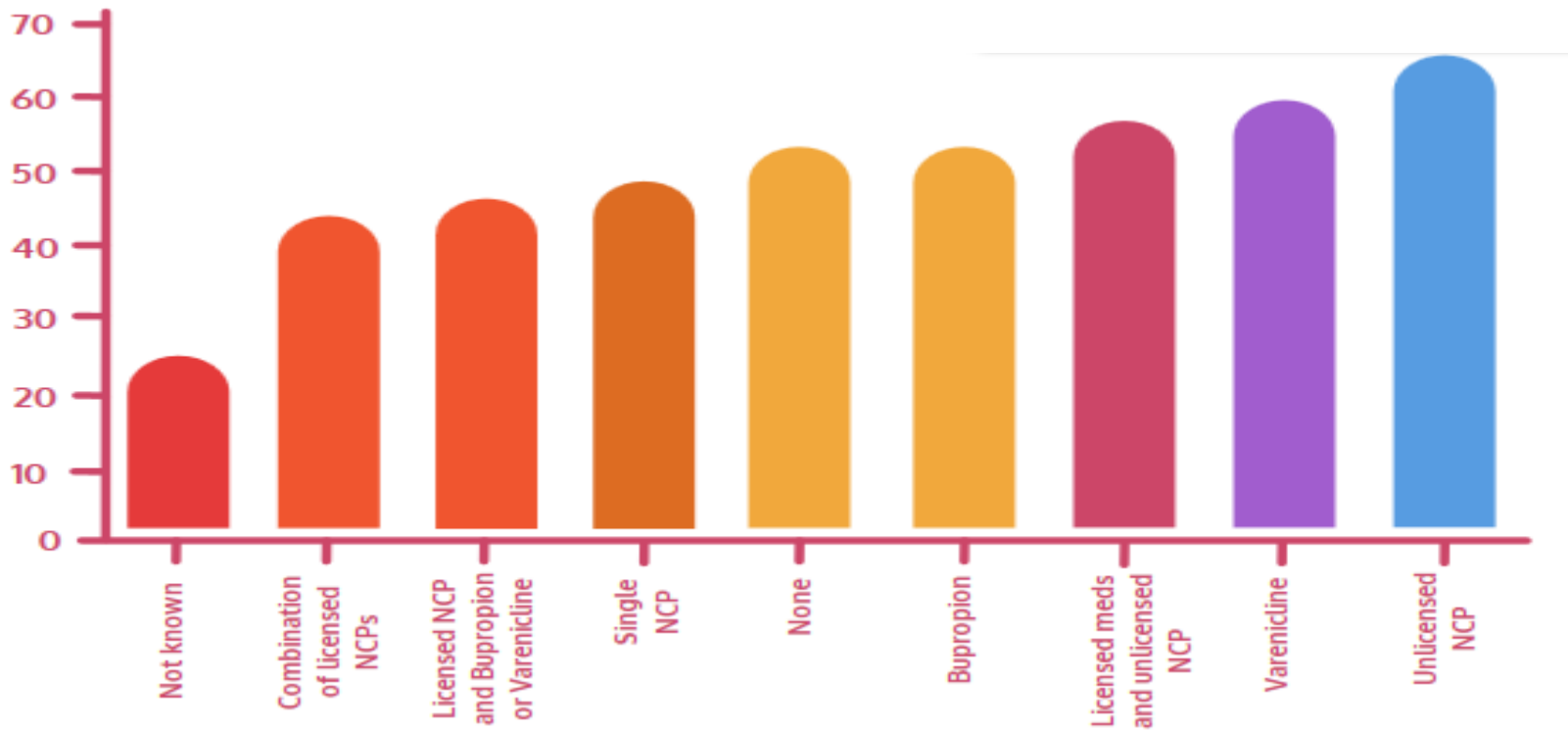
2015-16

- Full year figures
- 1,920 quits from 3,718
- 487 quits from 752: 65% success

2016-17

- Full year figures
- 1,631 quits from 3,184
- 512 quits from 851: 60% success

Four week outcomes: England



Source: NCSCT (2016) Electronic cigarettes: a briefing for stop smoking services, NCSCT.

With thanks to e-cancer who developed this image from routine data for a forthcoming module led by Dr Debbie Robson and Professor Ann McNeill.

E-cigarette friendly messages

- They're not cigarettes
 - You don't smoke them
 - People who have switched completely to vaping are ex-smokers
 - The goal is stopping smoking, people shouldn't be pushed to come off vaping
- Vaping is cheaper than smoking

COST OF SMOKING vs COST OF E-CIGARETTES



The average smoker in Britain spends around £400 every 3 months on cigarettes.



The average e-cigarette user in Britain, buying their e-liquids and equipment from supermarkets, spends around £190 every 3 months.

Smoking cigarettes costs around **twice as much** as using e-cigarettes.

Figures are based on data from the Office of National Statistics and Action on Smoking and Health. The above figures are intended to act as estimates based on widely available products, their costs and average use. Calculations made: 31st August 2017

E-cig friendly: What to say to service users



- If you've tried unsuccessfully to stop smoking before, have you tried an e-cigarette?
- Have you tried one of the better ones?
- A lot of prejudice about e-cigarettes puts people off trying them, and keeps them smoking

Local Providers

- Should services provide starter kits like Leicester? Average price with bulk discount is £12 (model: 'Aspire', also 'Switch' from Totally Wicked)
- If not, then can services get to know independent local vape shops, ask vapers about best ones
- Talk to smokers about different devices, e-liquid nicotine content, importance of trying until you find the right one

THE UK ELECTRONIC CIGARETTE RESEARCH FORUM

cruk.org

UNIVERSITY of
STIRLING

UKCTAS
UK Centre for Tobacco & Alcohol Studies



- Keeping up to date: The evidence on e-cigarettes is developing rapidly
- Led by Cancer Research UK with PHE, we have formed a national forum to keep people up to date.
- We also provide an easy to read monthly evidence briefing of the latest studies. This can be sent to anyone, you can sign up via tobaccocontrol@cancer.org.uk

Institute for Social Marketing, Faculty of Health Sciences and Sport

Martine Stead - Deputy Director

Researchers

Kathryn Angus, Nathan Critchlow, Fiona Dobbie, Douglas Eadie, Niamh Fitzgerald, Allison Ford, Anne-Marie Mackintosh, Jennifer McKell, Andrea Mohan, Crawford Moodie, Richard Purves, Lesley Sinclair, Fiona Davidson

Research Support

Sue Fair, Kate Massie, Aileen Paton

PhD Students

Daniel Jones, Pasquale Caponnetto, Danielle Mitchell, Andrew Radley, Clare Sharp

Linda.Bauld@stir.ac.uk
Linda.Bauld@cancer.org.uk

With thanks to Louise Ross
for permission to use
some of her slides