

Service provision in a challenging environment

Getting angry about e-cigarettes, and what we did about it

Declaration

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Louise is also an associate of the New Nicotine Alliance
<http://nnalliance.org/>

She receives no personal benefit of any kind from the tobacco industry, the pharmaceutical industry or the e-cigarette industry

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Year on year increases in use of ecigs

- 2014-15
- Full year figures
- 2,005 quits from 4,098
- 180 quits from 293: 61% success

- 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

Who were they?

(2016-17 data)



- 52% women, 48% male
- 3 under 18, 40 over 70, most between 30-60
- 76% White British
- 77% from health inequalities groups
- Of all the pregnant women seen, 38% used an ecig (n194)

Other Stop Smoking Services



- Survival in a challenging climate
- Are we still necessary?
- Postcode lottery
- Where do they get their information from?

Vapers who think they've got to stop vaping

- 'How do I stop using this thing?'
- 'My family say I use this more than I ever smoked'
- 'My consultant told me I can't have my operation unless I stop vaping'



Countering misinformation



Of all the myths, popcorn lung is probably the most enduring, the most frequently asked-about. Is it because it conjures an image far more powerful than that of lung cancer?

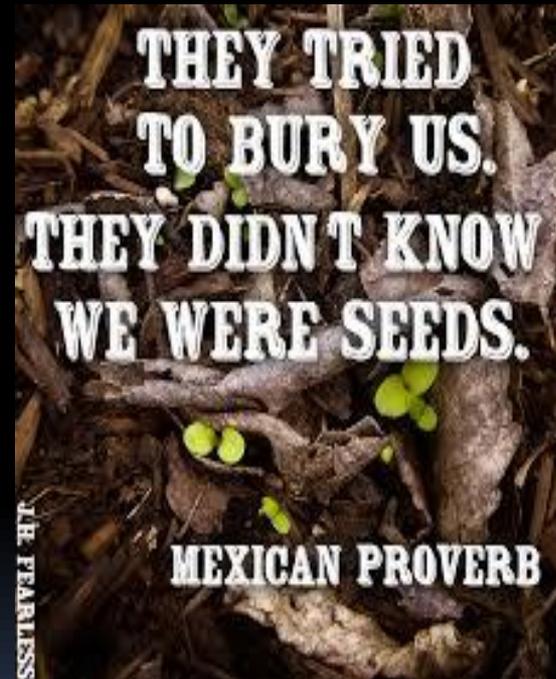
Policy makers who focus on the possible harms not the possible benefits



- Obdurate resistance to anything that doesn't have rock-solid evidence
- Except that many other treatments have had limited testing
- Spectre of thalidomide, forgetting the smoke

Hostility of those who will never be convinced

- Frank antipathy towards anything other than medicinal nicotine
- Treating vaping like smoking
- Distaste as an ideological position
- Refusal to listen to lived experience



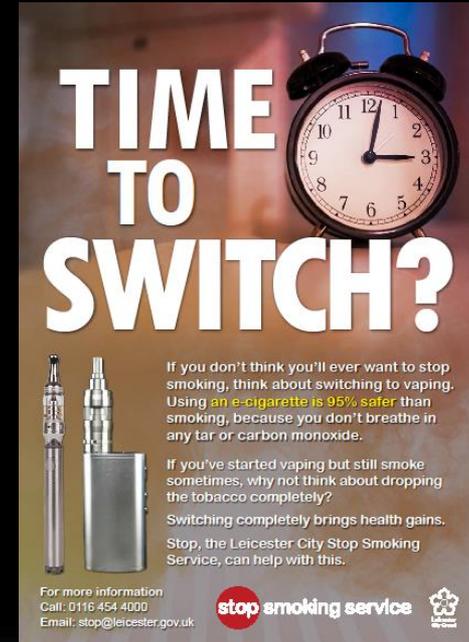
But...it's our duty to overcome hurdles



- Work with those who are ready
- Focus on the most needy
- Test concepts
- Gather the evidence
- Influence those with influence
- Make noise, but stay credible

I want to see.....

- England continuing to lead the world #vapecentral
- Smoking prevalence dropping so far that no one can deny the effect that vaping has
- Effective partnerships between SSSs, vape-shops, GPs
- Less awfulness



TIME TO SWITCH?

If you don't think you'll ever want to stop smoking, think about switching to vaping. Using an e-cigarette is 95% safer than smoking, because you don't breathe in any tar or carbon monoxide.

If you've started vaping but still smoke sometimes, why not think about dropping the tobacco completely? Switching completely brings health gains. Stop, the Leicester City Stop Smoking Service, can help with this.

For more information
Call: 0116 454 4000
Email: stop@leicester.gov.uk

stop smoking service



Thank you for listening

And in other news.....

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