

Vaping and inequalities: how e-cigarettes turn lives around

Louise Ross

Stop Smoking Service Manager

Leicester City Council

Access to information on e-cigarettes is harder for disadvantaged groups; the stop smoking services can bridge this gap.



E-cigarettes address more than just nicotine dependence and can break the social and cultural ties of smoking behaviour



Keeping the pleasure and losing the harm - treating smoking as a disease doesn't suit everyone

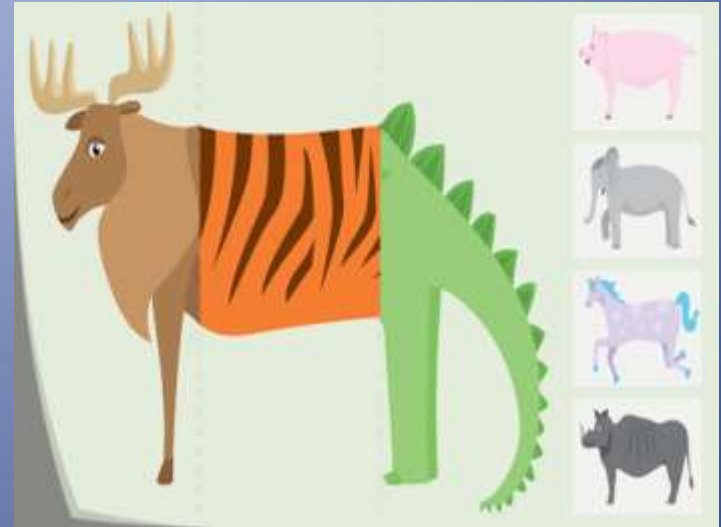
- People are often distressed about having to stop smoking
- They 'know' they are outcasts
- They 'know' they are addicts
- They are astonished to find they could keep their nicotine
- They are amazed that it's easier than they expected it to be



Mix'n'match - how stop smoking services can combine a full spectrum of choices

Weighing up options

- Vaping with NRT
- Vaping with Champix
- Trying everything
- Going for what you know
- Trying something new
- Hoping to stop all nicotine use eventually
- Hoping to stop all nicotine use as soon as possible
- Never intending to stop using nicotine
- Expecting to stop using nicotine then deciding it's rather good





Louise.Ross@leicester.gov.uk

www.stopsmokingleic.co.uk

@grannylouisa