

'I had given up giving up' – how smokers
have reacted to a new gateway out of
smoking

Insights from talking to the hopeful
and the sceptical

Declaration

Louise Ross was the Stop Smoking Service Manager for Leicester City Council, England, until March 2018

She is now a freelance clinical consultant for the National Centre for Smoking Cessation and Training (NCSCT) www.ncsct.co.uk

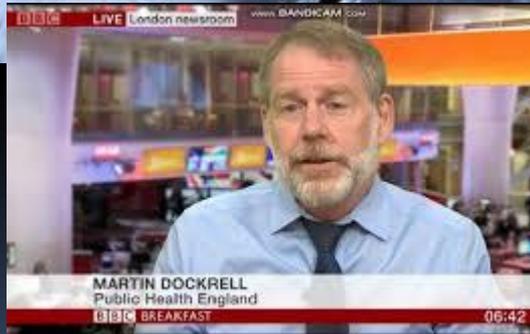
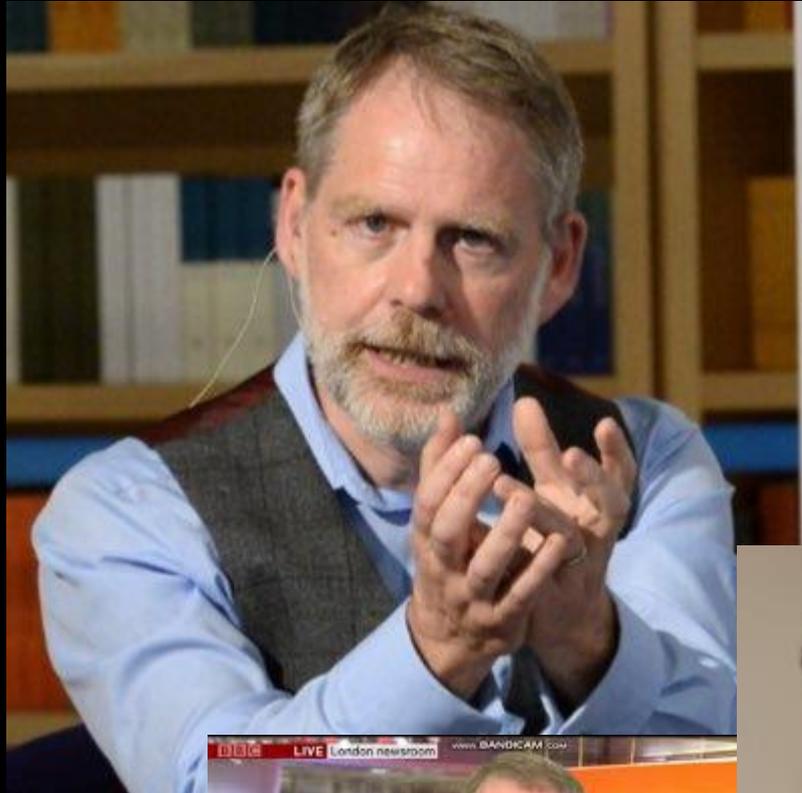
Louise is also Vice Chair of the New Nicotine Alliance <http://nnalliance.org/>

She receives no financial reward from the tobacco industry, the pharmaceutical industry or the e-cigarette industry

lou_ross@yahoo.co.uk

lou.ross@ncsct.co.uk

@grannylouisa



From the 2017 Summit...it didn't quite happen like this....

March 2018						
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Friday,

March 2018						
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Friday, Mar 30th 2018

Make the Rest of Your Life
the Best of Your Life

Retirement
NEXT EXIT ↗

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Consistent success, year on year (Leicester)

- 2014-15 total
 - 2,005 quits from 4,098 SQDs
 - 180 EC quits from 293 SQDs: 61% success
- 2015-16 total
 - 1,920 quits from 3,718 SQDs
 - 487 EC quits from 752 SQDs: 65% success
- 2016-17 total
 - 1,631 quits from 3,184 SQDs
 - 512 EC quits from 851 SQDs: 60% success
- 2017-18 total
 - 1,479 quits from 2,753 SQDs
 - 573 EC quits from 917 SQDs: 62% success
- 2018-19 total
 - 1331 quits from 2414 SQDs
 - 556 EC quits from 844 SQDs: 66% success

The reality of these people's lives

- Started smoking at a young age
- Live in families where most people smoke
- Feel uncomfortable about quitting (see F. Thirlway re Smoking Cessation as Class Betrayal)
- Don't necessarily buy at shop prices
- Think getting help is a sign of weakness
- Miss cigarettes like they've lost a best friend
- Miss the 'Me-Time' of smoking
- Often have other dependency issues or mental health problems



‘To be successful you have to want to quit smoking’

Accidental quitters make up a noticeable number among the Stop Smoking Service users

Often the partners of service users, they end up trying it, and never smoke again



See ‘The Accidental Quitter & Why They Are Important’ (blog, Andrew Thompson)

The effect on families is remarkable



- Financial
- Wellbeing
- Influencing others
- General health
- Effect on smoking-related illness
- Ambition to improve lifestyle

Vaping in pregnancy: a special case

- No one is recommending vaping to non-smoking pregnant women
- If vaping stops a woman from going back to smoking, it's doing its job
- Vaping helps more women in Leicester to have a smokefree pregnancy than NRT does



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'



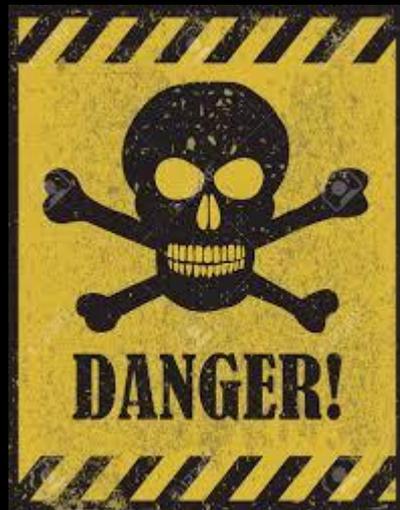
Countering misinformation



‘Fire-hosing inundates us with so many wild opinions that it becomes exhausting to continually disprove them’

We are dealing with medics who tell patients to go back to smoking – who should they believe??

The message sent to consumers and would-be switchers by hostile regulation



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
- Policy makers understanding the lives of the people they are making decisions about
- 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