Smoking cessation & e-cigarettes

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Smoking: primary cause of preventable death

- Smoking: 79,100
- Obesity: 34,100
- Alcohol: 6,669
- Suicide: 5,377
- Traffic: 1,850
- Illegal drugs: 1,605
- HIV: 504
Smoking: health inequalities

People in the most deprived areas are more than twice as likely to smoke than people in the least deprived areas.
Electronic cigarettes

- Devices that deliver nicotine by heating and vapourising a solution that typically contains nicotine, propylene glycol &/or glycerol and flavourings

- Consists of battery, atomiser and a cartridge containing nicotine solution
Key behavioural insights

- Though it is widely known that smoking is bad for you, smokers still tend to underestimate the risks to them personally.

- Majority of smokers want to quit.

- Majority of smokers choose the least effective route to quit.
Support used in quit attempts

NRT OTC: Nicotine replacement therapy bought over the counter; Med Rx: Prescription medication; NHS: NHS Stop Smoking Service; E-cig: E-cigarette.

www.smokinginengland.info
Stopping smoking: facts

- Offering brief advice to stop smoking is the single most cost-effective and clinically proven preventative action a healthcare professional can make.\(^1\)

- Smokers may take several times to quit successfully so it is important to give advice at every opportunity.\(^2\)

- Smokers are 4 times more likely to quit with support from the NHS Stop Smoking Service.\(^3\)

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2. FU S et al. Promoting repeat tobacco dependence treatment: are relapsed smokers interested? American Journal of Managed Care 2006;12
Stopping smoking:
It takes only 30 seconds to change a smoker’s life

○ ASK
  ○ Are you smoking at all these days?
  ○ Would you like to be a non-smoker?

○ ADVISE
  ○ Did you know the most successful way to quit is with your local stop smoking service
  ○ Stopping smoking is the best thing you can do for your health

○ ASSIST
  ○ If it’s ok with you, let me pass your details on to Help2Quit and someone can talk to you about becoming smokefree
The role of social networks

The chances of a person quitting smoking goes up:

- 25% when a sibling quits
- 34% when a co-worker quits
- 36% when a friend quits
- 67% when a spouse quits
Smoking & e-cigarettes

Key resources

- healthyshropshire.co.uk
- ash.org.uk
- ncsct.co.uk
- nhs.uk/oneyou