

# THE **E**-CIGARETTE SUMMIT

**Science, Regulation & Public Health**

*The Royal Society* ■ London ■ November 12th 2015



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Chief Executive

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tobacco free futures

# E-Cigarettes: Practitioners Views, Beliefs, Experiences and Concerns

November 2015  
Andrea Crossfield  
Tobacco Free Futures

**MAKE SMOKING HISTORY  
FOR CHILDREN.**



Public Health  
England

# **Tobacco Free Futures is a social enterprise, and our mission is to Make Smoking History for Children.**

We are leading experts in tackling tobacco and our vision is to change the way children, young people and adults think about tobacco and help future generations to be tobacco free.

We support regional and national tobacco control activity at a local level enabling local authorities, NHS and any organisation we work with to tackle current tobacco issues in their communities.

# Overview

- TFF commissioned by Greater Manchester PHE to develop and deliver a workshop May 2015 to:
  - Identify and measure the views, beliefs, experiences, concerns and attitudes of stop smoking practitioners to e-cigarettes
  - Support stop smoking practitioners to understand and apply the evidence, consider how to address any identified barriers
  - Inform the development of a guidance resource
  - 44 practitioners from GM and NW attended



# Workshop Format

- Pre-workshop online survey
- Focus Groups
- Expert Presentations / discussion
- Second post-workshop online survey
- Feedback of top-line findings / Q&A / discussion



# Expert Presentations

- **Professor Ann McNeill, King's College London,**
  - E-cigarettes: setting the scene
- **Sue Cumming, Liverpool City Council,**
  - Public perceptions of e-cigarettes insight
- **Lisa Williams, Roy Castle FagEnds,**
  - Electronic cigarette use and risk perception in a stop smoking service
- **Karen House, Leicester Stop Smoking Service,**
  - Developing an e-cigarette friendly service
- **Dr Heide Weishaar, University of Glasgow,**
  - Understanding teenagers' experiences and attitudes of e-cigarettes
- **Andrea Crossfield, Tobacco Free Futures,**
  - What can North West data tell us?



# Pre Survey Results

- Most felt under-informed, confused and ambivalent about e-cigarettes as a quit aid
- Few were working with e-cigarettes as part of their offer to clients
  - Not part of local delivery specification
- Therefore limited scope to discern experiences of effective or ineffective use as a quit aid
- Widespread concerns about long term health impact, efficacy as a quit aid, risk of re-normalising smoking, appeal to children and young people and impact on service footfall



# Findings - focus group work

*Seven focus groups were carried out with a total of 44 delegates*

# How to make e-cigs more useful as a quit aid

## Focus group outcomes:

- Develop and communicate a firm evidence base about safety and efficacy
- Promote the SSS offer of support and advice alongside quit aid

*Addressed through PHE Evidence Review...*

# Feelings about promoting e-cigarettes

- ***Widespread concern***
  - Tobacco Industry involvement
  - Future role of SSS per se
- ***Potential*** to feel really positive
  - If licensed / evidenced / approved
  - Reduction of health inequalities



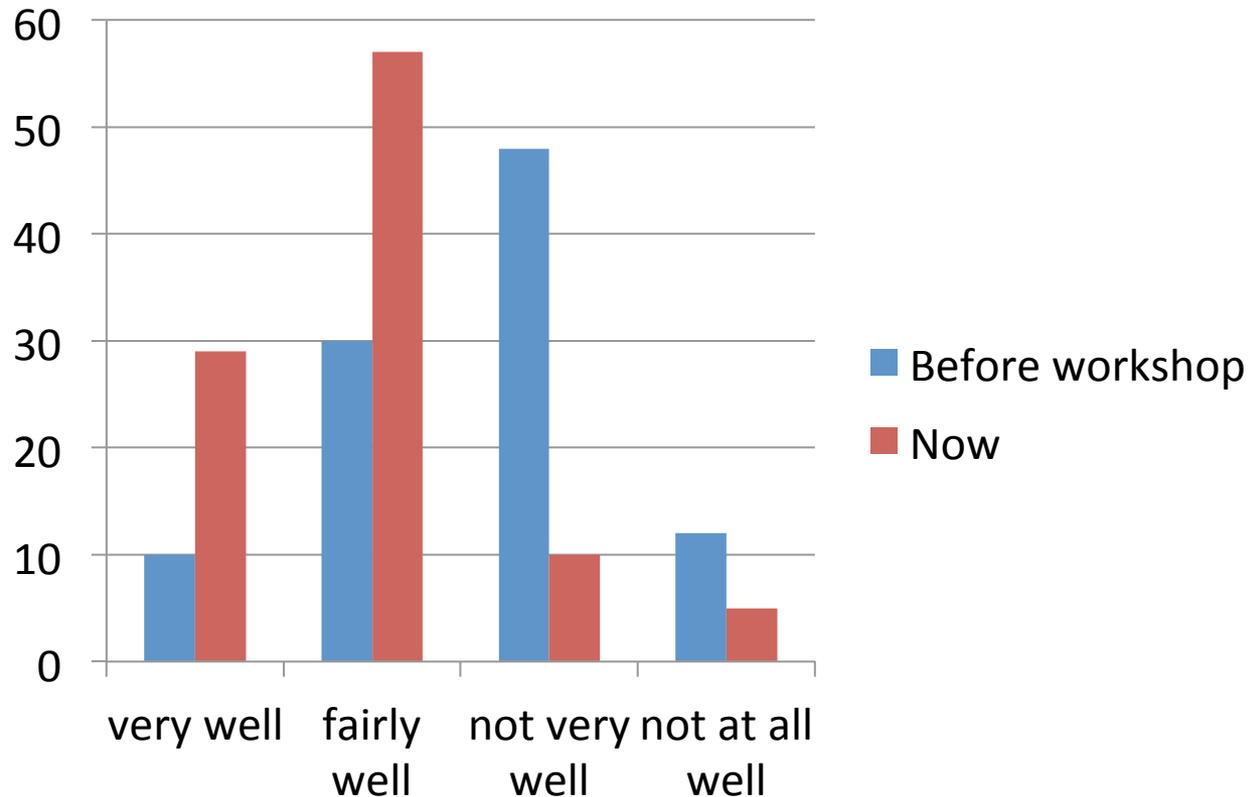
# Findings post-workshop survey

*Post survey completed by 42 delegates*

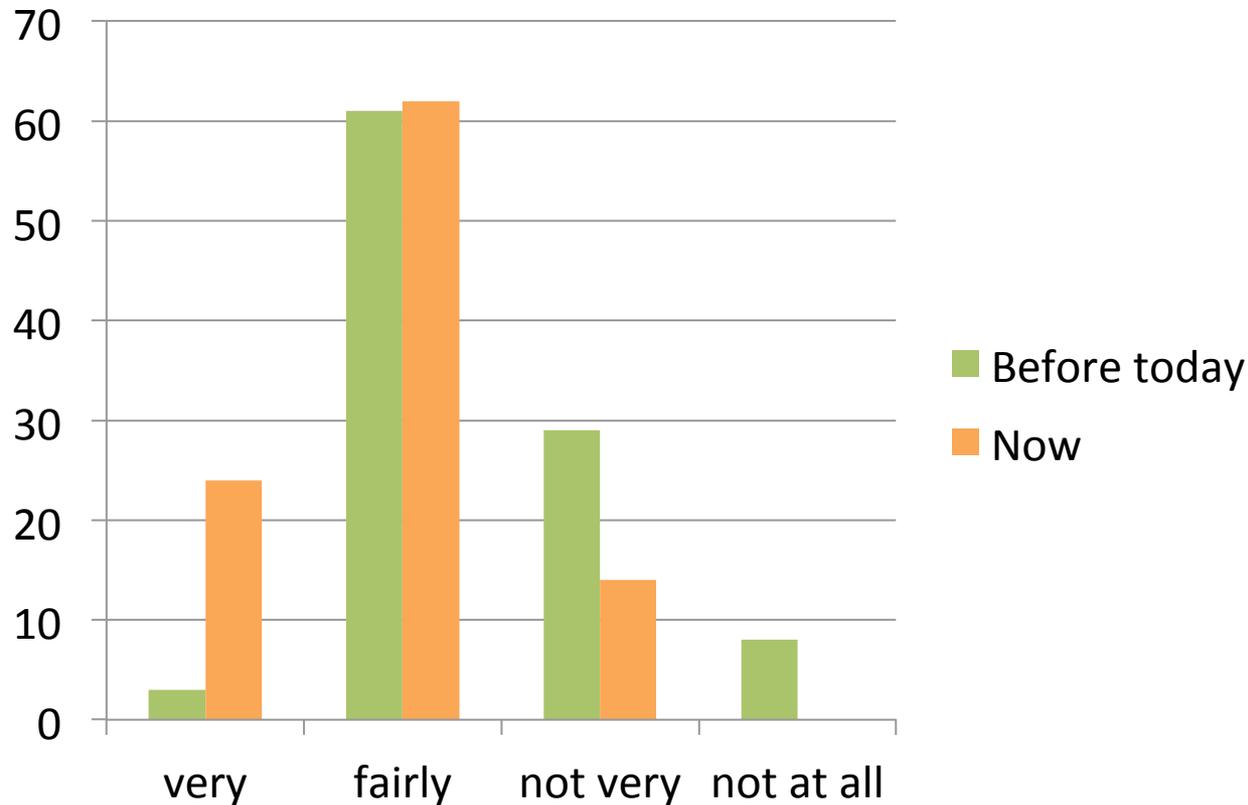
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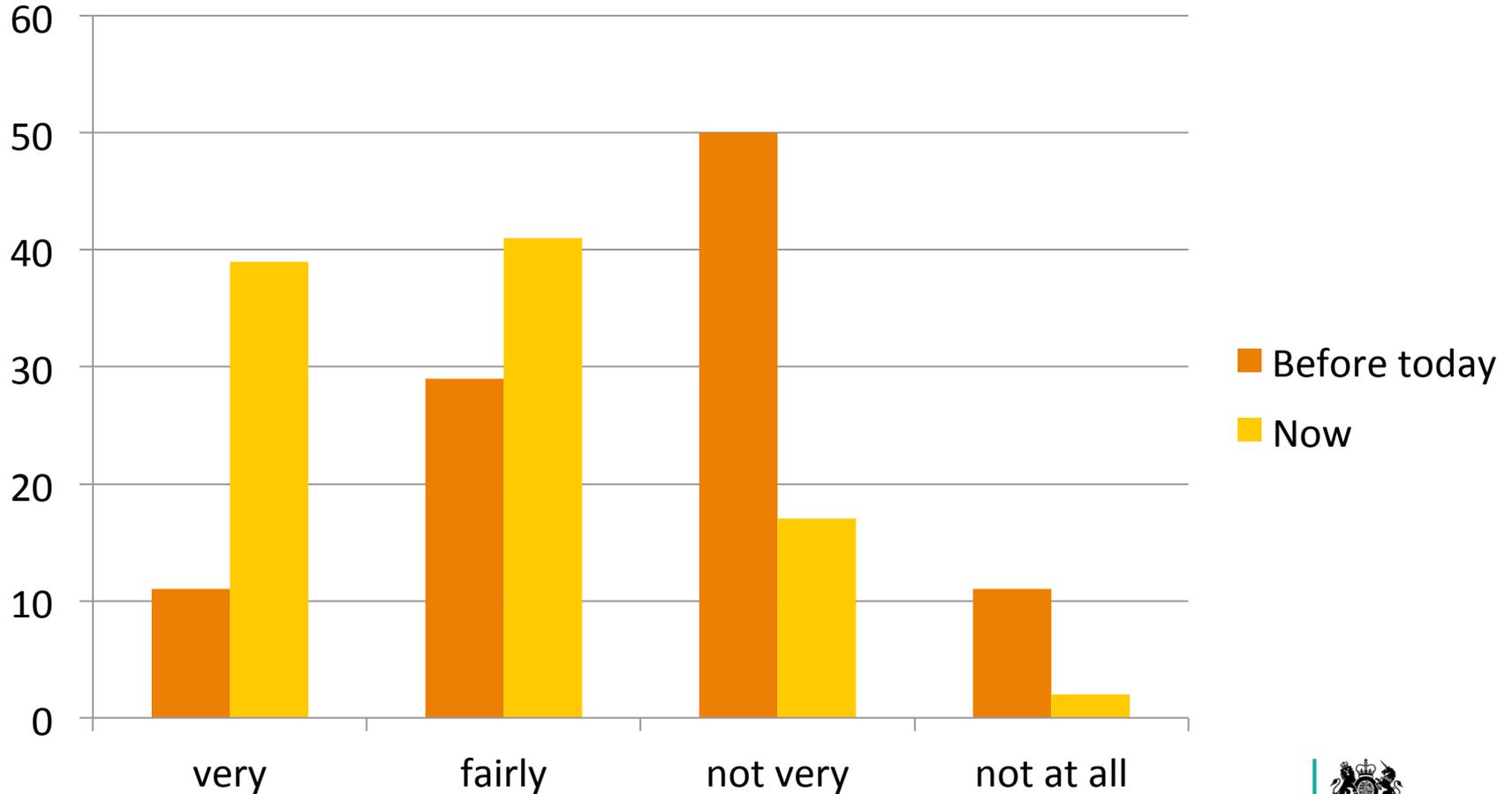
# How well informed do you feel now?



# How effective do e-cigs seem now?



# How keen to promote as quit aid now?

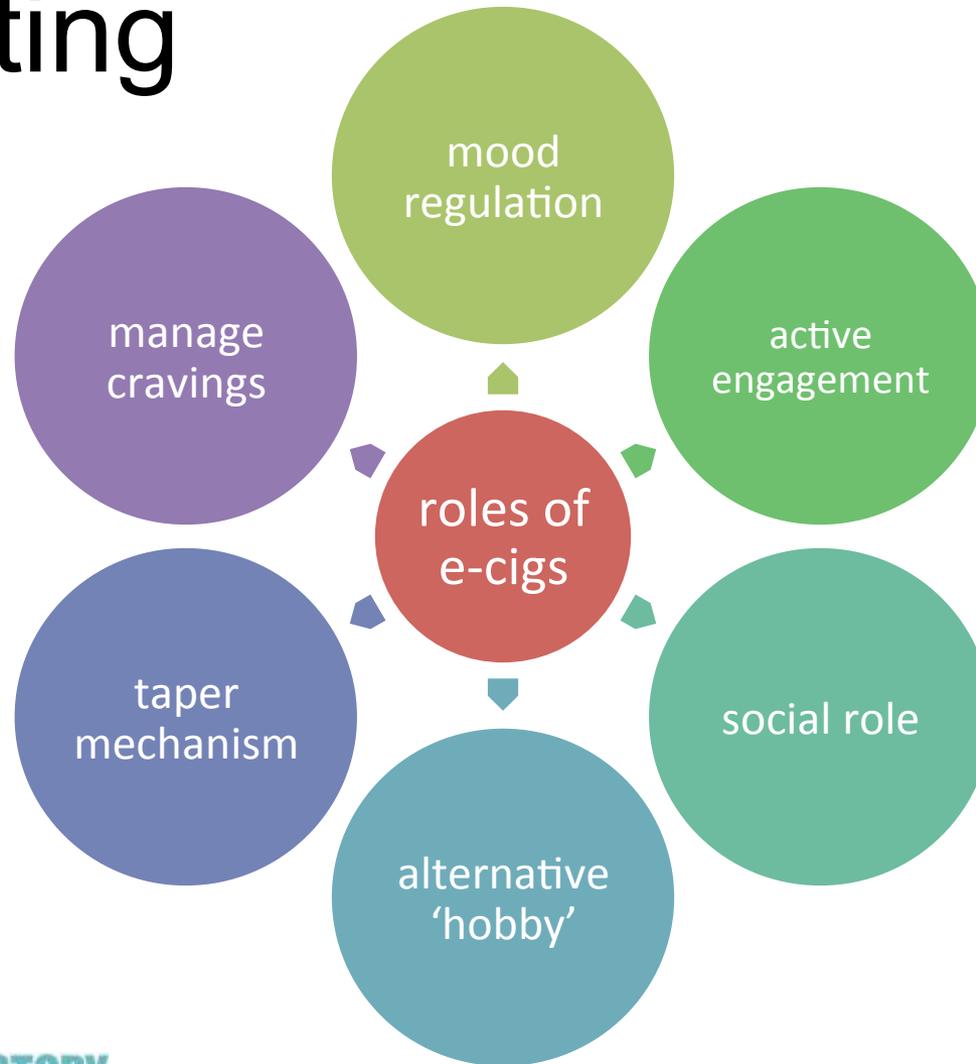


# Post-event survey

- Revealed an increased understanding of the current evidence base
- A greater level of support for offering e-cigarettes as one of a range of quit aids – with the strong proviso that definitive information and guidance, a product regulation/licensing framework and a clear commissioning position also needed

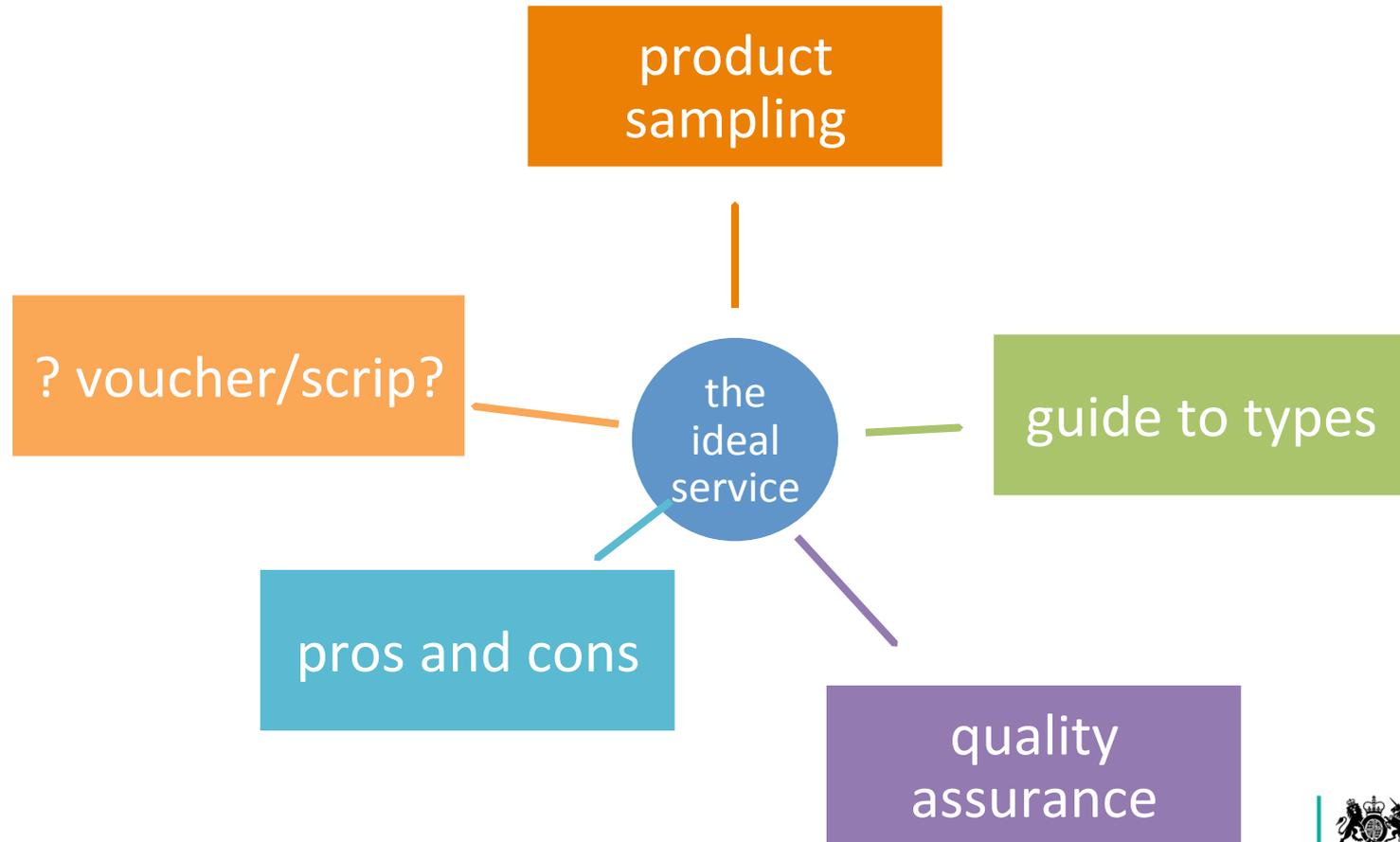
# Roles of e-cigs in quitting

as seen by  
quitters



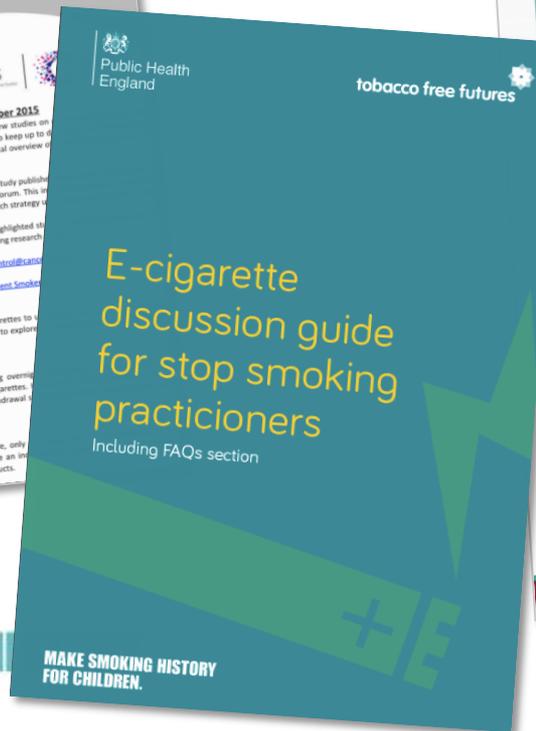
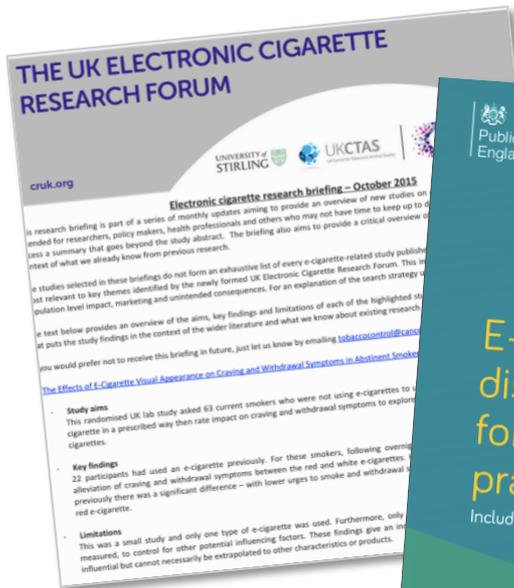
Source: C&M  
e-cigarette  
quitter  
focus groups  
September  
2015

# Ideal SSS: e-cigs



# Recommendation

Expressed need for one statement of evidence, and one set of guidance for service users quitting with e-cigarettes, ideally at a national level, or at the highest possible geographical level, to offer the reassurance of consistency



## Acknowledgments:

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Collaborative.

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Caroline Midmore Associates



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