A pilot of the supply of e-cigarettes alongside stop smoking behavioural support

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Public Health
North Tyneside Council
- Reports concluded that vaping estimated to be at least 95% less harmful to health than smoking tobacco

- RCP - "in the interests of public health it is important to promote the use of e-cigarettes, NRT and other non-tobacco nicotine products as widely as possible as a substitute for smoking in the UK"
CONGRATULATIONS, LOUISE!

Earlier this month, dedicated manager of the Leicester Stop Smoking Service, Louise Ross, officially retired from a position that she... read more

16 APR 0
Device and liquid

- Thornton and Ross: Strive Touch

Strive 18mg nicotine e-liquid
Aim of the pilot

- To evaluate the effectiveness of e-cigarettes as an alternative treatment option alongside stop smoking behavioural support, compared to Nicotine Replacement Therapy (NRT) or Varenicline, in selected pharmacies.
Objectives

1/. To identify 2 pharmacies to be pilot sites
2/. To create a standard operating procedure for the service in pharmacy.
3/. To produce a voucher to facilitate the supply of e-cigarettes and consumables.
4/. To recruit participants
5/. To collate baseline data from participants
6/. To measure 4 week outcomes for participants
7/. To measure service user satisfaction
## Attitudes towards vaping

<table>
<thead>
<tr>
<th>Q1</th>
<th>E-cigarette use (vaping) is safer than smoking tobacco</th>
<th>Scoring</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q2</td>
<td>We should wait for long term evidence to be published before e-cigarettes are used by those who want to stop smoking tobacco</td>
<td>Scoring</td>
</tr>
<tr>
<td>Q3</td>
<td>Vaping should be actively promoted as a safer alternative to smoking tobacco</td>
<td>Scoring</td>
</tr>
<tr>
<td>Q4</td>
<td>Nicotine is safe for long term use</td>
<td>Scoring</td>
</tr>
<tr>
<td>Q5</td>
<td>Vaping acts as a ‘gateway’ to smoking tobacco in children / teenagers</td>
<td>Scoring</td>
</tr>
<tr>
<td>Q6</td>
<td>Vaping is ‘renormalising’ smoking tobacco</td>
<td>Scoring</td>
</tr>
<tr>
<td>Q7</td>
<td>Vaping should be banned in public places</td>
<td>Scoring</td>
</tr>
<tr>
<td>Q8</td>
<td>Vaping could be harmful to the health of bystanders</td>
<td>Scoring</td>
</tr>
<tr>
<td>Q9</td>
<td>The risk of fires and explosions is high with E-cigarettes</td>
<td>Scoring</td>
</tr>
<tr>
<td>Q10</td>
<td>E-cigarettes should be widely available as a treatment option alongside Stop Smoking Behavioural Support</td>
<td>Scoring</td>
</tr>
</tbody>
</table>
SS Advisors in pharmacies trained

The Strive Touch starter Kit

- 1 x CES Clearomiser
- 1 x Rechargeable Touch Battery
- 1 x Touch Induction Charger

The Clearomiser
- Also known as a 'tank', the clearomiser screws onto the battery. It holds the e-liquid before it is turned into vapour.
- The clearomiser needs to be filled with e-liquid before vaping (see below).
- It should be replaced every 2-4 weeks (replacements available via voucher numbers 2-6).

Filling the clearomiser with e-liquid
- Unscrew the mouthpiece.
- Insert the e-liquid nozzle, angle it towards the outer wall, avoiding the centre tube.
- Screw the mouthpiece back onto the clearomiser.
- Leave to stand for 10 minutes before vaping.
- 2 bottles of e-liquid are available per voucher.

The battery and charger
- The battery will need to be charged, using the charger included. The charger has a magnetic base which pulls the battery into it.
- Connect the charger to a suitable USB port on a computer, or using a regular USB plug adaptor.
- The light on the battery turns green when fully charged (takes around 2 ½ hours).
- Once charged, the device will last for about 8 hours (depending on use).
- Batteries will usually last for around 6 months.

Turning the device on and off
- Quickly press the button 5 times to switch on or off. The light will flash 3 times.

General advice

- Nicotine does not cause smoking related disease. These are caused by other chemicals found in tobacco smoke. Nicotine is addictive however and it is why people continue to smoke despite knowing about the harmful effects of tobacco. Nicotine in e-cigarettes poses little danger to adult users. In order to prevent accidental poisoning of children, e-cigarettes and liquids should be stored away safely just as you would with household cleaning products and medicines, including NRT products.

- Although some health risks from e-cigarette use may yet emerge, these are likely, at worst, to be a small fraction of the risks of smoking. This is because e-cigarette vapour does not contain the products of combustion (burning) that cause lung and heart disease, and cancer. Experts agree that using an e-cigarette is around 95% less harmful than smoking tobacco.

- Using an e-cigarette is different to smoking a cigarette. This usually involves taking slower and longer puffs over a longer period of time. This is because e-cigarettes heat a coil in a liquid (think of a kettle). You may feel the need to take a few puffs on an e-cigarette at times when you would not have smoked, this is nothing to worry about and your pattern of e-cigarette use will develop over time.

- You should use your e-cigarette as often as you need to help manage nicotine withdrawal and urge to smoke. You will soon discover the best way for you of using your e-cigarette, and find that you’re using it when you feel a need to top-up. It’s not like a cigarette, which you would smoke from start to finish, with an e-cigarette you can siphon it once or twice, and then put it away.

- Don’t push people to come off their e-cigarette. Some stop smoking advisors feel it is important to get people off nicotine as soon as possible, but in fact longer-term e-cigarette use can be a protective factor against a relapse back to smoking.

For further information, please see
http://www.nect.co.uk/publication_electronic_cigarette_briefing.php
1\textsuperscript{st} October 2017 – 30\textsuperscript{th} September 2018:

- Fairmans Pharmacy, Wallsend and Percy Main Pharmacy provided electronic cigarettes as a treatment option alongside Stop Smoking Behavioural support.
**Electronic Cigarette / Consumables Voucher**

Date of issue [ ] [ ] [ ]  Voucher is valid within 14 days of this date

Client’s name

Address

Postcode  Date of Birth [ ] [ ] [ ]

GP Surgery  Male  Female

Advisor’s name  Advisor’s tel number

Advisor’s place of work  Voucher number [ ] of 6

<table>
<thead>
<tr>
<th>Product</th>
<th>Advisor: Tick product(s)</th>
<th>Pharmacy: Confirm quantity supplied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strive Touch Tank starter kit</td>
<td>□ 1 maximum, only to be supplied on voucher number 1</td>
<td></td>
</tr>
</tbody>
</table>
| Strive E Liquid 10ml bottle                | □ 1 bottle 18mg nicotine  
 □ 2 bottles 18mg nicotine  
 (Maximum 2 bottles per voucher) |                                   |
| Strive CE5 Clearomiser                     | □ 1 Maximum, only to be supplied on voucher numbers 2-6                                  |                                   |

**THIS VOUCHER MAY ONLY BE REDEEMED AT THE FOLLOWING PHARMACIES:**

**Fairmans Pharmacy**
22 High Street West, Wallsend, NE28 8HU. Tel: 0191 262 3522

**Percy Main Pharmacy**
16 Station Road, North Shields, NE29 6HN. Tel: 0191 257 2566

Client’s signature  Date [ ] [ ] [ ]

Pharmacy staff signature  Date [ ] [ ] [ ]

Name of pharmacy staff member

NUMBER [ ]

NTECV V1 Oct 2017
## October 2017 – September 2018

<table>
<thead>
<tr>
<th>Pharmacy</th>
<th>Varenicline</th>
<th>NRT (single and combination)</th>
<th>E-cigs</th>
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<tr>
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<td>Quit Dates set</td>
<td>4 week quits</td>
<td>Quit rate</td>
</tr>
<tr>
<td>Pilot Pharmacies</td>
<td>51</td>
<td>27</td>
<td>52.9% (92.3% CO val)</td>
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<tr>
<td>All Pharmacies</td>
<td>427</td>
<td>197</td>
<td>46.1% (88.2% CO Val)</td>
</tr>
</tbody>
</table>
Telephone surveys of 54 Lost to Follow up clients

- of which 17 were still vaping (13 using the pharmacy e-cig)
- Before receiving the pharmacy E-cig, 13 out of the 21 had never tried vaping before
  - 24 (44%) reported that they are dual using;
    - 22 were using the pharmacy E-cig
    - 11 had never tried vaping before
Vast majority of EC users are current/past smokers

Base: Total Population

Prevalence (E-cigarettes)

Never tobacco user  Former tobacco user  Current tobacco user

Other issues identified through telephone surveys:

- Dose of nicotine too strong (3)
- Didn’t give me the hit I needed (1)
- Clearomiser leaked (6)
- Faulty clearomiser (4)
- Battery doesn’t charge / last (2)
- Wanted to cut down number of cigarettes slowly rather than stop suddenly (7)
E-learning for healthcare professionals

E-cigarettes: A guide for healthcare professionals
New online course now available

The National Centre for Smoking Cessation and Training (NCSCT) is a social enterprise committed to support the delivery of effective evidence-based tobacco control programmes and smoking cessation interventions provided by local stop smoking services.
E-cigarette safety: the facts explained

- https://www.youtube.com/watch?v=SSn5ZQkzKs (short version)

- https://www.youtube.com/watch?v=qljBzMmTqiE (extended version)
Promotion of e-cigs

Quit smoking

- Introduction to quitting smoking
- Smoking and young people
- Smoking and adults
- Benefits of stopping smoking
- Local information and support
- E-cigarettes
- National information and support
Finding your nearest vape shop has never been easier!

Your friendly local vape shop is just a click away, simply enter your postcode below to find yours.

득 Use my location

Enter postcode, town, street...
Working with vape shops:
A guide for commissioners and stop smoking services

NCSCT

Introduction
As more stop smoking service commissioners and providers become interested in including e-cigarettes as part of what they offer to smokers, a number of questions arise about the nature of relationships with vape shops:

- How can vape shops support stop smoking services?
- How can stop smoking services work with vape shops?
- What does ‘reputable vape shop’ mean?
- Can vape shops be trusted?
- Are vape shops owned by or associated with the tobacco industry?

Why engage?
It will improve your knowledge and give an insight into what consumers visiting vape shops will be told and how their questions will be answered, especially those who are still smoking and who are looking to switch.

Vape shops can also be a source of information about new products, regulation, costs and technical support.

Some services have set up schemes whereby they send service users to a particular vape shop for reduced price devices. Others buy e-cigarettes from vape shops, often at a discount, and give starter kits out to service users.

It is important to be clear about what you do and don’t want to get from a relationship with a vape shop, and to make sure that the relationship serves public health goals.