

E-CIGARETTE CAMPAIGN GREATER MANCHESTER

Monday 15th January – Sunday 18th February 2018



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Cancer Research UK will launch a pilot campaign across Greater Manchester in January 2018, aimed at raising awareness of the relative safety of e-cigarettes compared to smoking tobacco.

WHAT ARE E-CIGARETTES?

E-cigarettes are handheld electronic devices that produce vapour by heating a nicotine-containing fluid. Unlike traditional cigarettes, e-cigarettes do not contain cancer-causing tobacco, but can still provide a nicotine dose that helps people satisfy their cravings.

WHY ARE YOU RUNNING THIS CAMPAIGN?

The evidence so far shows that e-cigarettes are far less harmful than smoking tobacco.

E-cigarettes are the most commonly used quitting tool in England¹ and, for the first time ever, there are now more ex-smokers than smokers using e-cigarettes.² However, people's perceptions of the relative safety of e-cigarettes are inaccurate and worsening.

In 2017, an ASH survey showed:

- Only 13% of adults believe that e-cigarettes are a lot less harmful than smoking³
- 30% of smokers who have never tried e-cigarettes wrongly believe that they are more, or equally as harmful as smoking (compared to 25% in 2016)³.

Cancer Research UK has a role to play to reduce the confusion around e-cigarettes and highlight their relative safety compared to cigarettes, to help smokers make informed choices.

WHO IS THE CAMPAIGN AIMED AT?

Smokers aged 25–55, with a focus on those who want to stop and haven't tried an e-cigarette before. The advertising will target lower socio-economic groups, due to higher smoking prevalence and lower e-cigarette use compared to higher socio-economic groups⁴.

WHAT ACTIVITIES WILL BE TAKING PLACE AND WHEN?

An outdoor advertising campaign including adverts on buses, billboards, bus stops, phone kiosks and washroom posters will run for 4 weeks from 15th January to 18th February 2018 across Greater Manchester. Regional press coverage will also take place in Greater Manchester, whilst paid Facebook adverts will run UK-wide (excluding Yorkshire & Humber and the North East for evaluation purposes) during the campaign period.



WHY GREATER MANCHESTER?

The pilot will run across Greater Manchester due to high smoking prevalence and deprivation levels. There is also a commitment within the **Greater Manchester Tobacco Control Plan 'Making Smoking History'** to develop innovative e-cigarette friendly policies, services and offers, making this an ideal place to pilot the campaign.

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WHO IS RUNNING THIS CAMPAIGN?

Cancer Research UK will lead, fund and evaluate this pilot, with consultancy support from academic researchers, stop smoking experts, Public Health England, the Greater Manchester Health and Social Care Partnership and other tobacco control colleagues.

WHAT ARE THE MAIN MESSAGES OF THE CAMPAIGN?

- Research so far shows that vaping is far less harmful than smoking.
- E-cigarettes don't contain tobacco, which is proven to cause cancer. They do contain nicotine, which is addictive, but isn't responsible for the major health harms from smoking.
- Many people are now using e-cigarettes to help them stop smoking.

HOW WILL THE CAMPAIGN BE EVALUATED?

The impact of advertising on awareness, knowledge, attitudes and reported behaviour will be measured with pre- and post-campaign surveys. The surveys will be supported with qualitative research (interviews) which will take place both during and after the campaign. The evaluation will be undertaken in Greater Manchester with Yorkshire & Humber and the North East acting as control regions.

DOES CANCER RESEARCH UK STILL SUPPORT STOP SMOKING SERVICES?

Yes. The support offered by Stop Smoking Services remains the most effective way for smokers to quit, but only around 2% of quitters used these services in 2017³. Referral to Stop Smoking Services, who can provide a range of effective treatment options for each individual, should be the first recommendation for people who are looking to stop smoking.

However, e-cigarette use has risen greatly and they are now the most popular method for quitting in England³. E-cigarettes are likely to be more successful when used alongside behavioural support from a specialist Stop Smoking Service, so we recommend that smokers who want to use an e-cigarette as part of their quit attempt, visit a local Stop Smoking Service with their e-cigarette for additional support⁵.

WHAT CAN I DO TO SUPPORT THE CAMPAIGN?

- 1 Share this briefing with NHS, Public Health England and Local Authority (Public Health) colleagues who will find it useful to find out more about the campaign.
- 2 Display the campaign poster in community settings across Greater Manchester (e.g. Stop Smoking Services, community centres). The poster is available for download [here](#)
- 3 Signpost to www.cruk.org/vaping, where smokers can find out more information on the relative safety of e-cigarettes.

FURTHER INFORMATION

- Visit [Cancer Research UK's e-cigarette hub](#) for further information on our e-cigarette policy and [our publications site](#) to access free resources.
- Visit [NHS SmokeFree](#) for information on local Stop Smoking Services where smokers can discuss the options for quitting and receive support to increase their chances of success. Most Stop Smoking Services are e-cigarette friendly.
- Please contact helen.oconnor@cancer.org.uk for further information on the campaign.

1 <http://www.bmj.com/content/354/bmj.i4645>

2 YouGov on behalf of ASH, Opinion Research, 2016 (<http://ash.org.uk/media-and-news/press-releases-media-and-news/large-national-survey-finds-2-9-million-people-now-vape-in-britain-for-the-first-time-over-half-no-longer-smoke/>)

3 Latest trends on smoking in England from the Smoking Toolkit Study, 2017

4 <https://www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcare/healthinequalities/adhocs/007007cigarettesmokingstatusbycigaretteuseforhighestlevelofqualificationandsocioeconomicclassificationgreatbritain2015>

5 Kotz D, Brown J, West R. "Real-world" effectiveness of smoking cessation treatments: a population study. *Addiction*. 2013; Brown J, Beard E, Kotz D, Michie S, West R. Real-world effectiveness of e-cigarettes when used to aid smoking cessation: a cross-sectional population study. *Addiction*. May 2014. doi:10.1111/add.12623, *NHS Statistics on NHS Stop Smoking Services*. 2016; (April 2015)