

What we've achieved by being ecig-friendly

Three years on

Declaration

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

She receives no personal benefit of any kind from the tobacco industry, the pharmaceutical industry or the e-cigarette industry

Success on a number of fronts:

- Reputation
- Influence
- Connections
- Service results
- Confidence



A clear call to action

- We'd like people to use our service
- It's much more important that they make a change
- I'd be happy if vaping put us out of business

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 4500
Email: stop@leicester.gov.uk

stop smoking service

Year on year increases in use of ecigs

- 2014-15
- Full year figures
- 2,005 quits from 4,098
- 180 quits from 293: 61% success

- 2015-16
- Full year figures
- 1,920 quits from 3,718
- 487 quits from 752: 65% success

- 2016-17
- Full year figures
- 1,631 quits from 3,184
- 512 quits from 851: 60% success

Who were they?

(2016-17 data)



- 52% women, 48% male
- 3 under 18, 40 over 70, most between 30-60
- 76% White British
- 77% from health inequalities groups
- Of all the pregnant women seen, 38% used an ecig (n194)

What next?



- The Strive Five
- Focus on inequalities: mental health, homelessness, poverty
- Fire safety for vulnerable smokers
- Finally...what about under-age smokers?