



Liverpool
City Council

To Vape or Not to Vape?

Professor Matthew Ashton: Liverpool Director of Public Health



What is an E-cigarette

- E-cigarettes, also known as vaporisers or electronic nicotine delivery systems, are battery-powered devices that (in most cases) deliver nicotine by heating a solution containing nicotine, flavourings and other additives.
- They consist of a mouthpiece, battery and cartridge or tank containing the nicotine solution.
- When a user sucks on the e-cigarette, a sensor activates a heating element (atomiser) which heats the liquid in the cartridge or tank so that it evaporates –hence the word “vape”.
- The vapour delivers the nicotine to the user.

Vaping to Quit – The Evidence

- There is high certainty evidence that electronic cigarettes with nicotine increase quit rates compared with nicotine replacement therapy
- We did not detect any evidence of harm from nicotine E-cigarettes when used to quit smoking

(E-cigarettes for smoking cessation Hartmann-Boyce J, -2021 Cochrane Library)

Vaping to quit – The Facts

- Vaping products remain the most common aid used by adults to help them stop smoking in England.
- In stop smoking services in 2020 to 2021, quit attempts involving a vaping product were associated with the highest success rates (64.9% compared with 58.6% for attempts not involving a vaping product).
- 52% of local authority stop smoking services provide vapes ([ASH, 2023](#)) and 30% of surveyed NHS trusts said they will be offering vapes as part of Tobacco Dependency Treatment services. ([ASH & NCSCT, 2023](#))
- Liverpool and Knowsley are two of the Cheshire and Merseyside Stop Smoking Services to introduce use E-cigarette pilots to support quitting in 2023

Potential Health Risks to Young People

- The NHS defines e -cigarettes /vapes as being safer than regular cigarettes, not as risk free.
- Young people using e-cigarettes are twice as likely to suffer from a chronic cough than non-users.
- Adolescents are more vulnerable to nicotine dependency than adults. Chronic nicotine exposure can impact brain development.
- Regular e-cigarette users are increasingly reporting oral health problems.

Vaping and Young People: The Law

- Vapes are regulated by the Tobacco and Related Products Regulations (TRPR) in the UK.
- In 2015, it became illegal to sell vapes containing nicotine to under 18s or to purchase them on their behalf.
- Rules around sale of nicotine-free vapes and fines for shops selling illicit vapes are to be reviewed.
- A loophole that allows the vaping industry to give free samples of vapes to children in England is set to be closed.
- Advertising or promotion of vapes and re-fill containers on a number of media platforms is prohibited, as regulated under the EU Tobacco Products Directive (TPD). The only advertising still allowed is at point of sale and other local advertising.
- Non-nicotine containing vape liquids are available, which are usually flavoured, and are not regulated by the TRPR but by the General Product Safety Regulations (GPSR).

Trading Standards North West Children's Survey

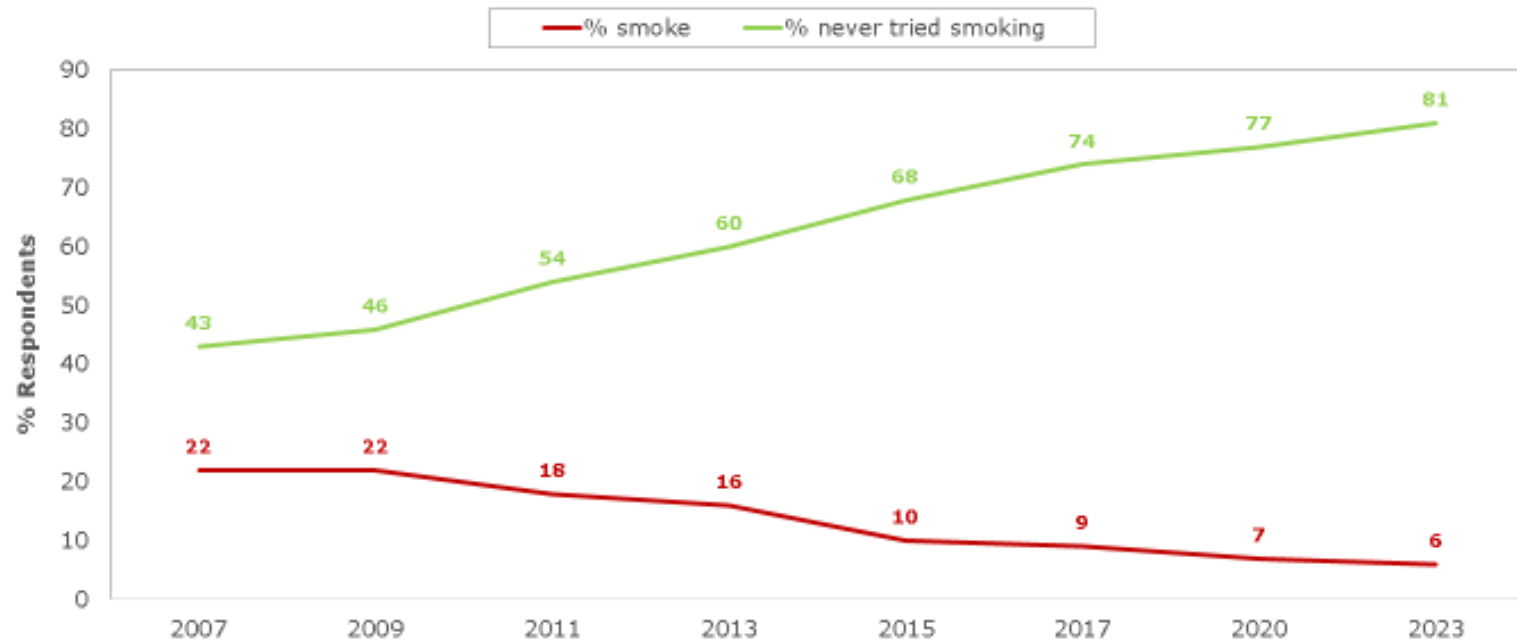


- Field work took place from mid November 2022 to end of February 2023
- 21 Local Authorities in the North West took part
- Survey takes place in schools so parental permission not required
- Nearly 14,000 students took part
- 50% male, 47% female, 3% other gender identity
 - 33% of respondents aged 14
 - 49% of respondents aged 15
 - 17% of respondents aged 16

Smoking Declining



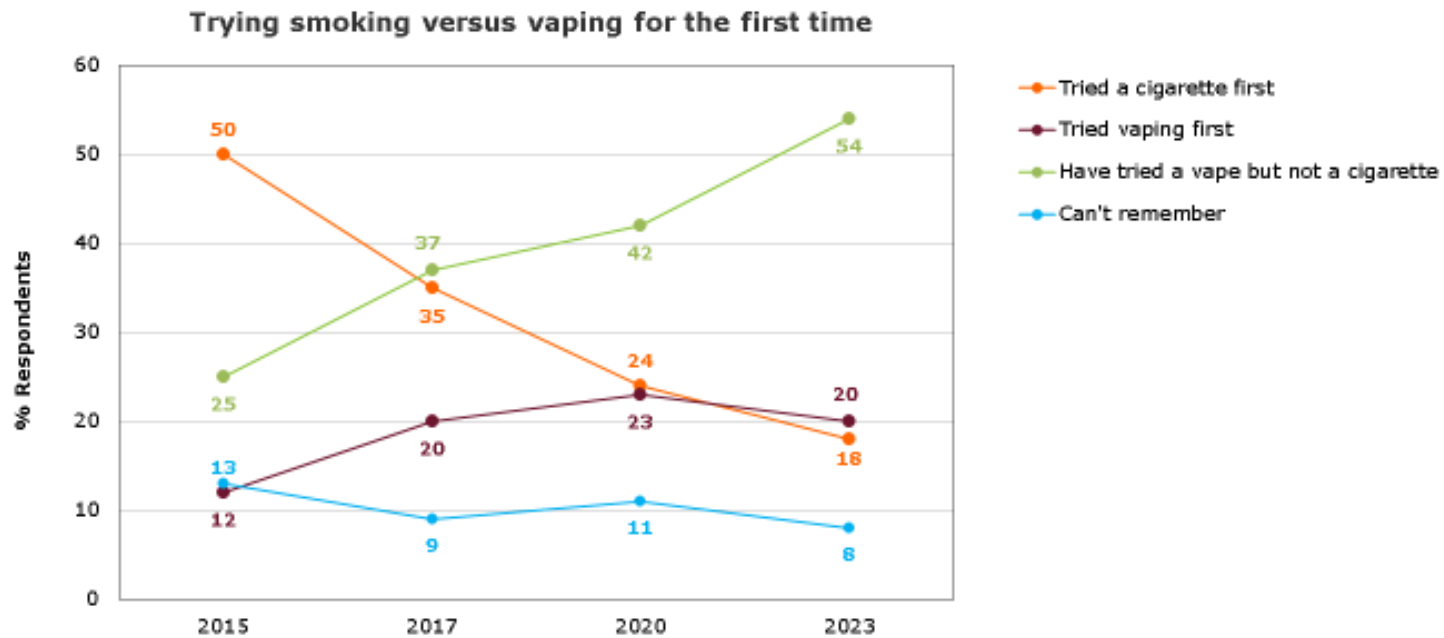
The percentage of young people in the North West claiming to smoke continues to fall.



Base: 14-17 year olds in the North West; Not asked in 2005
2007 = 11299; 2009 = 13038; 2011 = 12388; 2013 = 17793; 2015 = 7093; 2017 = 8886; 2020 = 10726; 2023 = 13553

Vaping on the increase

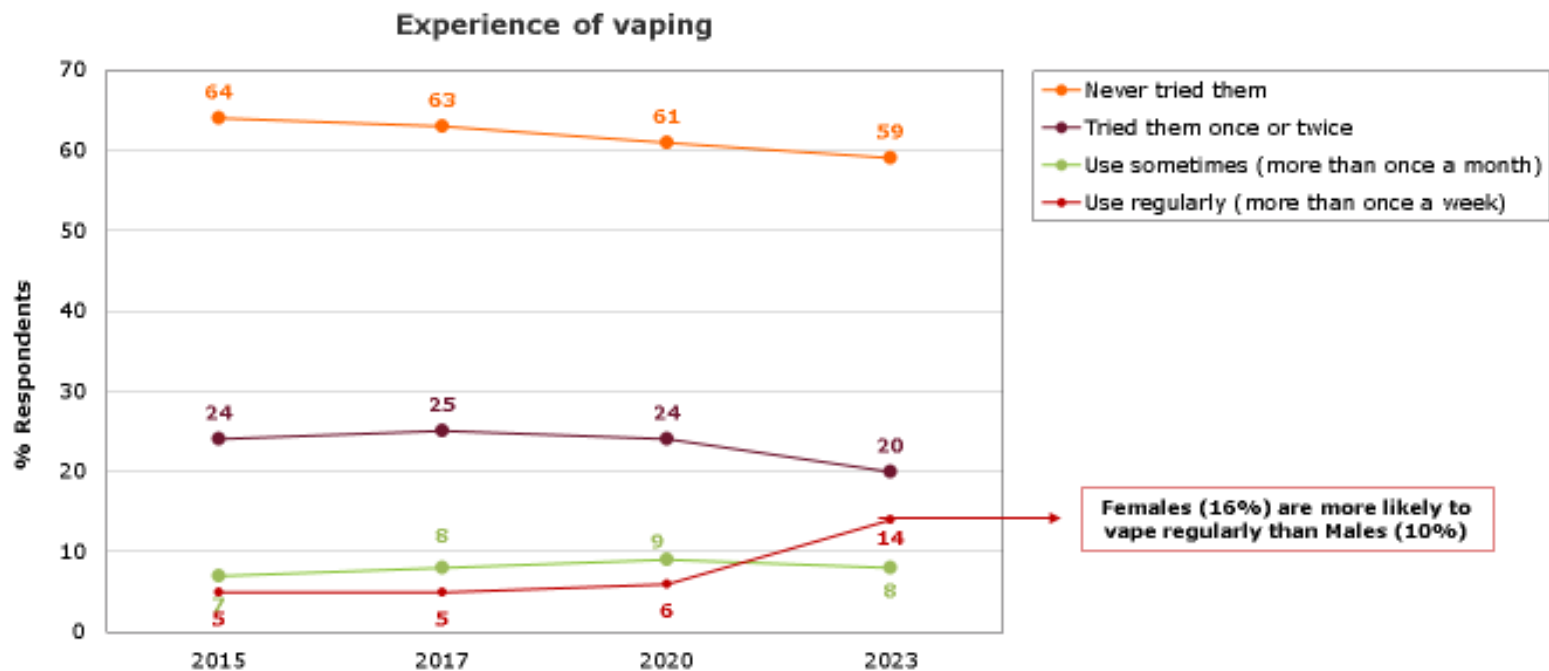
Young people in the North West are increasingly trying vaping rather than smoking tobacco cigarettes.



Base: All 14-17 year olds in the North West who have tried vaping; New question asked in 2015
2015 = 1976; 2017 = 3167; 2020 = 4062; 2023 = 5419

Frequency of vaping increasing

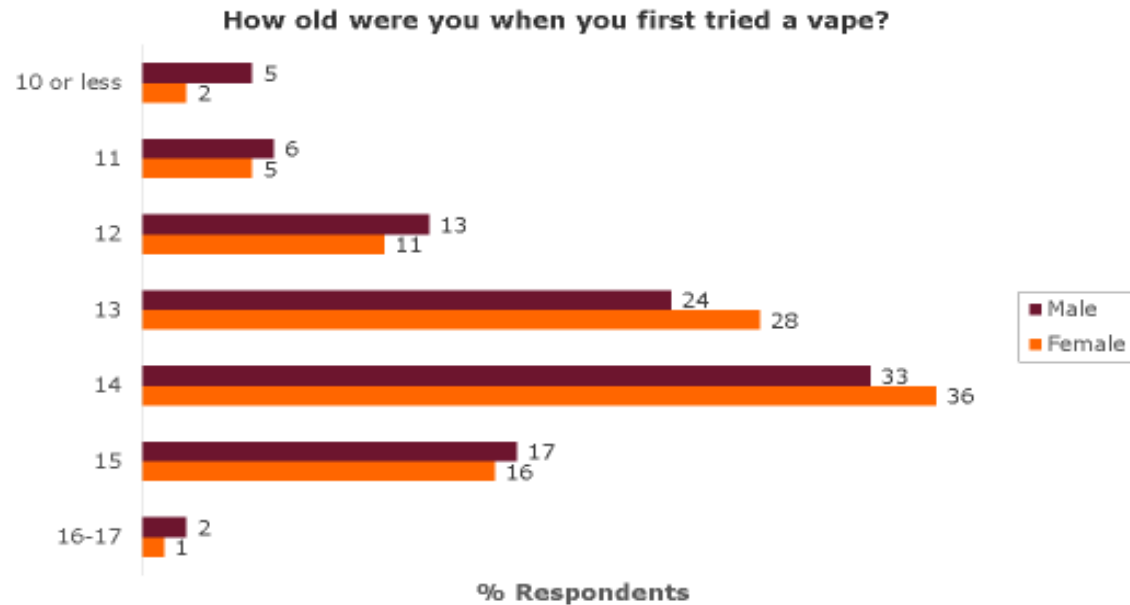
1 in 7 now claim to vape regularly, more than double the level recorded in 2020.



Base: 14-17 year olds in the North West; Asked since 2015
2015 = 7170; 2017 = 8704; 2020 = 10665; 2023 = 13626

Boys start vaping earlier

Boys are more likely than girls to try vaping when they're younger (aged 12 or less).



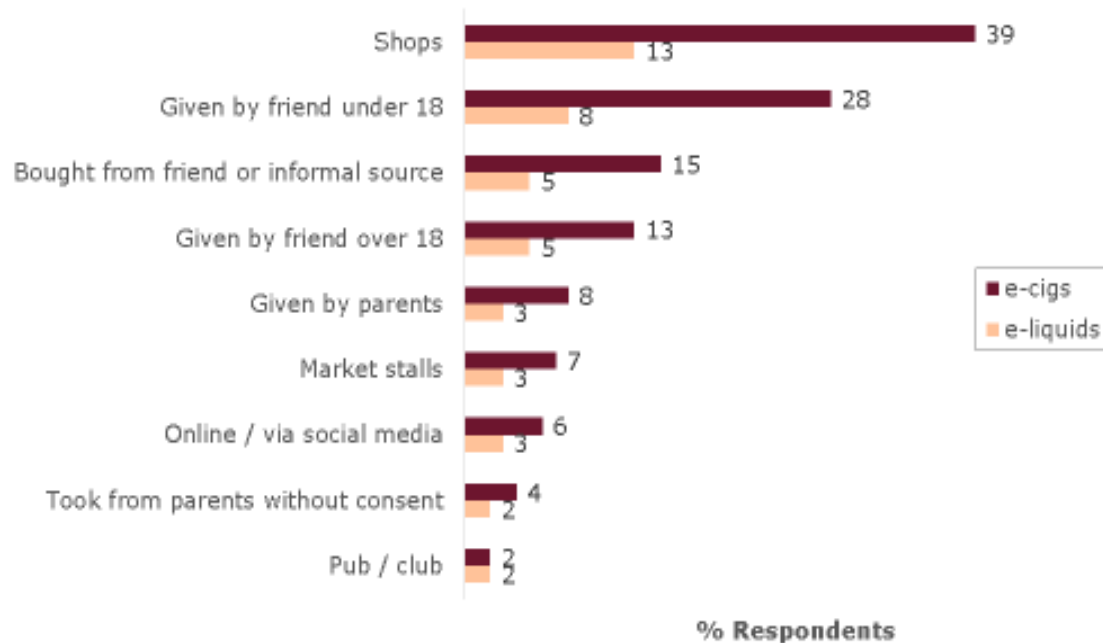
Base: 5055 (2057 Males / 2696 Females); All 14-17 year olds in the North West who have tried vaping
New question asked in 2023

Access route to vaping

Young people are more likely to use e-cigarettes than e-liquids, and get them primarily from shops and their friends, who are also underage.



Where do you get your e-cigarettes / e-liquids from? (Prompted)

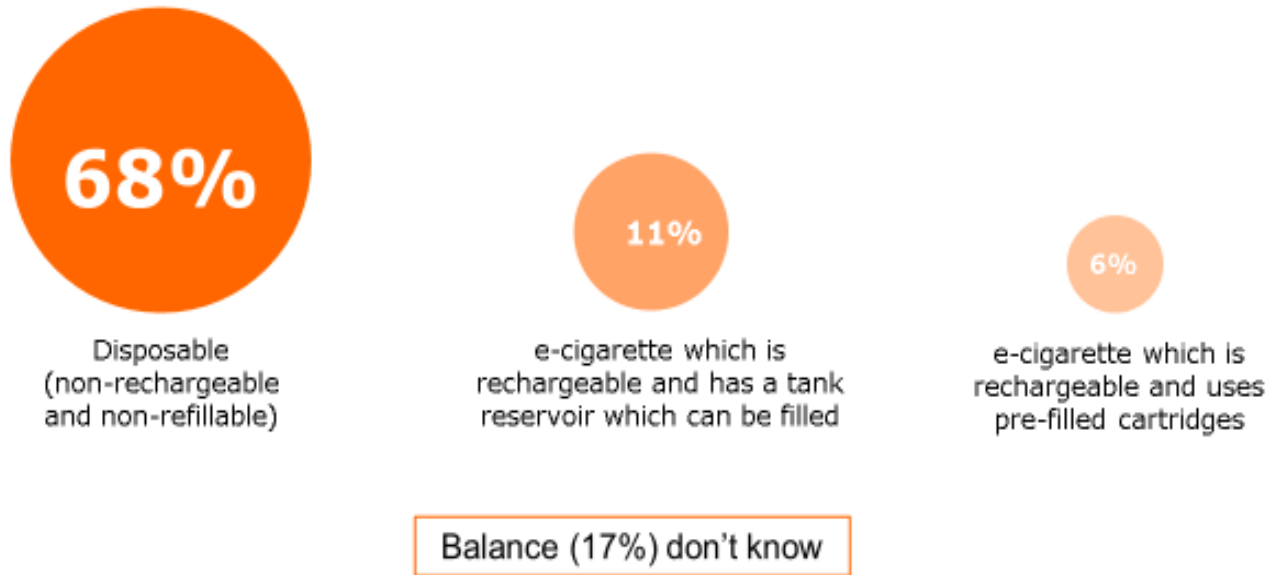


Vape of Choice



Disposables are by far the most used type of vapes amongst young people in the region.

Type of vapes used (Prompted)



Base: 5628; All 14-17 year olds in the North West who have tried vaping
New question asked in 2023

Peer pressure at play

Approximately 4 in 5 young people who have tried vaping have friends who use vapes.



Who do you know or see that uses vapes (Prompted)

81%



Friends

34%



People /
celebrities on
social media

33%



Parent / guardian

30%



Brother / sister

24%



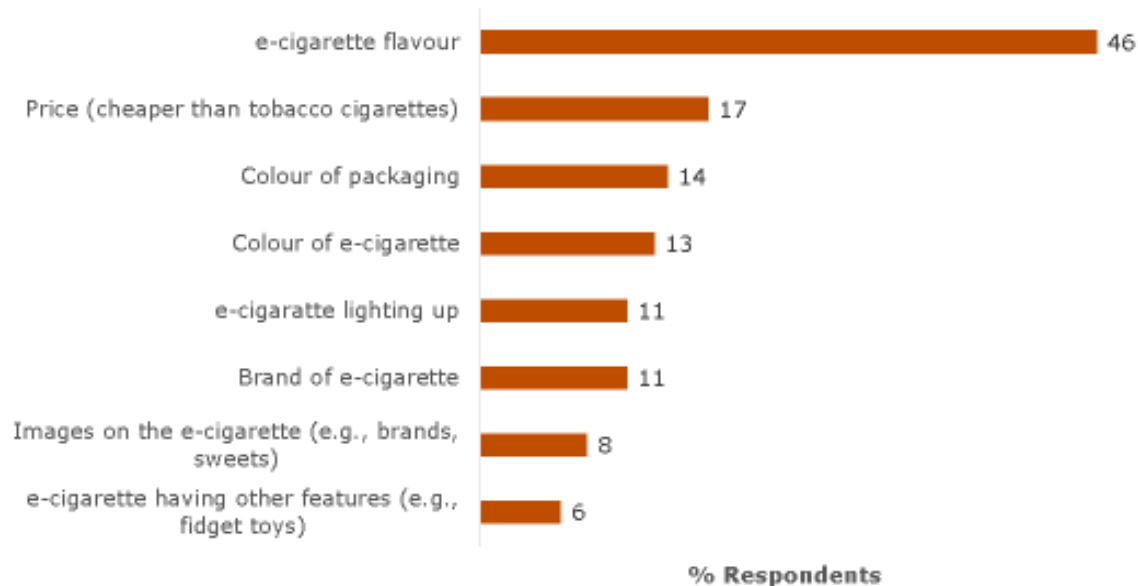
People /
celebrities on TV

Key influencers of choice



The flavours are also the main factor influencing what vapes young people choose to buy.

Main factors that attract young people to choose or buy a vape (Prompted)

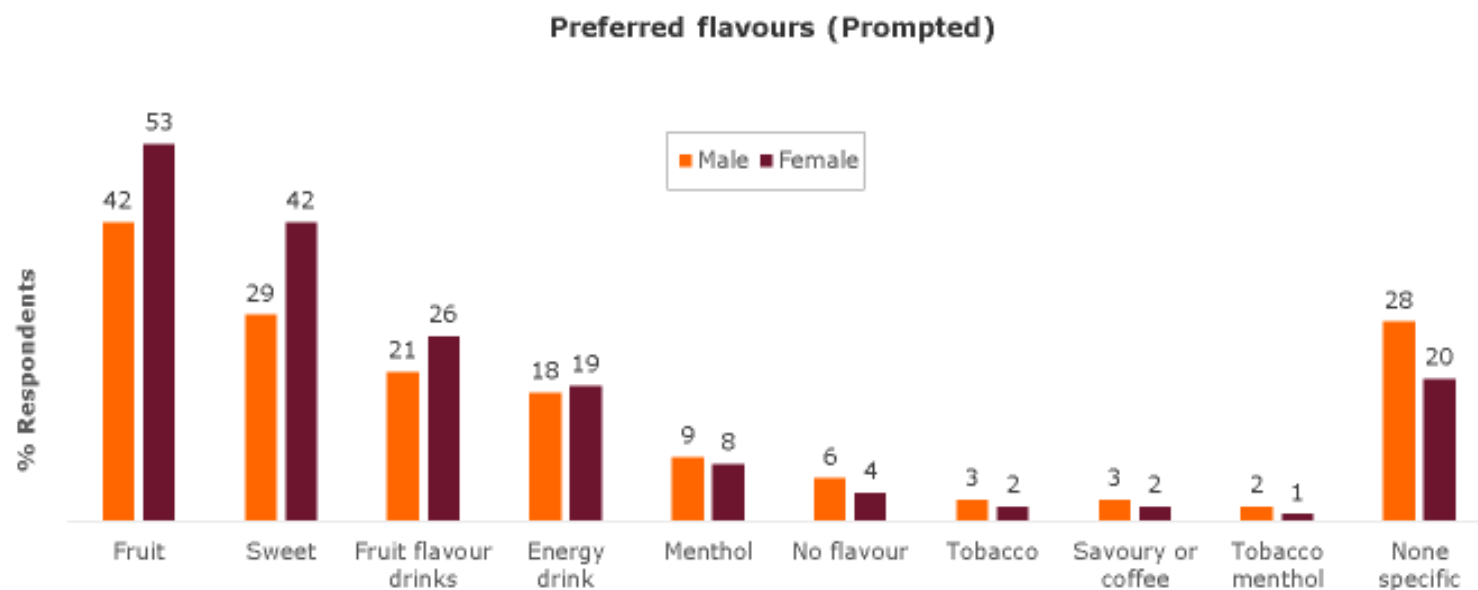


Base: 5630; All 14-17 year olds in the North West who have tried vaping
New question asked in 2023

Preferred flavours



Fruit and sweet flavours are the most popular amongst young people, especially girls.



Base: 5630 (2356 Males, 2937 Females); All 14-17 year olds in the North West who have tried vaping
New question asked in 2023

Vaping & Young People: Taking Action

- Lobby for change
- Develop Schools Policy Framework
- Preventative education and early intervention via schools curriculum
- Proactive enforcement of current legislation regarding sales of illicit vapes and sales of vapes to minors

C&M Directors of Public Health: Call for Change

1. Country-wide ban on the sale of disposable vapes, for the sake of the environment and our young people.
2. A significant increase in fines for retailers selling illicit vaping products and vapes to those aged under 18.
3. An urgent response from the Department of Health and Social Care on when the promised £3 million 'illicit vapes enforcement squad' will be formed.
4. Introduction of a consultation around the regulation and licensing of vapes, so that they are sold by approved retailers for the purpose they were originally designed for.
5. Increasing the power and capacity of local Trading Standards teams to enforce new regulations and licensing.

Schools Policy Template

NW Children and Young People's Vaping Policy Framework

- To support the development of school vaping policies
- Based on similar work in the South-East
- A small group developing prior to consultation with schools
- Timeline: available by October
- Stakeholder sessions booked for July and September

Advice and Guidance: Managing Vapes in Schools



In recent years, there has been an increase in the availability and general awareness of vapes (also known as e-cigarettes). Nicotine vapes are now the most common stop smoking aid among adults in the UK and the latest evidence on vapes shows that they are substantially less harmful than smoked tobacco. The availability of vapes now offers an alternative route to quitting for many smokers.

As many of you already know, smoking is the leading preventable cause of premature death in England. Despite an overall decline in prevalence, smoking continues to have a long term, negative impact on smokers, families and communities. Supporting smokers to quit is therefore, the single biggest actionable activity to improve health and reduce inequalities.

However, whilst the availability of vapes offers a unique opportunity for adult smokers to quit, they also bring with them some unique challenges for staff and organisations working with children and young people.

There is clear advice (L6.3) from NICE (National Institute for Health & Care Excellence) that vapes should not be used by children and young people, or those who do not currently smoke, as nicotine is an addictive substance and the long term risks are not yet known. The law bans the sale of nicotine vaping products to persons under 18 and bans the **proxy purchasing of these products** to under-18s by adults.

The increase in prevalence among young people of this age restricted product, means organisations working with young people are now facing challenges with managing the presence of vapes within their settings. This document provides advice and guidance on these issues.

(Full details of the NICE evidence on vaping and the Committee's discussion can be found in E, B, G, I - [Smoking and young people \(nic.org.uk\)](#)

Who is this guidance for?

The advice is primarily for:
All Headteachers, school staff, safeguarding leads and governing bodies in maintained schools, academies, free schools, independent schools, sixth form colleges, Pupil Referral Units (PRUs) and other forms of alternative education provision.

It may also be useful for:
Local authorities, parents/carers, school nurses and other health professionals who have an input on substance use disorders, The police, trading standards teams and local agencies working with individual schools to prevent substance use disorders amongst pupils.



ADVICE AND GUIDANCE: MANAGING VAPES IN SCHOOLS

Framework Content

Children and Young People's Vaping Policy Framework

- Vaping in children and young people – prevalence
- Vaping in children and young people – risks
- The statutory duty of schools
- Types of behaviour relating to vapes and vaping
- Searching, Screening and Confiscation
- Vaping policy resources
- Disposal and safe storage
- Following up on vaping behaviour
- Working with other local agencies
- Support for pupils to stop using vapes
- Reporting adverse reactions
- Incorporating vaping into a whole school approach
- Resources and Training for Staff
- Resources to support pupils, staff, families and carers to quit smoking



Cheshire & Merseyside Schools Curriculum



INTENT

Smoking & Vaping Prevention Programme



Evidence based resources for schools

HAVING CONVERSATIONS WITH YOUR CHILD ABOUT VAPING?

Find the right moment

when you see someone vaping, walk past a vape shop or see advertisements.

Ask questions what do they think about vaping? Do they know people who vape? Why do they think people vape?

Listen to them learn from them, but also use your knowledge to help them understand the facts and that vapes are not harmless.

Talk about your expectations explain your concerns and tell them why you don't want them to vape or smoke and to make clear that although neither are recommended, smoking is the far greater risk.

Let them know that you care about them explain that those who knowingly sell vapes to under 18s don't care who they sell to and they are just interested in making money

Talk about the different reasons why children may vape give examples such as wanting to fit in, curiosity, stress. Talk through effective ways to respond if they ever feel pressured to try it and practise responding together.

If your child is vaping try to understand why they are vaping by asking questions like "What do you enjoy about vaping?" Or "How does vaping make you feel?". Understanding this might help you to understand their needs and discuss other ways to meet those needs.

VAPING AND E-CIGARETTES: THE FACTS FOR PARENTS AND CARERS



This leaflet is to support parents and carers to have conversations with their children about vaping.

ash.
action on smoking and health

 **Smokefree
Sheffield**

Developed by Smokefree Sheffield in collaboration with Action on Smoking and Health (ASH)

Local operations – Seizure of illicit vapes



Key Message

- E-cigs represent a real opportunity for helping adult smokers to quit but they are not appropriate for non-smokers and children.

If You Don't Smoke - Don't Vape!