

# The Use of Flavoured Vaping Products in Stop Smoking Services

## Overview

The UK Vaping Industry Association (UKVIA) has undertaken an investigation which looks at the prevalence of vapes in stop smoking services across the UK, with a specific focus on the use of flavours and the success of the quitting tool in helping people kick the habit.

This comes as the British Medical Association calls for a ban on all non-tobacco flavoured vaping products - a proposal which risks blocking adult smokers from making the switch and could drive vapers to the black market or back to deadly cigarettes.

As part of the research, the UKVIA issued FOI requests to 45\* recipients – comprised of local authorities and NHS trusts - about their local stop smoking service. The following statistics represent the key findings:

## Who Responded:

Of the 45 recipients:

**31** provided information on their local stop smoking service

**11** either refused to provide information, did not hold the relevant information, said they do not operate a stop smoking service or did not respond

**Three** provided information on their local stop smoking service but did not grant permission for the data to be reused

**100%** of the respondents said their local stop smoking service is in some way connected to the NHS, a local authority or the Department of Health and Social Care

## The Availability of Vapes:

Of the 31 stop smoking services UKVIA received data for:

Almost **94%** offer vapes as a stop smoking tool – one was explicitly described as 'vape-friendly'

**One** doesn't provide vape products directly to patients, but does offer vouchers

## Device Types:

Of the stop smoking services to provide vaping products:

**21** offer open pod systems, making this the most commonly supplied device type

**Seven** offer some kind of tank, vape pen or AIO device

Just **three** offer closed pod systems

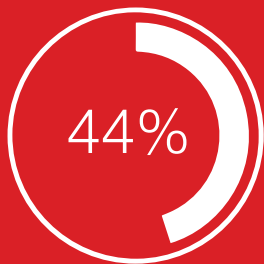
## Flavours:

Of the stop smoking services to provide vaping products:



provided flavoured vaping products – including fruit, mint/menthol, tobacco and, in one case, dessert options

More than



said fruit options were the most popular amongst smokers/the ones most often given out

# 24%

said fruit options - alongside tobacco and/or mint and menthol - were amongst the most popular flavours or the ones most often given out

# 28%

Almost said they could not provide information on the most popular/most given out flavour options

## Quitting Rates:

Of the stop smoking services to provide vaping products:

# MORE THAN HALF

reported that the stop smoking success rate was higher in attempts that involved vaping products than those which didn't

Around

# 24%

couldn't provide data on success rates or couldn't provide comparable data for attempts that did and didn't involve vaping products

## Swap to Stop:

Of the stop smoking services to provide vaping products:

# MORE THAN TWO THIRDS

have provided vaping products obtained through the Government's Swap to Stop scheme



report the products obtained through the government's Swap to Stop service were flavoured and included options such as fruit, mint, menthol dessert and tobacco

# UKVIA

UK Vaping Industry Association

\*Note: Cases where multiple requests have been sent to the same recipient, but refer to different stop smoking services, have been counted individually.

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