

Tabakkontrolle im Vereinigten Königreich

Tobacco Harm Reduction - Innovative Rauchentwöhnungsstrategien,
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@KingsNRG

Declaration of interests

- No funding from or relationship with pharma, tobacco or vape companies
- Funding from National Institute of Health Research and Department of Health

Tobacco control scale – UK's place in Europe

100 points maximum

Price, Public place bans, Budget, Ad bans, Health warnings, Treatment, Illicit trade, FCTC 5.3 compliance



Germany: 36 to 43 points

Prevalence, ambitions and proposals

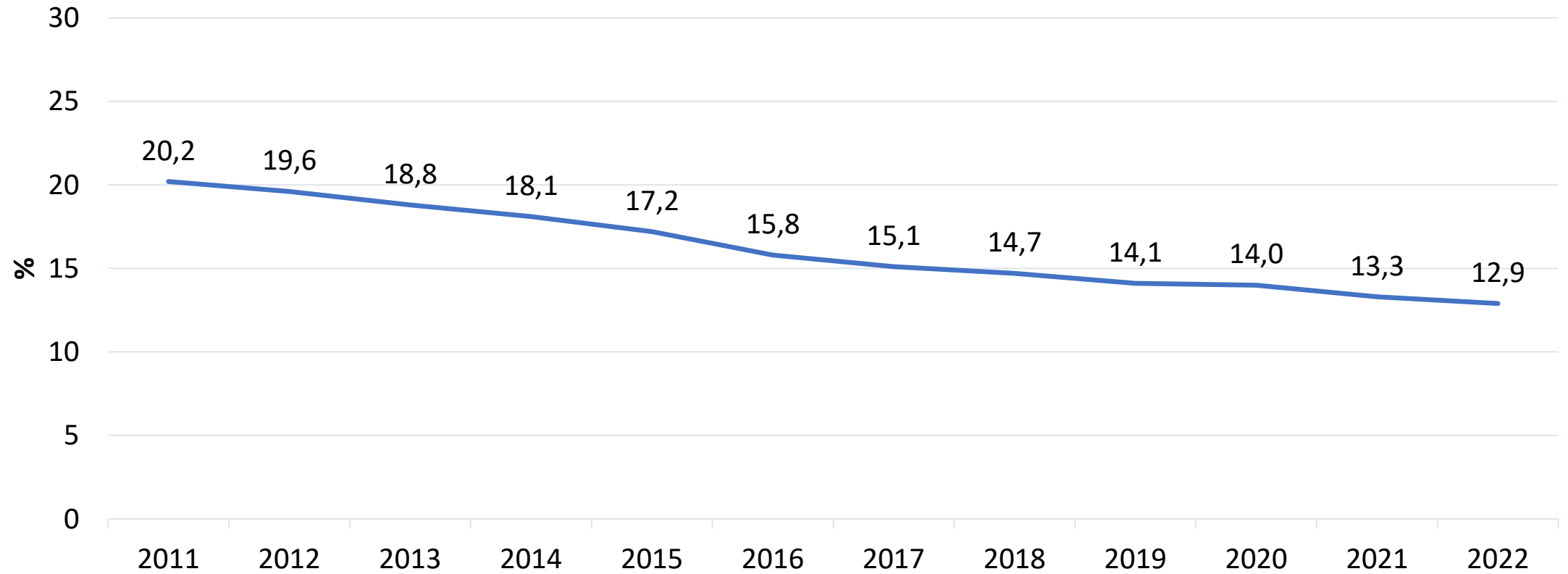
Smokefree ambition



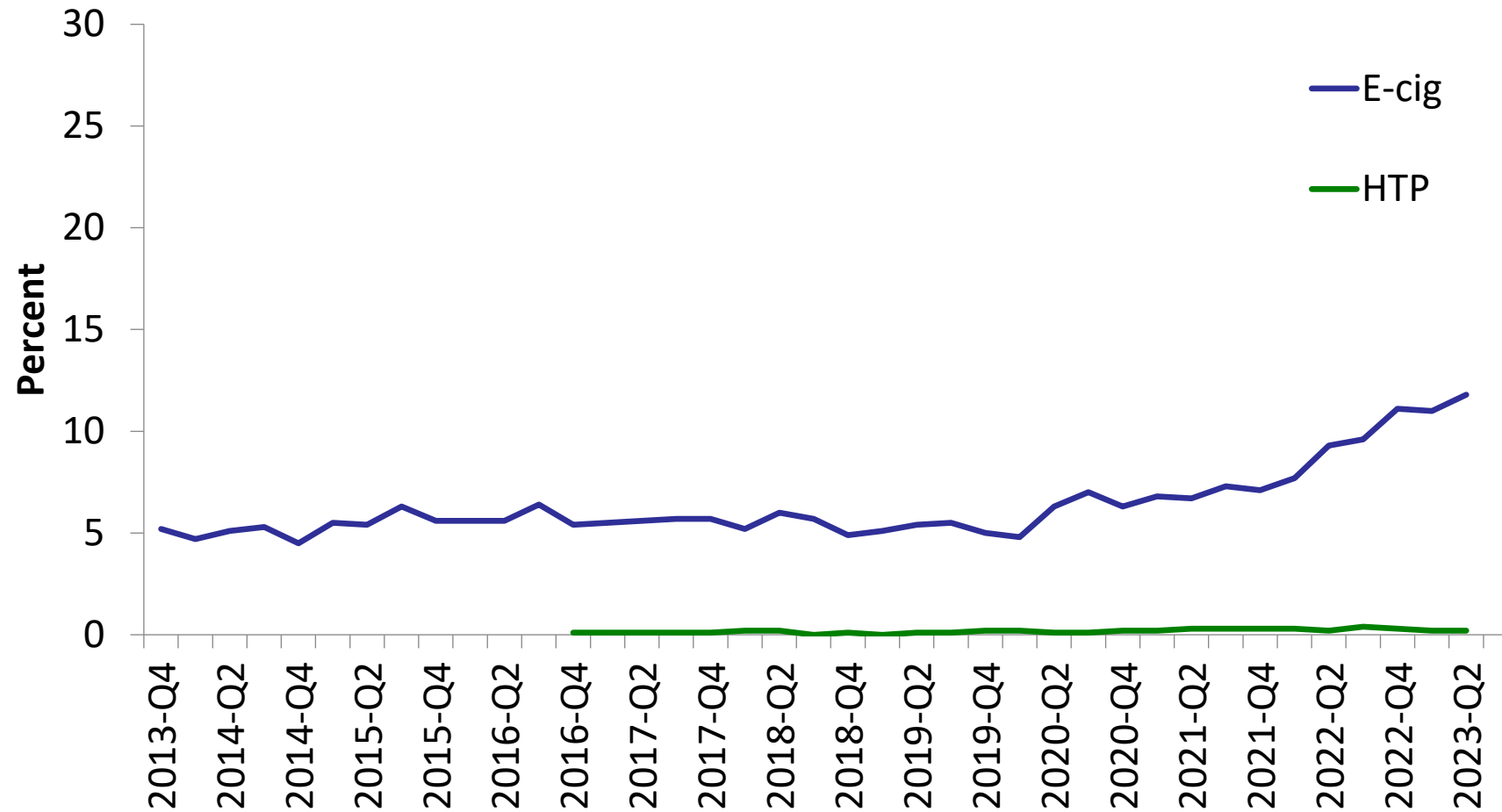
- 2019 government objective
- England to be smokefree by 2030
- Definition: $\leq 5\%$ of the population smoke

Adults

Smoking prevalence

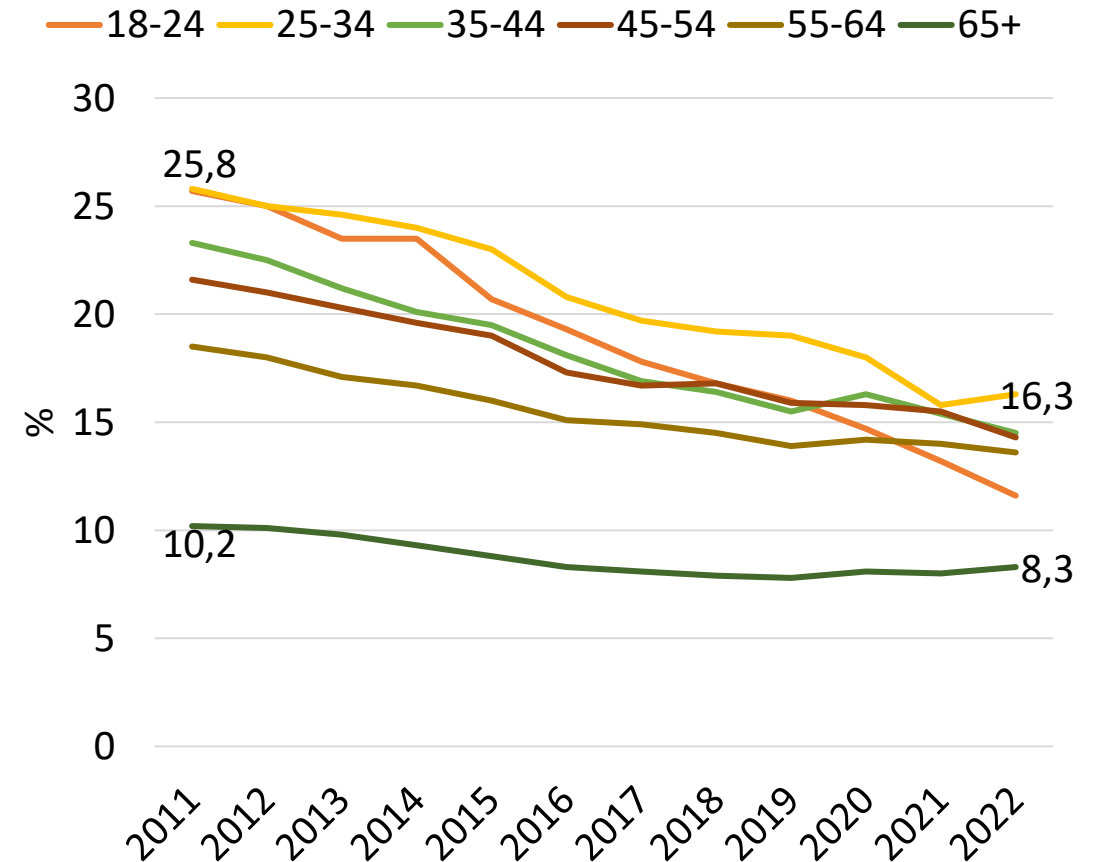
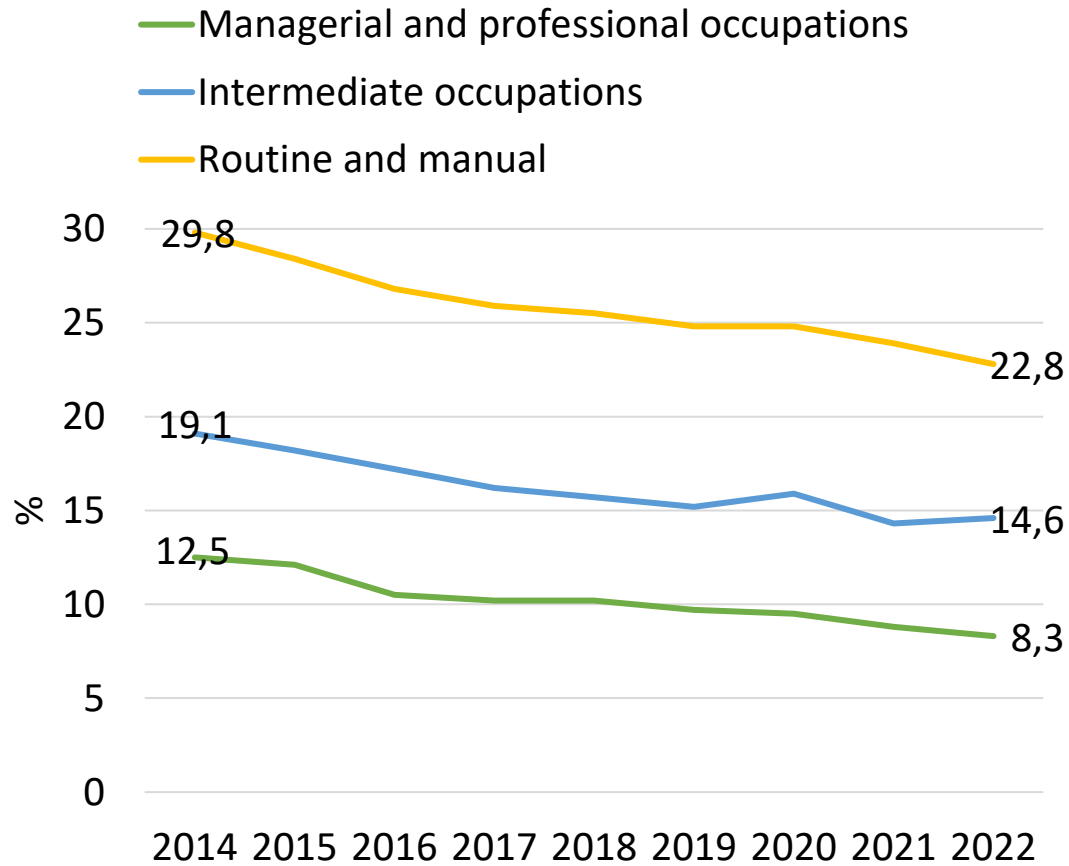


Adults - Prevalence of e-cigarette & heated tobacco product use



N=194335 adults in England from Nov 13 (E-cig); N= 99623 adults in England from Aug 18 (Juul); N=132164 adults in England from Jan 17 (HTP: heated tobacco product)

Adults - Smoking by occupation and age



Independent report

Making smoking obsolete: summary

Updated 25 August 2022

Critical recommendations



Increased investment, £125 million /year, including extra £70 million for stop smoking services



Increase age of sale for tobacco by one year every year



Promote vaping as effective smoking cessation support



Improve prevention in the NHS, provide support and treatment at every interaction

Making smoking obsolete: summary

Updated 25 August 2022

Four critical recommendations are boxed in red. These are 'must dos' for the government to achieve a smokefree England by 2030, around which all other interventions are based.

Part 1: Invest Now

REC 1: Urgently invest £125m per year in interventions to reach smokefree 2030.

- Option 1: Additional funding from within government
- Option 2: A 'polluter pays' industry levy
- Option 3: A corporation tax surcharge

Part 3: Quit for Good

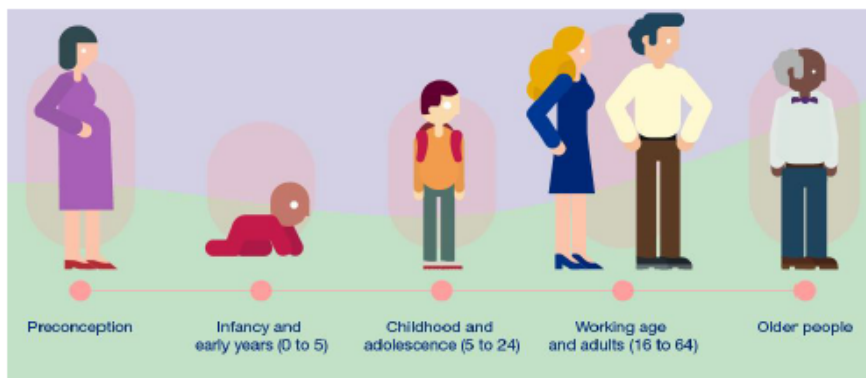
REC 8: Offer vaping as a substitute for smoking, alongside accurate information on the benefits of switching, including to healthcare professionals.

REC 9: Invest an additional £70 million per year into 'stop smoking services', ringfenced for this purpose.

REC 10: Invest £15 million per year in a well-designed national mass media campaign, supported by targeted regional media.

Part 2: Stop the Start

REC 2: Raise age of sale of tobacco by one year, every year.



The image above shows **the lifecycle of a smoker**. From smoking in pregnancy and the impact on the unborn baby, to old age, where 2/3 lifetime smokers will likely die from smoking. Interventions are needed at all stages of a person's life.

REC 3: Substantially raise the cost of tobacco duties (more than 30%) across all tobacco products, immediately. Abolish all duty free entry of tobacco products at our borders.

REC 4: Introduce a tobacco licence for retailers to limit where tobacco is available.

REC 5: Enhance local illicit tobacco enforcement by dedicating an additional funding of £15 million per year to local trading standards.

REC 6: Reduce the appeal of smoking by radically rethinking how cigarette sticks and packets look, closing regulatory gaps and tackling portrayals of smoking in the media.

REC 7: Increase smokefree places to de-normalise smoking and protect young people from second-hand smoke.

Part 4: System Change

REC 11: The NHS needs to prioritise prevention, with further action to stop people smoking, providing support and treatment across all its services, including primary care

REC 12: Invest £15m per year to support pregnant women to quit smoking in all parts of the country.

REC 13: Tackle the issue of smoking and mental health.

REC 14: Invest £8m to ensure regional and local prioritisation of stop smoking interventions through ICS leadership.

REC 15: Invest £2 million per year in new research and data, including investing £2 million in an innovation fund.

April 2023 Government speech

“Swap to stop”

- Free vaping kit offer to 1 million smokers
- Alongside behavioural support
- Develop digital approach
- Target most at risk

Financial incentive to support quitting in pregnancy

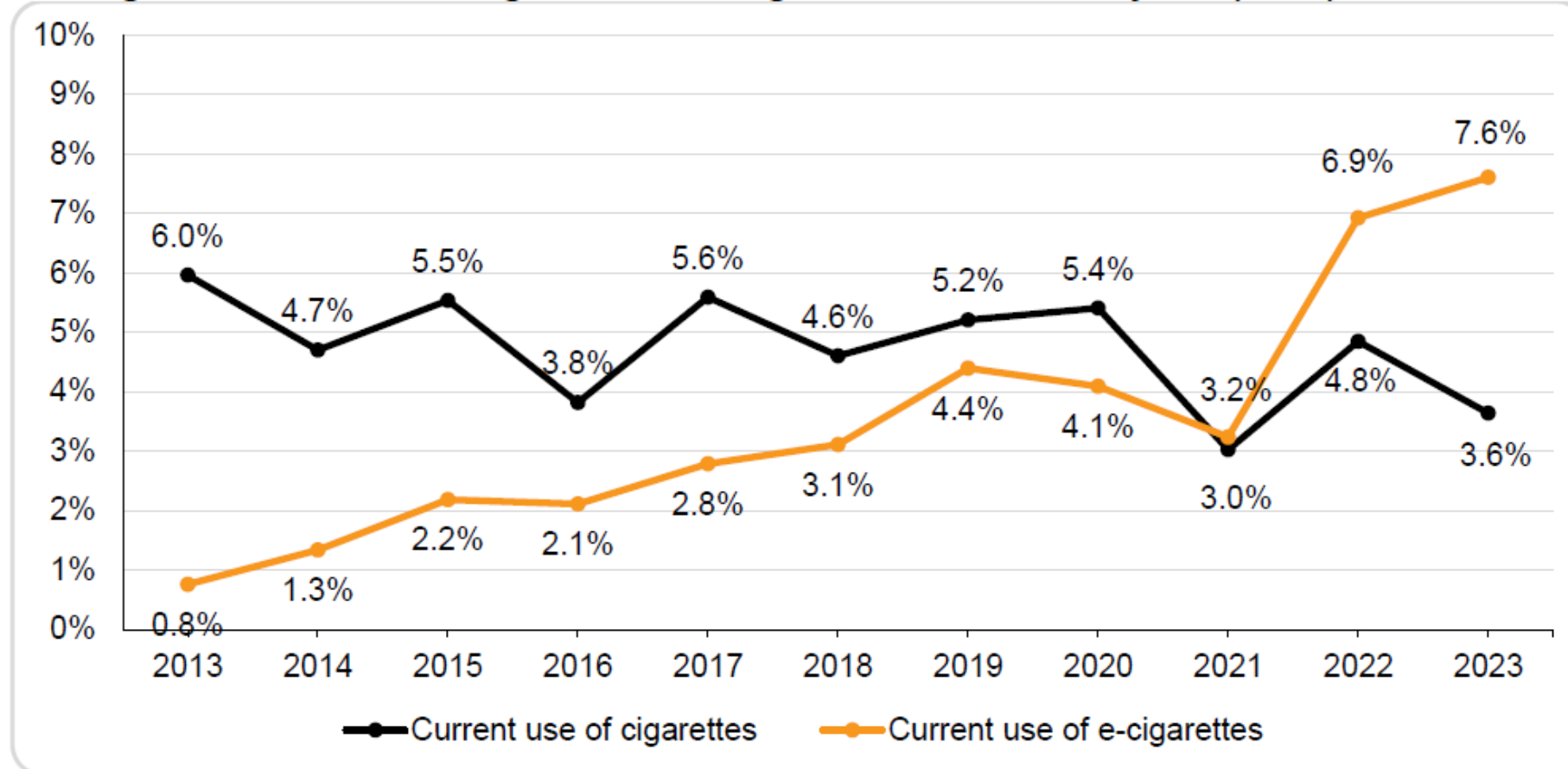
- 11% smoking at time of delivery
 - 1.6% to 28% by local authority
- Vouchers for confirmed abstinence, several time points

Other aspects

- Stopping kids vaping and other aims, since superseded

Youth – Smoking and vaping prevalence

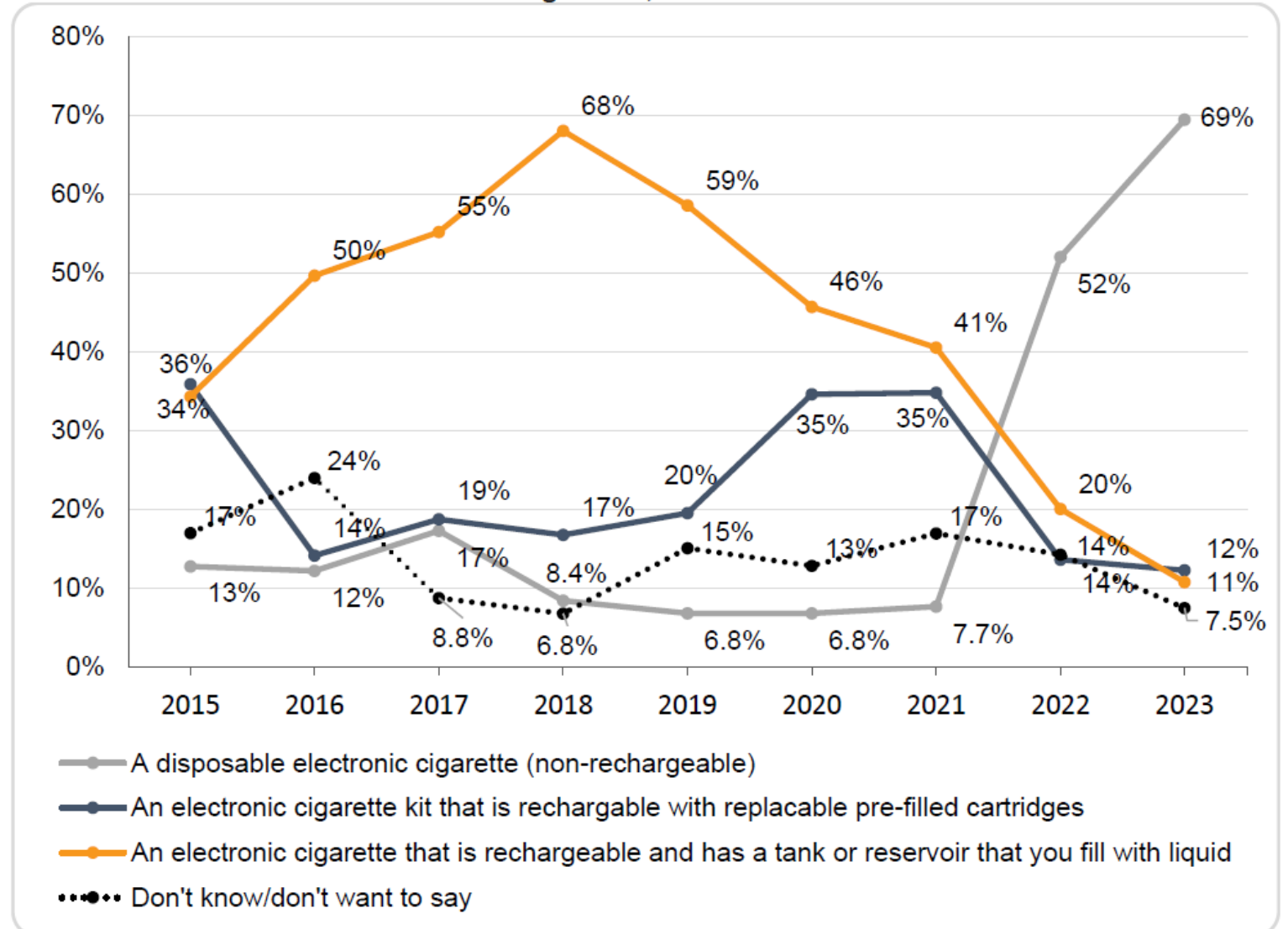
Figure 7. Current use of cigarettes and e-cigarettes over time, GB youth (11-17), 2013-2023



ASH Smokefree GB Youth Surveys, 2013-2023. Unweighted base: All 11-17 year olds (2013=1,895, 2014=1,817, 2015=1,834, 2016=1,735, 2017=2,151, 2018=1,807, 2019 =1,982, 2020 =2,029, 2021=2,109, 2022=2,111, 2023=2,028)

Youth – type of device

Figure 14. Most frequently used e-cigarette by device type, current GB youth (11-17) users of e-cigarettes, 2015-2023



ASH Smokefree GB Youth Surveys. Unweighted base: 11-17 year olds who are current users of e-cigarettes (2015 = 41, 2016=36, 2017=60, 2018=59, 2019=94, 2020=94, 2021=76, 2022=172, 2023=187)

ASH Policy Recommendations youth vaping

Reduce affordability and accessibility

- Excise tax on single use/disposable vapes
- Retain differential between e-cigarettes and tobacco

Reduce appeal of e-cigarettes

- Prohibit 'childish' branding, descriptors of flavours

Prohibit promotion and display of e-cigarettes in shops

- Putting vapes out of sight and reach of children
- Age verification

Motivate adults who smoke to quit

- Anti-smoking public health campaigns which promote vaping as quitting aid

Rishi Sunak announcements 4 October 2023

Smoke-free generation

- Born on or after 1 January 2009 never be legally sold cigarettes
- Raising age of sale by one year each year

Curb rise in youth vaping (consultations)

- Flavours, descriptions
- Point of sale displays
- Packaging, product presentation
- Disposable vapes
- Free samples, non-nicotine vapes
- While available to quit smoking

Strengthen enforcement

- New funding (£30 million/year)
- New powers to fine retailers
- Track down illicit tobacco and vaping products
- Enhance online age verification

Support people to quit smoking

- Doubling funding available for local stop smoking services
- Additional funding for national marketing campaigns
- Consulting on mandatory cigarette pack inserts
- And swap to stop; incentives

Current smoking cessation approaches

Stoptober campaign 2023

- To increase quit attempts



Ways to quit

Many people try to quit smoking with willpower alone, but it's much easier to go smoke-free with the right help. There are lots of support options available – try a combination that works for you.



Vaping to quit smoking

Nicotine vapes can help you to quit smoking and they are substantially less harmful than cigarettes.



Stop smoking aids

Stop smoking aids help you manage nicotine cravings and other tobacco withdrawal symptoms.



Find your local Stop Smoking Service

Get free expert help from your local Stop Smoking Service and boost your chances of quitting by 3 times.

Guidance: Stop-smoking interventions

Accessible to adults who smoke

- Very brief advice
- Behavioural support (individual and group)
- Bupropion
- Nicotine replacement therapy
- Varenicline
- Nicotine-containing e-cigarettes
- Allen Carr's Easyway in-person group seminar

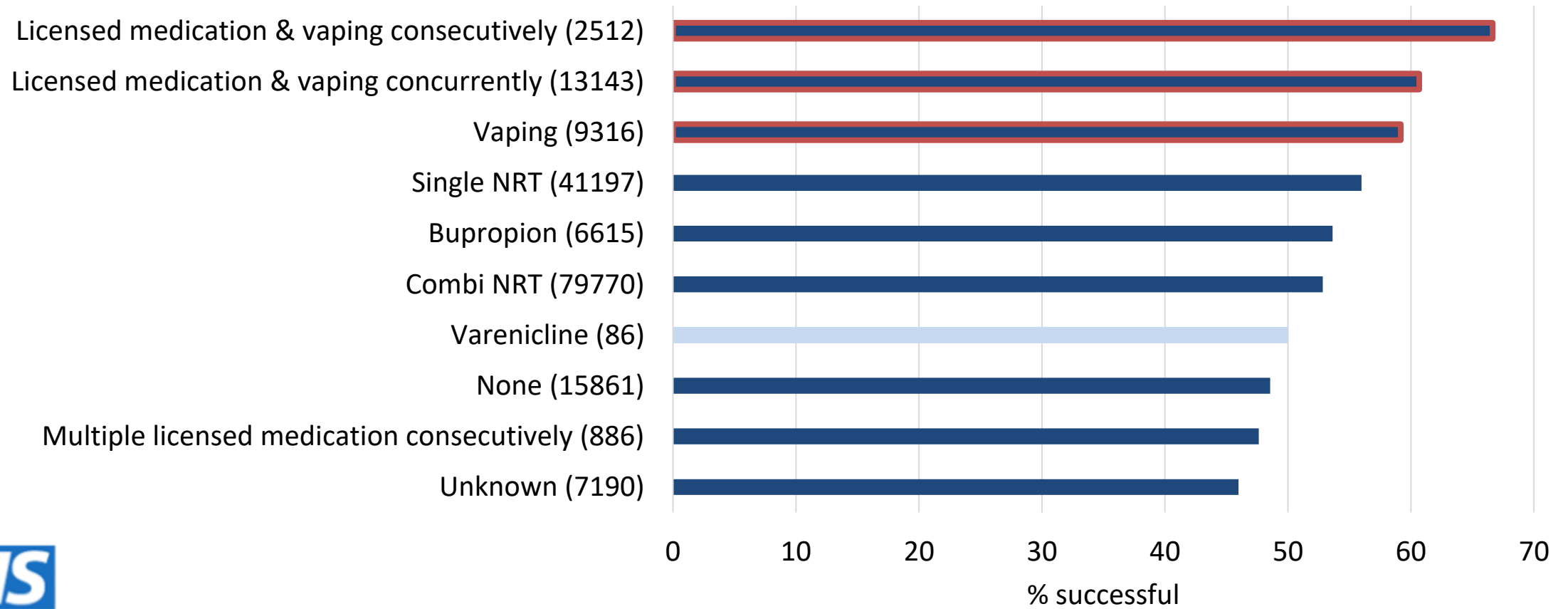
More likely to result in them successfully stopping smoking

- Varenicline
- Combination of short-acting and long-acting NRT
- Nicotine-containing e-cigarettes
- All when combined with behavioural support

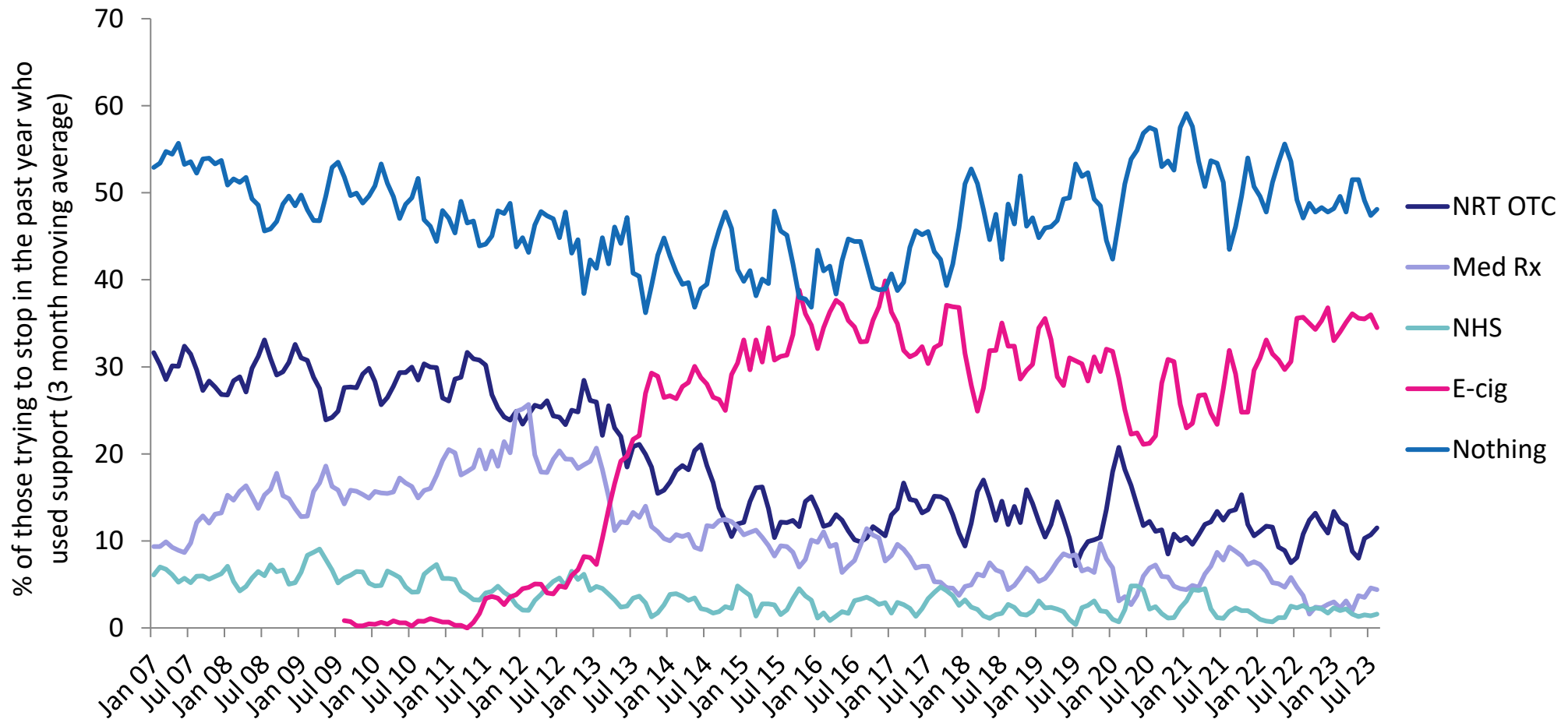
Advise adults how to use nicotine-containing e-cigarettes

- Not licensed medicines but regulated by TRPR
- Not enough evidence to know whether there are long-term harms
- Use likely to be substantially less harmful than smoking
- Any smoking is harmful, so should stop smoking tobacco completely
- Discuss
 - how long intend to use
 - using for long enough to prevent return to smoking
 - how to stop using when ready to do so
- Side effects or safety concerns - MHRA Yellow Card scheme
- Importance of getting enough nicotine to overcome withdrawal symptoms

Stop smoking services - Treatment and outcomes 2022/23



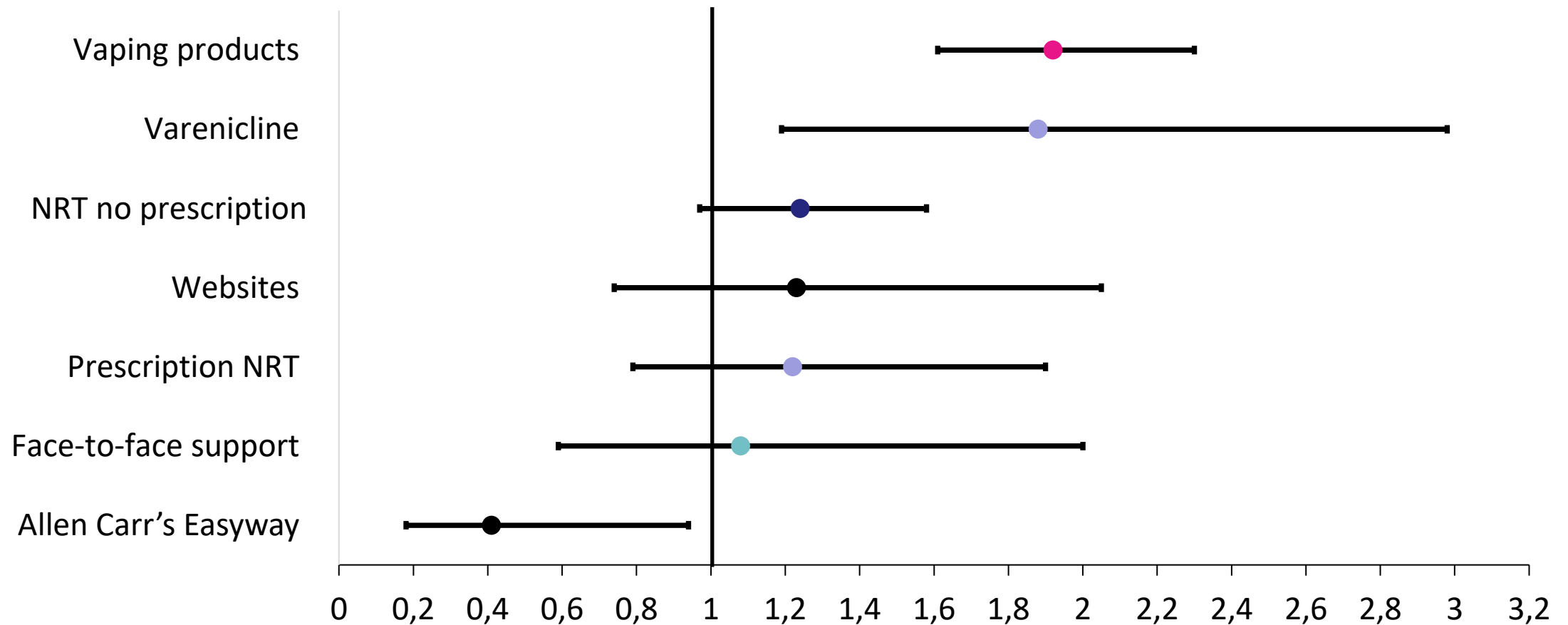
General population survey - Support used in attempts to stop smoking



NRT OTC: Nicotine replacement therapy bought over the counter; Med Rx: Prescription medication; NHS: Stop Smoking Service; E-cig: Vaping products. Method is coded hierarchically with smokers using more than one method classified into most intensive by the following scheme: 1. Nothing, 2. NRT OTC, 3. E-cigarette, 4. Med Rx, 5. NHS.

General population survey - Success rates

Adjusted Odds ratio (95% Confidence Interval) for smoking cessation



Jackson, Brose et al, under review

Unweighted n=5593, adults who tried to stop smoking in the past year (2016/17 and 2020-2023)

Summary

- Comprehensive tobacco control
- Smokefree England ambition
- Smokefree generation
- Behavioural and pharmacological smoking cessation support
- Vaping and incentives for smoking cessation
- Consultations on regulation to curb youth vaping