



Research and analysis

# Vaping in England: 2020 evidence update summary

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## UK Vape Association Commends PHE's Latest E-Cig Report

*The UK Vaping Industry Association (UKVIA) has spoken in favour of Public Health England's (PHE) support for regulated vaping in its latest evidence review.*

By **Diane Caruana** - April 29, 2020

In light of the latest review published by the PHE, the UKVIA is calling for an end on publishing misinformation about vaping. "Vaping in England: 2020 Evidence Update Summary" is pointing out that "false fears" about vaping are preventing many smokers from quitting by switching to vaping – something that the PHE itself has long endorsed.

This review, is the PHE's sixth independent e-cigarette report, commissioned by researchers at King's College London. It highlights that despite the alarmist media headlines and unfounded fears, more former smokers have made the switch from cigarettes to vaping products and that youth uptake remains relatively low.

The following were the key findings of the review:

- “Perceptions of harm from vaping among smokers are increasingly incorrect and out of line with the evidence. The proportion of those who thought vaping was less harmful than cigarettes declined from 45% in 2014 to 34% in 2019. These misperceptions are particularly common among smokers who do not vape.
- Current vaping prevalence among former smokers has continued to rise and was 12% to 13% in 2019.
- Vaping remains most common among smokers and former smokers, with less than 1% of people who have never smoked currently vaping.
- The proportion of current smokers who have not tried vaping products remained at 37% between 2018 and 2019.
- Smoking among adults in England has continued to decline over the past 10 years and in 2019 was around 15%.
- Most adults use vaping products to help them quit smoking.
- Vapers said that banning flavoured liquids would deter them from using vaping products to help them quit or reduce their smoking. It could also push current vapers towards illicit products.
- When a vaping product is used in a quit attempt, either alone or with licensed medication, success rates are comparable to, if not higher than, licensed medication alone.
- Less than 1% of young people who have never smoked are current vapers.
- There is a lack of evidence on the prevalence of vaping in pregnancy in England, the effects of vaping on smoking during pregnancy and following childbirth, and on the effects of vaping on maternal health or pregnancy outcomes”

## Vaping has a crucial role to play in changing the lives of smokers

“This provides further and concrete evidence that vaping has a crucial role to play in changing the lives of smokers around the country and it dispels the myths that youth vaping is currently a major issue.”

Director of the UKVIA, John Dunne, said that this review shows once again the potential that vaping products hold for smoking cessation. “This provides further and concrete evidence that vaping has a crucial role to play in changing the lives of smokers around the country and it dispels the myths that youth vaping is currently a major issue.”

“However, it also tells us that the gross misinformation that has been spread about the safety of vaping has had an effect on consumers’ perceptions of e-cigarettes which could greatly influence their

decision to switch from smoking which carries significantly more health risk.”

## Differentiating between regular vaping and consuming illicit products via vaporizers

Dunne added that the PHE report highlighted once again that it is important that one differentiates between vaping regular products, and vaping illicit substances which are unregulated and pose all

sorts of risks.

“We welcome the fact that PHE went as far to highlight that vaping, as we know it, should not be confused with cannabis vaping or vaping of other illicit substances and restated that the recent deaths in the US, which has significantly affected the vaping industry in the UK, appeared to be caused by vaping the cannabis derivative THC oil and vitamin E acetate.”

“It is crucial that we put a stop to all of the misinformation on vaping out there. As PHE concluded in their review, increasingly incorrect perceptions among the public about the harms of vaping could prevent some smokers using vaping products to quit smoking. The fact, as highlighted in their report, that the proportion of current smokers who have not tried vaping products has remained at 37%, supports this view,” concluded Dunne.

## *UKVIA URGES VAPE SHOPS TO RESPECT UK GOVT LOCKDOWN DIRECTIONS*

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