



8 things you need to know about vaping

Start here

2

NICOTINE IS UP TO 3X LESS ADDICTIVE THAN TOBACCO SMOKE

Success at quitting a nicotine source after 6 months, using a placebo.

Cigarettes	10%
Smokeless	25%
Nicotine gum	36%

Up to 600 chemicals are added to tobacco cigarettes.

VAEPworld.com

Nicotine is far less addictive than cigarette smoke.

1

REMAINING RISK

Harm reduction is a public health approach to reduce the harm of risky behaviours.

SEAT BELT	BIKE HELMET	VAPING
50%	31%	5%

VAEPworld.com

Vaping is a 95% reduction in harm compared to smoking.

3

INDOOR VAPOUR NOT HAZARDOUS!

SAMPLES TAKEN FROM BUSY VAPE SHOP WITH PEOPLE VAPING

U.S. Department of Health and Human Services. (2017). Evaluation of chemical exposures at a vape shop.

VAEPworld.com

Vaping is not hazardous to use around other people.

4

CONTROLLED CLINICAL TRIAL AT 6 MONTHS

SUCCESS AT QUITTING SMOKING

SMOKERS NOT PLANNING ON QUITTING WERE GIVEN VAPE PENS AND LIQUID

Patches	Vaping
6%	21%

VAEPworld.com

Vaping is an appealing alternative for smokers.

6

Research Fellow at London South Bank University

DR. SHARON COX

“THE EVIDENCE SUGGESTS FLAVOURS ARE ONE OF A FEW KEY COMPONENTS, IMPORTANT TO BOTH THE NEW VAPER AND THE EXPERIENCED VAPER, WHICH HELP PEOPLE ABSTAIN FROM SMOKING.”

VAEPworld.com

A key component to tobacco harm reduction is flavours.

5

MAIN REASON FOR VAPING

2018 ANNUAL POPULATION SURVEY IN ENGLAND

To quit smoking	52%
To try flavours	2%

VAEPworld.com

The main reason people are vaping is to quit smoking.

7

“Thus, among adult populations, to the extent that e-cigarette use promotes either reduction or complete abstinence from combustible tobacco smoking, e-cigarettes may help to reduce health risks.

E-CIGARETTES COULD SIMILARLY REDUCE RISKS TO YOUTH WHO TAKE UP E-CIGARETTES INSTEAD OF COMBUSTIBLE TOBACCO CIGARETTES.”

Reduction in US youth smoking rates

Year	Reduction
2001	-6%
2003	-10%
2005	-8%
2007	-10%
2009	-5%
2011	-10%
2012	-22%
2013	-21%
2014	-20%

In 2012, vaping became mainstream in the US

VAEPworld.com

Evidence suggests vaping is preventing youth smoking.

8

VAPING IS A THREAT TO BOTTOM LINE

NUMBER OF PRESCRIPTIONS FOR SMOKING CESSATION PHARMACOTHERAPY IN ENGLAND

2008: 2,500,000 2018: 740,000

vaping available to public

PHARMACOTHERAPY INCLUDES ZYBAN, CHAMPIX (CHANTIX) AND NICOTINE REPLACEMENT THERAPIES SUCH AS PATCHES

VAEPworld.com

Vaping is so popular that prescriptions are dropping.

Vaping Advocacy and Education Project (VAEP) is a not-for-profit dedicated to helping people make informed decisions about vaping as a harm reduction strategy for smokers.