

Vapers Helping Smokers to Quit

Vapers Telling Their Stories of How They Initiated
and Established Vaping in Place of Smoking

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The Potential of E-Cigarettes to Reduce TRH

GOOD NEWS

- In 2015, 2.2 million people in Great Britain using an e-cigarette...
- Of whom, approximately 836,000 (38%) had switched completely away from smoking to vaping (Office for National Statistics, 2016).

The Potential of E-Cigarettes to Reduce TRH

BAD NEWS

- **36%** (3.17 million) of the approximately 8.8 million smokers in Great Britain have never tried using an e-cigarette.
- Additionally, seven in every ten GB smokers who trial an e-cigarette – **41%** (3.61 million) of all smokers – do not go on to become a regular e-cigarette user.

‘Pushing the Switch’

- Persuading more smokers to try an e-cigarette, and then supporting them to persist with an e-cigarette as an alternative to smoking, is vital to the success of e-cigarettes in reducing tobacco-related harm.

Q. How can more smokers be persuaded to trial an e-cigarette, and then persist with use long-term?

‘Pushing the Switch’

- Beyond the regulatory level, I believe the greatest opportunity to reduce TRH, by increasing the rate of migration from regular tobacco cigarettes to e-cigarettes, will be found in connecting two groups of people.

“How did you do that?”

- On one side, there are smokers who want to quit smoking, who are curious, cautious, or contemplating using an e-cigarette as a way of quitting smoking, but before they take that step, they first want to hear the stories and experiences of people who have quit or cut down their smoking by using an e-cigarette.

“This is how I did it.”

- On the other side, there are vapers who have quit smoking by using an e-cigarette, and who are passionate about telling people how they did it, especially people who want to achieve what they have achieved.
- These vapers have amassed a wealth of information and personal experiences of e-cigarettes to impart upon willing listeners, such as academics like myself, and more importantly, to those who smoke and aspire to quit.

Our Study

- Pressing need for research that collects, summarises and communicates the perceptions and experiences of successful vapers to both smokers and those charged with regulating vapour products
- Vaping anecdotes, when supplied in their thousands, become a reliable, credible source of information about the ways in which e-cigarettes have enabled people to quit smoking.

2015 ‘Successful Vapers’ Survey

- 4,226 vaping former-smokers – individuals who have quit smoking completely (not even a puff in past 30 days) since they started vaping regularly (use at least every 2-3 days).
- At the point of first vape, all were smoking tobacco (M = 24.09 CPD) and had been smoking regularly for an average of 26 years.

Sample Characteristics

- From PFV, participants dual-used cigarettes and e-cigarettes for 25 days, on average, before becoming an exclusive vaper.
- At the point of participation in this study....
- Had not smoked any tobacco for 14 months, on average.
- Majority of participants were vaping every day (96%)
- Using 1-12 mg/ml nicotine e-liquid (80%)
- Using a pen or tank-style device (98%)
- Using non-tobacco flavoured e-liquid (86%).

Use Patterns	<ul style="list-style-type: none">• Past and current smoking patterns• Past smoking quit attempts/aids used• Past and current e-cigarette use patterns• Devices ever used/currently used/preferred/disliked• Flavours ever used/currently used/preferred/disliked• Nicotine con' ever used/currently used/preferred/disliked
Risk Perceptions	<ul style="list-style-type: none">• Smoking vs. e-cigarette, perceptions of harm risk• Smoking vs. e-cigarette perceptions of addictiveness
Views on Appropriate Regulation	<ul style="list-style-type: none">• Regulation• Advertising• Use in public and private spaces
Motivations for Use	<ul style="list-style-type: none">• Reasons for first trying an e-cigarette. (open-ended)• Reasons for continuing to vape today. (open-ended)
Health Effects of Use	<ul style="list-style-type: none">• Health changes experienced since quitting smoking and vaping regularly. (open-ended)
Advice to Users	<ul style="list-style-type: none">• Advice for smokers considering using an e-cigarette to quit smoking. (open-ended)

Q1. What were the main reasons you decided to try using an e-cigarette?

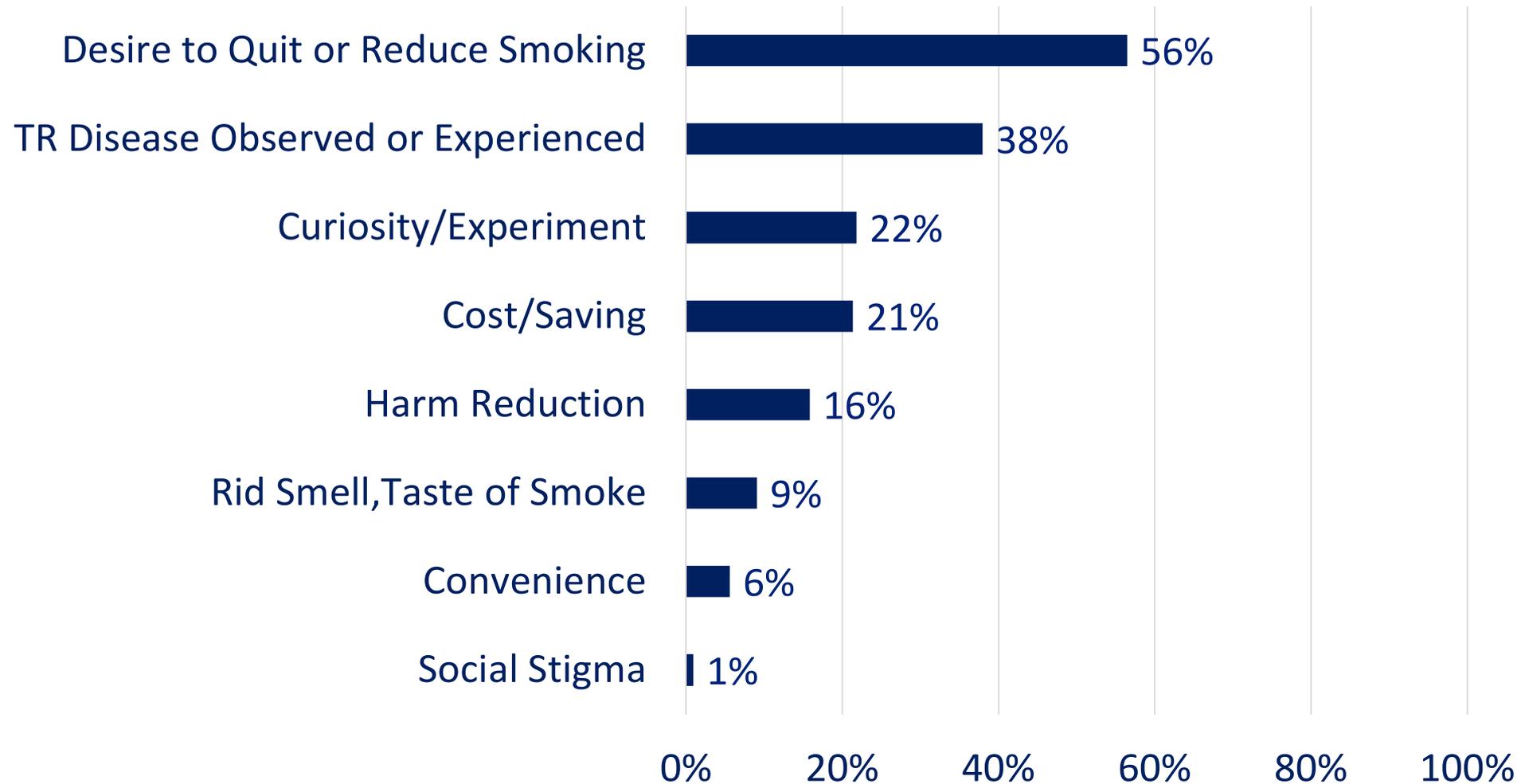


Figure 1. Eight clusters comprising 25 reasons for first trying an e-cigarette.

Q2. What were the main reasons you continue to use an e-cigarette today?

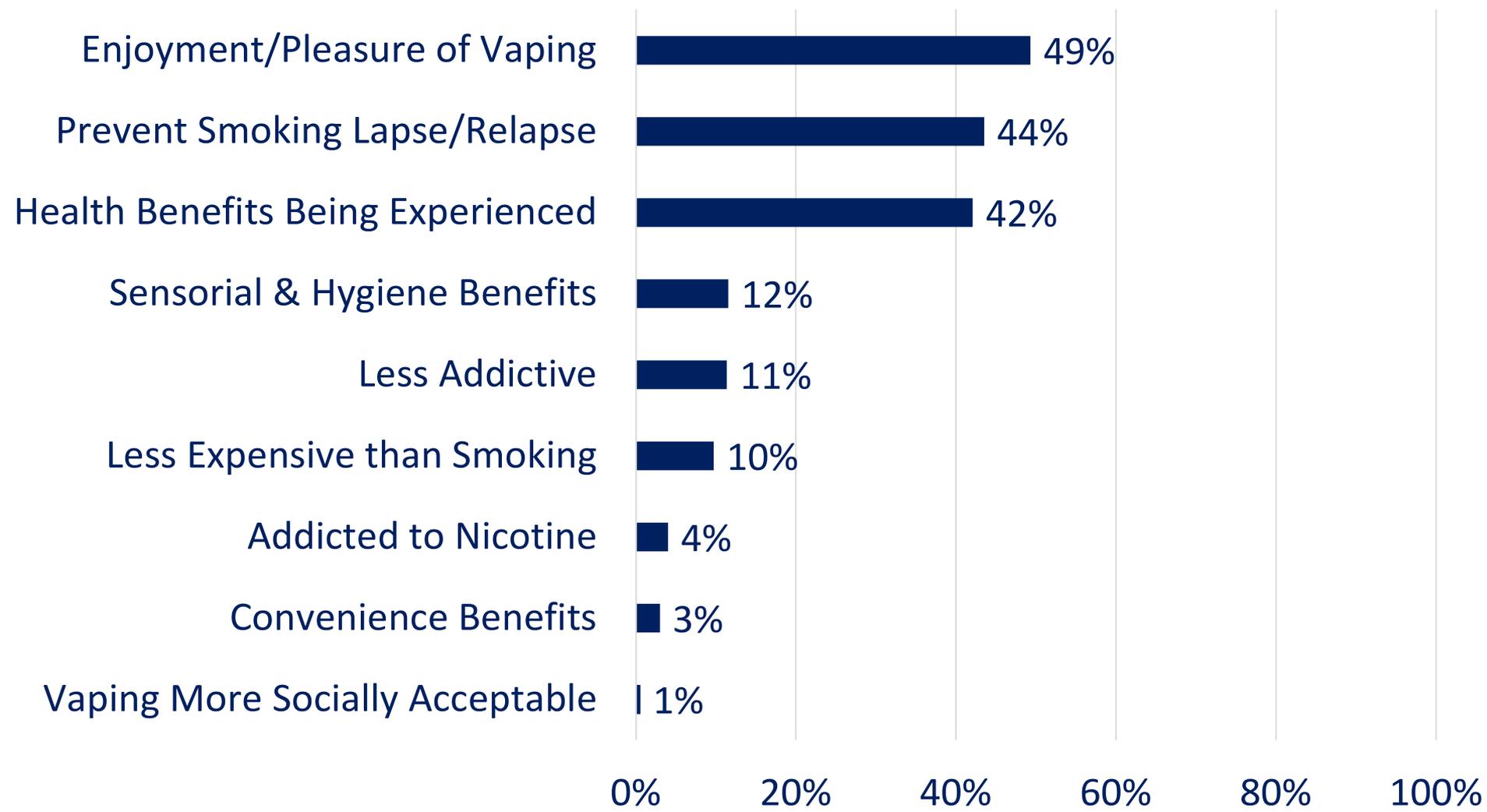


Figure 2. Nine clusters comprising 27 reasons for continuing to vape today.

Q3. Please tell us any changes in health, positive and negative, that you have personally experienced since you started vaping regularly and that you attribute to vaping regularly?

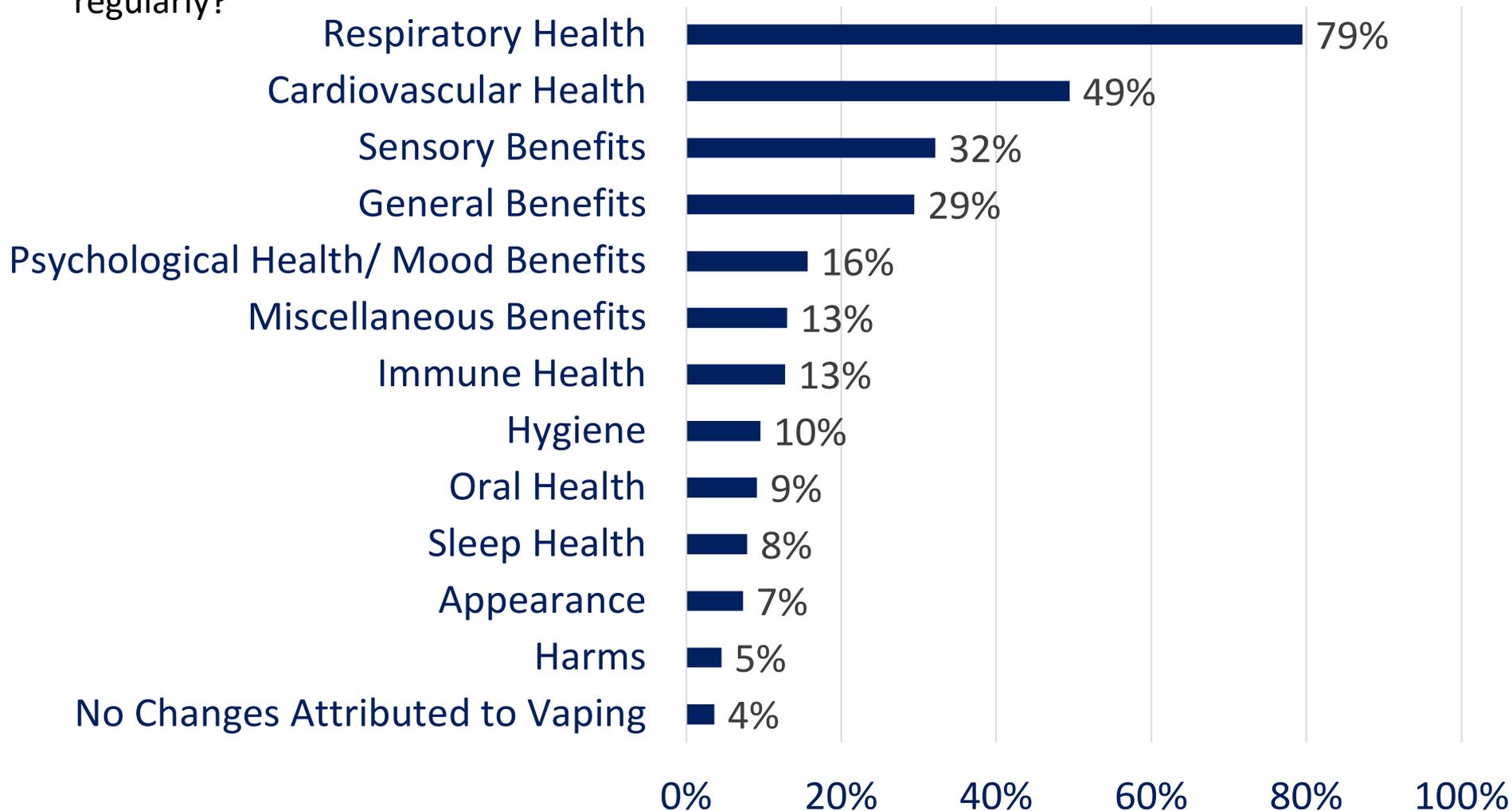


Figure 3. Thirteen clusters comprising 70 health improvements and 13 harms.

Table 1. Eight changes in respiratory health experienced and attributed to quitting smoking and regular vaping.

Respiratory Health	Healthier lung/ thoracic capacity	13%
Respiratory Health	Better/easier breathing	49%
Respiratory Health	Reduced or no cough/wheeze	29%
Respiratory Health	< phlegm production	7%
Respiratory Health	< bronchitis, asthma	5%
Respiratory Health	< crackling in lungs / lung problems	2%
Respiratory Health	< sore throat	2%
Respiratory Health	< feeling less choked	1%

Q4. What advice would you give to smokers who are thinking about using e-cigarettes to support an attempt to quit smoking?

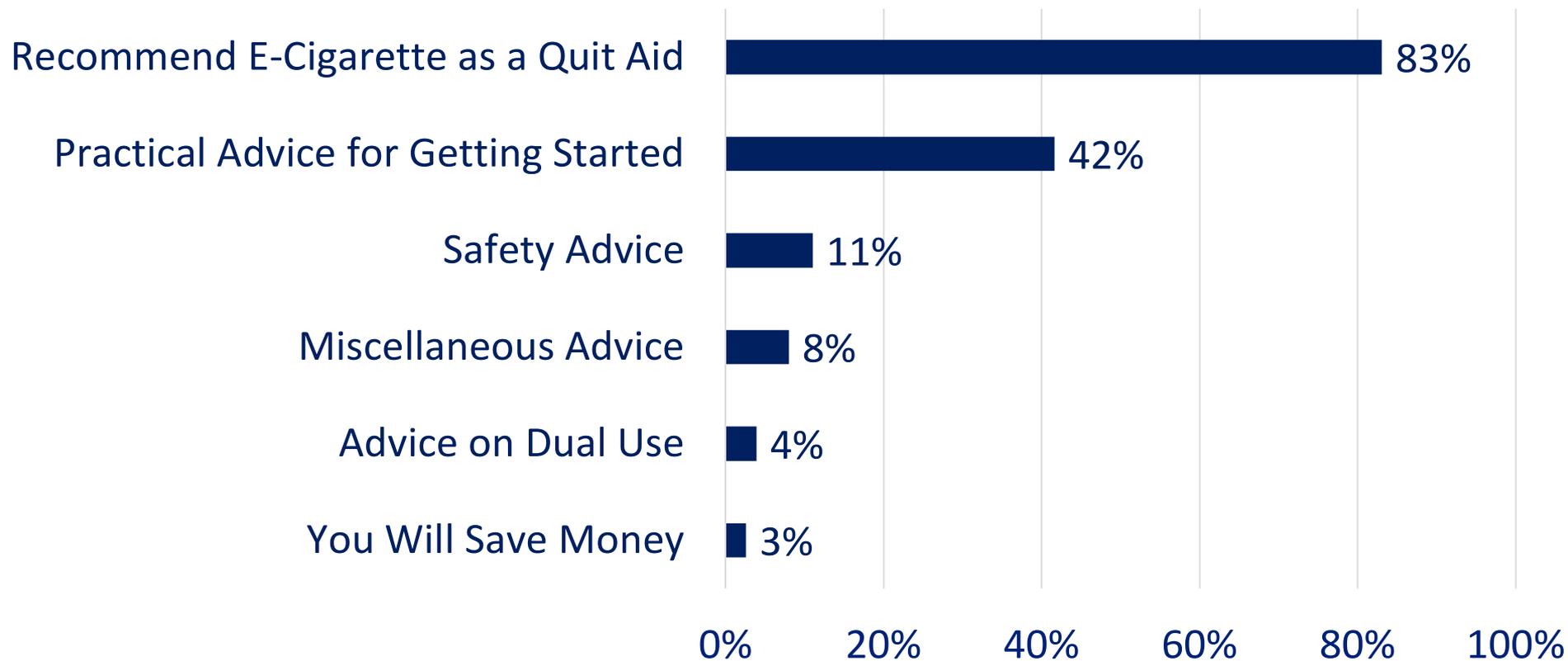


Figure 4. Six clusters comprising 27 pieces of advice that former-smoking vapers would give to current smokers who are considering using an e-cigarette.

Successful Vapers' Motivational Advice to Aspiring-to-Quit Smokers

- 1) Don't expect miracles; do what you can do.
- 2) Don't compare yourself to anyone else.
- 3) Small steps taken with purpose are better than impractical giant leaps.
- 4) If you smoke, don't beat yourself up, it happens. Just go again.

Successful Vapers' Motivational Advice to Aspiring-to-Quit Smokers

- 5) Every cigarette less is an achievement; going again after a slip is a bigger achievement.
- 6) Define yourself by your achievements, not your failures.
- 7) Don't measure how far you have to go; be mindful of how far you have come.
- 8) Always be mindful of the harms of smoking that are being avoided by vaping instead.

Vapers ‘Paying It Forward’

- Provide public health and regulatory bodies with valuable insights into the factors that explain how thousands of individuals have already initiated and established vaping in place of cigarette smoking...
- ...and how thousands more may be enabled to do the same.
- To dismiss, misuse or under-use these individuals’ insights and experiences as part of health services’ efforts to engage with smokers would be a monumental missed public health opportunity.

Vapers Helping Smokers

“The insights coming from vapour users and vape shops as to how to reach and help people who seemed unreachable and unhelped by more traditional smoking cessation efforts is fascinating...a breath of fresh air into this area of public health”

Jack Henningfield (Pinney Associates)

What Next?

- 1) Many smokers want to hear vapers' stories and experiences of using e-cigarettes.
- 2) Many vapers want to help smokers to quit, and are well-qualified to do so.
- 3) Both sides are enthusiastic about engaging with each other.

Vapers Helping Smokers to Quit

- Individuals who have successfully quit smoking since they started vaping regularly can create more quitters by providing invaluable first-hand experience, information, motivation and advice to smokers who may be curious, cautious or contemplating using an e-cigarette to support a quit attempt.

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How Vapers Can Help Smokers Quit



Sally Satel, CONTRIBUTOR

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The controversy surrounding electronic cigarettes continues to smolder. E-cigarettes are the battery-powered devices that deliver an aerosol that contains nicotine but no trace of cancer-causing tar. Despite [ample data](#) to the contrary, critics insist that e-cigarettes are a “gateway” to teen smoking and that they contain dangerous levels of toxins. Meanwhile, the Food and Drug Administration has yet to issue regulations.

Things may seem stagnant – the same debates, the same anxieties about pending regulatory over-reach – yet researchers are busy. New data from Scotland underscore how e-cigarettes are helping smokers quit, saving millions of lives and untold health care dollars. More exciting, they suggest an untapped way to spread e-cigarette use, or vaping, to smokers who might otherwise not try to give up their deadly habit or who have failed using traditional means.

In a new survey, psychologist Christopher Russell and colleagues at the [Centre for Drug Misuse](#) in Glasgow collected a large pool of data from vapers. The Centre, an

Vapers Helping Smokers

Here's where Russell's survey spurs an idea that could start saving lives tomorrow: Why not assemble a loose network of potential vaping sponsors? True, some vapers communicate informally with smokers already, but if we can build a vaper-smoker buddy system into the public health landscape, we can further arm the fight against smoking.

Civic-minded vapers could sign up to be sponsors through the local vape shop or health department. Their names could be posted at the nurses' station of emergency rooms and circulated to local primary care doctors who can urge their smoking patients with COPD and other smoking-related conditions to pair up with someone on the list.

It need not be a long-term relationship, but it would be a great way to introduce a patient to vaping if his or her physician determines that the patient intends to keep smoking for the foreseeable future or has had little to no success in quitting with the help of conventional anti-smoking aids.

**VAPERS HELPING
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Vapers Helping Smokers to Quit (VHS2Q) features real people from all over the world telling their stories of how they quit smoking by using e-cigarettes.

These videos are intended to be a source of information and advice for people who are currently smoking but want to quit or cut down, and are curious about using electronic cigarettes as a way of quitting smoking.

If you have quit smoking by using e-cigarettes, and would like to submit a video describing your stories and experiences of quitting smoking by vaping, please send an email to: vapershelpingsmokers@gmail.com

This channel is run by Dr Christopher Russell at the Centre for Substance Use Research, Glasgow, United Kingdom (russell@csures.org).

This channel has never and will never be funded by any tobacco, e-cigarette, pharmaceutical company or organisation.

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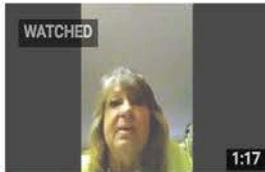
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Thanks For Listening

Questions?

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