

# Leicester – the first ecig-friendly stop smoking service

How it all started



# From suspicion to belief

Listening to vapers at the  
Ecig Summit, London,  
2013



# The Leicester Ecig Learning Forum

A swing to 'convinced' in 3 hours

Leicester GP Dr Paul Danaher described the risk of smoking compared with vaping as like a skyscraper next to a doorstep



# Thoughts into action

- An ecig-friendly service
- The Ecig Insight Scheme
- The importance of listening to vapers
- The support given by retailers



# What we learned

- Flavours are important
- Ecigs don't suit everyone
- It's important to understand recreational nicotine use
- Potential switchers are sensitive to media stories

Success rates are as high as 20%+  
with added vaping!



# Where we are now

- Characteristics of vapers we see
- The communities we are not reaching
- The potential to improve the health of marginalised families





**Any questions?**

[Louise.Ross@leicester.gov.uk](mailto:Louise.Ross@leicester.gov.uk)

07824 835 650

@grannylouisa