

Stop Smoking London Telephone Behavioural Support Programme and Vaping Device Pilot

About the pilot

From 1st December 2020 through to the 31st March 2021, Londoners who call the Stop Smoking London helpline will be offered the opportunity to sign up to a stop smoking telephone behavioural support pilot that issues them with a vaping device and four week supply of e-liquids. Pilot participants will be able to choose a combination of flavours and strengths.

There will be a choice between two different vaping devices (see appendix 1) and a choice of consumables including pods and flavoured refills (see appendix 2).

For this pilot, the availability of the Stop Smoking aid vaping kit is limited to 12 kits per participating London borough.

It is anticipated that the pilot will support the Programme with the following outcomes:

- An increase to the numbers of Londoners embarking on a supported quit journey using the Stop Smoking London helpline services.
- An increase in the number of people attempting to quit smoking and potentially improving the number of successful quit attempts through the Stop Smoking London helpline.
- Provide learning that will help to inform future London wide procurement decisions through Stop Smoking London.

Pilot Eligibility

All London callers from Stop Smoking London participating boroughs may be eligible. However, following consultation with the NCSCT the following are excluded from the pilot:

- Smokers aged under 18 years.
- Pregnant smokers.*
- Smokers from non-participating London boroughs.
- Smokers from participating boroughs where available stock has been exhausted.
- People who are excluded following the eligibility health questions.**
- People who do not consent to be part of the helpline telephone behavioural support package.

*For the purpose of this pilot a decision was made that pregnant women would not be eligible as their needs for on-going treatment are different to those of the general population. Therefore, the inclusion of pregnant women in the pilot would potentially give results that may not apply to the general population of smokers.

** For the purpose of this pilot and for the need to reduce variables; people with respiratory and lung conditions who may get different results or side effect compared with people from the general population are excluded.

Pilot care pathway

The pilot service pathways will be as follows:

	Stop Smoking London 28-day proactive telephone support programme
Step 1	Telephone line and pilot promoted across regional and local public advertising campaigns
Step 2	Service User calls the SSL helpline and elects to sign up to the telephone support programme and undergoes a pilot eligibility assessment with the telephone health advisor for the vaping pilot
Step 3	Service User with an email address receives email from SSL telephone health advisors shortly after initial call with Tier 2 health advisor detailing their appointment schedule. Eligible callers who sign up to the telephone support programme will receive an email containing a hyperlink to a hidden SSL e-commerce shop on the Supplier's website and a unique and exclusive code to be redeemed against select starter kits and refill pods agreed with the Commissioning Authority. In the event the eligible Service User does not have access to an email address or the internet the Supplier will accept telephone orders during business operating hours. At these times, the order can be processed, and the voucher code applied by the Supplier's customer service team.
Step 4	Service User elects to click on the hidden landing page link, selects a starter kit and refills from the secure virtual shop, suited to their preferences and then proceeds to the order page.
Step 5	Service User completes order form and provides their name, full postal address, and their date of birth
Step 6	The appointed Supplier receives Service User's order notification for a starter kit via website checkout and then verifies the person is over the age of 18 years through an industry recognised age verification service
Step 7	Service User is contacted by the appointed Supplier to advise whether the order will be fulfilled or not based upon the age verification outcome
Step 8	Order from Service User with age verified is processed, dispatched within 24 hours and fulfilled by the appointed Supplier

Step 9	Starter kit is delivered to the Service User's designated address through the post and continues to receive support through the SSL telephone line
Step 10	Service User continues to receive telephone support as part of the SSL helpline programme
Step 11	If the SSL telephone Service User is not smoke free at 4-weeks after further discussion with a health advisor they can be put back on a new telephone support programme and will be entitled to another 4 weeks supply of consumables for their e-cigarette starter kit

Promotion of vaping pilot

The pilot is being promoted via digital advertising and local signposting.

Participating London boroughs can let their residents know about this pilot via their social media channels or by sharing the posters and postcards in physical venues where appropriate. Everything you need to do this is in the [vape pilot media pack](#).

Pilot evaluation

The four-month pilot will be evaluated through the collection of pre-existing and new data metrics. The pilot will be evaluated in partnership with University College London.

It is anticipated that the evaluation and recommendations from the pilot will be shared with Participating boroughs in 2021.

Further questions

If you have any further questions about the pilot please contact [Meroe Bleasdille](#), LSCTP Programme Manager.

Appendix 1: Totally Wicked vape devices for smoking cessation

Eligible service users who are enrolled into the Stop Smoking London behavioural telephone support programme and vape pilot will be offered the choice between the two devices below. Their key features as described by the supplier are as follows:

Totally Wicked Skope S



The Skope S is one of the simplest to use, and most efficient and cost-effective alternatives to smoking. It is very compact in size and uses advanced technology to maximise battery life and keep e-liquid consumption to an absolute minimum. It produces a moderate amount of vapour, enough for the vast majority using an vape in a quit attempt, but some heavy smokers may find it is not quite enough even with high nicotine strength.

Totally Wicked Tornado EX2



The Tornado EX2 is one of our two best-selling devices and is very commonly recommended for quit attempts by the Totally Wicked sales team. It produces more vapour than Skope S, and if this proves to be too little the standard atomizer head can be replaced by one that produces considerably more. As with the Skope S, it is of predominantly metal and glass construction, with no plastic parts requiring disposal after single use.

Appendix 2: Totally Wicked Switz E-liquid Flavours Compatible with Pilot Vaping Devices

<https://www.totallywicked-eliqum.co.uk/switz-e-liquid>



Menthol



Mixed Fruit



Roll -Up Tobacco



Tobacco