What does an ‘e-cigarette friendly’ stop smoking service look like?

Definition:
An **e-cigarette friendly service** is one that:

- Recognises the potential benefit that e-cigarettes have in helping smokers to quit
- Respects the choices that clients make when considering what evidence-based methods to use for a quit attempt, including the choice to use an e-cigarette
- Operates a system of support, including behavioural support, for people who choose to use e-cigarettes to quit smoking

Characteristics:
In addition to current best practice for established stop smoking interventions (see Local Stop Smoking Services: Service & Delivery Guidance 2014) an **e-cigarette friendly service** is one that:

1. Actively reaches out to smokers considering using an e-cigarette to stop smoking, and encourages them to come to the service for behavioural support
2. Ensures that staff understand the current evidence on the safety and effectiveness of e-cigarettes and encourages them to extend their knowledge base on e-cigarettes and vaping by talking to people with lived experience
3. Provides accurate and balanced information based on current scientific knowledge about the benefits and risks of e-cigarettes
4. Ensures that staff are familiar with common types of e-cigarettes and use terminology which people understand
5. Is clear that smoking is the problem, not nicotine, and that long term use of an e-cigarette may protect against relapse to smoking
6. Recognises that e-cigarettes regulated either as medicines or consumer products can help people quit smoking; and supports clients to choose the most appropriate in light of their circumstances or preferences
7. Is prepared to work in partnership with reputable local vaping retailers by referring clients to them for product support and advice
8. Accepts that some clients will choose to continue to use e-cigarettes in the long term, and may have no intention of stopping the use of nicotine for recreational purposes
9. Engages with other healthcare providers and frontline services in order to share knowledge and encourage a common approach to e-cigarette use across services in their area
10. Celebrates a successful switch to vaping as it would a quit by any other method