



**Association of Directors of Public Health North East  
Position Statement on Nicotine Vaping  
August 2025**

**Key Messages**

Smoking remains the biggest public health threat in the North East, causing around 5,000 deaths annually and costing the economy nearly £2 billion every year.

Vaping is significantly less harmful than smoking and plays a vital role in helping adults quit tobacco.

Vaping is not risk-free and not for children. It should only be promoted as an alternative for adult smokers. Exposure to vaping emissions is much less harmful than tobacco smoke, and it offers a harm reduction strategy in homes and public spaces.

Misperceptions about vaping risk are growing. In 2025, 56% of smokers incorrectly believe vaping is as harmful or more harmful than smoking (up from 23% in 2015). Clear, evidence-based public communication is essential to address this.

Youth vaping must be reduced. ADPHNE calls for stronger regulation, including limits on marketing and packaging that appeal to youth.

Single-use vapes are now banned and support is needed to ensure healthcare workers and stop smoking services can offer advice on all quitting options, including refillable vapes.

Further research is needed around the role of flavours to ensure that adult smokers are encouraged to switch but that young people are protected from taking up either smoking and/or vaping.

Environmental harm must be addressed. Both discarded vapes and cigarette butts are damaging. ADPHNE supports a ban on all tobacco filters and improved vape recycling.

Regulation and enforcement are key. Collaboration with Trading Standards is vital to tackle illegal sales, ensure compliance, and support adult smokers effectively.

In summary, vaping has a critical but specific role in tobacco harm reduction. Regulation must strike a balance—supporting adults to quit while protecting children and the environment.

The Association of Directors of Public Health North East (ADPHNE) is the North East regional arm of the representative body for Directors of Public Health in the UK.

This position statement on nicotine vaping should be read in conjunction with the [ASH resources on youth vaping](#), the [ADPH position statement on tobacco](#), the [North East and North Cumbria Smokefree NHS/Treating Tobacco Dependency Taskforce position statement](#) and the ADPHNE and Fresh Vaping Communications Guide.

It has been developed following publication of the [Nicotine vaping in England 2022 evidence update](#), the latest in a series of robust systematic reviews commissioned by the Office for Health Improvement and Disparities. This statement updates the previous ADPHNE position statement from September 2023 to reflect our continued position that vapes have an important role in tobacco control strategies but that they are not risk-free and are not for children. This updated statement also clarifies our position on the regulations we believe are needed for vapes. The ADPHNE will continue to review and update this position statement in line with the latest evidence base and guidance, including NICE guidance. Insight and data from our local Stop Smoking Services will also be reflected in this statement.

Please note that for the purposes of this document, any references to vapes, vaping or e-cigarettes relate to nicotine-containing vapes, nicotine vaping and nicotine-containing e-cigarettes that comply with UK regulations unless otherwise stated.

### **Our position on nicotine vaping**

- Smoking tobacco will kill up to 2 out of 3 long term users. Tobacco remains the single biggest cause of preventable illness and death with approximately 5,000 people in the North East dying each year from smoking. Smoking costs the North East economy over £1.99 billion a year in healthcare, social care, lost earnings and other costs and is a significant driver of health inequalities. Our priority for tobacco control must be to reduce the number of people who smoke a known uniquely lethal product. We are committed to our shared ambition of a smokefree future and we have a clear [regional declaration](#) in place with partners to support this.
- For smokers, vaping is a far less risky option and, in the short and medium term, vaping poses a small fraction of the risks of smoking. Though it is not risk-free and is not for children, we must ensure that vaping is an affordable and accessible alternative for smokers who want to reduce their risk of dying from a smoking-related disease. Figures from a survey in the North East in Spring 2023 show that adults who vape but still smoke are around twice as likely to want to quit smoking and twice as likely to be trying to cut down or quit. A critical recommendation to the government from Dr Javed Khan OBE's independent review on making smoking obsolete is to promote vaping as an effective tool to help adults quit smoking tobacco and that vaping can play an important role in an effective tobacco control strategy.
- Exposure to secondhand tobacco smoke is dangerous. In households where tobacco smoking occurs, vaping instead of smoking offers a less harmful alternative. Compared with cigarettes, vaping products produce no or little side-stream emissions. The OHID-commissioned evidence update found that there is no significant increase of toxicant biomarkers after short-term secondhand exposure to vaping among people who do not smoke or vape.
- At the same time, we recognise that vaping is not risk-free and therefore vaping must be presented as a replacement for smoking for those who already smoke, not something which is appealing to young people or the wider non-smoking population. Whilst it can help adults quit smoking, we need to reduce the number of young people accessing

vape products and the amount of non-compliant products available for sale. We need to work closely with our Trading Standards colleagues to support compliance with regulations and to take enforcement action when necessary.

- It is concerning that too many smokers inaccurately believe that vaping is equally as, or more harmful than, smoking. Over the last decade misperceptions of harm have increased more than twofold from 23% believing vapes were equally or more harmful than tobacco in 2015 to 56% in 2025. We therefore support the delivery of evidence based communications among stakeholders and the public to widen understanding and to ensure smokers understand that switching to vaping is a significantly less harmful option than continuing to smoke. A useful myth-buster from ASH can be found [here](#) which aids the responsible reporting of the evidence about vaping, alongside the vaping communications guide from ADPHNE and Fresh.
- To reduce youth vaping prevalence while supporting adults to quit, we recommend the Government implements measures to reduce the appeal and accessibility of vapes to young people. Such measures need to be calibrated as such that they deter young people from smoking and vaping while at the same time remaining appealing and accessible to adult smokers who want to quit tobacco use. The Tobacco and Vapes Bill will contain powers to restrict the ways in which vaping products are manufactured, displayed and sold and we will be responding as required to consultations on what regulations are needed.
- DEFRA implemented the ban on the sale and supply of single use vapes in June 2025. It is essential to support healthcare and other frontline workers to ensure they are aware of all of the quitting options available including suitable vaping products. We also recognise that, while compliance is low at present, vape companies have environmental obligations towards the collection and recycling of used vapes. We must encourage compliance with these obligations.
- We also need action to address the negative impact on the environment caused by discarded tobacco products and in particular cigarette butts which are the most littered item worldwide and which can't be recycled, do not biodegrade and which leach toxic chemicals into the environment. We note the [research](#) from University College London in July 2025 that each year around 1.34 billion cigarettes are smoked in the North East region alone. We would support an amendment to the Tobacco and Vapes Bill that bans all tobacco filters.
- We note questions have been raised about the potential role of flavours in appealing to children and this is an area where urgent research is needed in order to establish the most appropriate policy response, such as limiting the amount of flavours or flavour components that are available. We are not recommending a ban on flavours themselves at this current time, recognising that flavours play an important role in improving the quitting experience for adults and that the risk of adverse unintended consequences is too great, such as relapsing to smoking. Colleagues in the North East working with people who smoke, including in mental health trusts and through local authority 'swap to stop' schemes, have reported that the most popular flavours among their clients are fruit flavours.
- Flavours are named by only a minority of young people as the reason they vape. The most popular reason for trying a vape continues to be 'just to give it a try.' The Government must explore options to limit the appeal of flavours to children by regulating the ways in which vape products are named, described and portrayed rather than make

early decisions on limiting the flavours available given the potential for unintended consequences.

### **The problem with tobacco smoking**

Tobacco smoking is the leading cause of preventable mortality and a key contributor to avoidable health inequalities. Cigarettes are the only legal consumer product that, when used exactly as the manufacturer intends them to be used, will kill up to two thirds of long term consumers. Tobacco and vapes both contain nicotine which is an addictive substance, but nicotine itself has been used safely for many years in medicines to help people stop smoking. However, tobacco and the smoke it produces contains a toxic mix of thousands of chemicals, many of which are known to cause cancer as well as other fatal and life limiting conditions such as respiratory and cardiovascular disease, not just among smokers but also among those who are exposed to secondhand smoke.

In 2023, 11% of adults in the North East smoked, down from 29% in 2005 but despite faster progress in this region than other areas, an inequalities gap remains. The smoking rate among routine and manual workers is 21.6%, resulting in a significantly negative impact on income as well as employment, due to ill health and disability. Among those with mental health conditions, the smoking rate is 27%, with smoking being a leading cause of reduced life expectancy. Smoking rates have continued to go down in recent years in the North East which is encouraging given the challenges to the region from economic pressures and the comprehensive approach being taken including a tobacco harm reduction component is important.

### **The evidence base on vaping**

The most robust evidence on nicotine vaping is contained within the [Nicotine Vaping in England: 2022 evidence update](#). The report is the most comprehensive to date, its main focus being a systematic review of the evidence on the health risks of nicotine vaping. Based on the evidence within the review, a summary of conclusions is that:

- In the short and medium term, vaping poses a small fraction of the risks of smoking, but that vaping is not risk-free, particularly for people who have never smoked.
- There is significantly lower exposure to harmful substances from vaping compared with smoking, as shown by biomarkers associated with the risk of cancer, respiratory and cardiovascular conditions. However, there is similar or higher exposure to harmful substances from vaping compared with not using any nicotine products.
- There is no significant increase of toxicant biomarkers after short-term secondhand exposure to vaping among people who do not smoke or vape.

### **The role of vaping in helping smokers to quit tobacco**

The [Cochrane living systematic review on electronic cigarettes for smoking cessation](#) provides high certainty evidence that that vaping is effective at stopping people smoking. NICE recommends nicotine vapes as an evidence-based stop smoking aid and that they should be made accessible for adults who smoke. Nicotine vapes are currently the most common aid used by people to help them stop. However the majority who use them are doing so without behavioural support: quit rates will increase if behavioural support is provided alongside switching to vaping.

### **E-cigarette regulation**

E-cigarettes are regulated in the UK through legislation relating to quality, safety, age of sale and advertising and we must work closely with enforcement partners including Trading Standards to support compliance. There are significant concerns about the attractiveness of

vaping to children, that many retailers are selling to under 18s and that products are being sold that don't comply with UK rules. These issues need to be looked at nationally, and the appropriate support given to Trading Standards services, to ensure the products available are compliant and aren't sold to children while at the same time ensuring that vapers can access devices that can support them to quit and stay quit.

#### **Footnotes:**

##### **The ADPHNE**

The Association of Directors of Public Health North East (ADPHNE) is the North East regional arm of the representative body for Directors of Public Health (DsPH) in the UK. The ADPH seeks to improve and protect the health of the population and is a collaborative organisation working in partnership with others to maximise the voice for public health.

##### **General resources**

[Nicotine Vaping in England: 2022 evidence review](#)

[ASH: Youth vaping – the facts](#)

ASH Smokefree GB survey data on e-cigarette use by [adults](#) and [young people](#)

[Addressing common myths about vaping – ASH briefing](#)

[APPG Smoking and Health report on Delivering a Smokefree 2030](#)

[ADPHNE factsheet for professionals working with young people](#)

##### **For smokers**

[OHID Better Health pages on vaping to quit smoking](#)

[Fresh Quit](#)

##### **For health care professionals and public health colleagues**

[NENC ICB Smokefree NHS/Treating Tobacco Dependency Taskforce position statement on nicotine vaping](#)

[Cochrane living systematic review on the use of e-cigarettes for smoking cessation](#)

[NICE guidance on tobacco: preventing uptake, promoting quitting and treating dependence](#)

[Smoking in Pregnancy Challenge Group information on vaping during pregnancy](#)

[PHE guidance on using e-cigarettes in NHS mental health organisations](#)

[NC SCT guidance on young people and stopping smoking and young people and stopping vaping](#)

##### **For enforcement colleagues**

[ASH/ADPH webinar on e-cigarette regulation and enforcement](#)

##### **For schools**

Updated resources for schools will be available in the new academic year 2025/26.