

**Written evidence submitted by Allen Carr's Easyway (TVB24)**

**The Tobacco and Vapes Bill**

**1. Executive Summary**

- 1.1 Smoking remains a significant public health concern in the UK, the habit is deeply intertwined with psychological and social factors, including stress, socio-economic status, and cultural norms, which contribute to both the initiation and continuation of smoking.
- 1.2 Government efforts to reduce smoking generally fall into two broad areas – restricting sales of tobacco and supporting existing smokers to quit. The Tobacco and Vapes Bill, currently before Parliament focuses mainly on restricting the sales of tobacco. But the Explanatory Notes state that “the Bill sits alongside wider support across the health service to support smokers to quit”
- 1.3 We would like to take the opportunity of the passage of the Bill to raise a specific policy issue relating to the smoking cessation aspect of the Government’s smoking reduction programme. The majority of current Stop Smoking Service (SSS) predominately focus on pharmaceutical methods, predominantly involving nicotine replacement and offer few to no NICE approved non-pharmaceutical methods. The nicotine replacement methods do not break the addiction and may not be suitable for all smokers deciding to quit.
- 1.4 Non-pharmaceutical measures, such as Allen Carr’s Easyway (ACE) have been scientifically shown to be effective and cost effective in helping quitters. It does not require drugs, nicotine replacement, or e-cigarettes (vapes) and has been endorsed by the National Institute for Health and Care Excellence (NICE) and recognised by the World Health Organization (WHO).
- 1.5 Following approval by NICE and recommendations that it should be included in the local Stop Smoking Service offers, a growing number of local Stop Smoking Service in England now provide a more diverse non-pharmaceutical offer. We believe that this leads to a more effective outcome for the smoking cessation element of the Government’s Tobacco Policy

**2. Recommendations**

- 2.1 We would like to recommend that the Committee uses the opportunity presented by the passage of the Tobacco and Vapes Bill to ask the Government to address this complementary issue of ensuring that all local Stop Smoking Services have to offer a NICE approved , non-pharmaceutical option. This could be achieved in two ways
- 2.2 One - Explore options to amend the Tobacco and Vape Bill to include the requirement for all local Stop Smoking Services to offer a NICE approved and recommended non-pharmaceutical option.
- 2.3 Two - Amend the Government’s guidance to local SSS to include the requirement of a NICE-recommended non-pharmaceutical option in their services to quitters.

### **3. About Allen Carr's Easyway and this evidence**

3.1 This evidence is submitted by Paul Baker, Chief Financial Officer of Allen Carr's Easyway on behalf of the company. The evidence aims to present and articulate the benefits of non-pharmaceutical smoking cessation options to promote to Government the case for insisting that a NICE approved, non-pharmaceutical method is offered to all those seeking to quit.

3.2 About Allen Carr's Easyway:

- Having been established for 40 years, Allen Carr's Easyway is a drug-free, NICE-approved and clinically proven cognitive behavioural therapy (or more accurately a cognitive restructuring/retraining therapy) which can sit as an additional option alongside existing services.
- It is a method that can help people with Smoking> Vaping> Alcohol> Caffeine> Cannabis> Cocaine> Debt> Emotional Eating> Exercise & Fitness (coming soon)> Fear of Flying> Gambling> Sleep> Stress > Tech Addiction> Weight Loss & Sugar Addiction> Worry (coming soon) addictions and issues.
- It can be accessed online by anyone with access to the internet via their phones, tablets or computers. We also run seminars at our centres across the country and via our pre-recorded online video programmes.

3.3 A more detailed service overview of Allen Carr's Easyway can be seen in Appendix 1

### **4. Background: Current Smoking Cessation Landscape in the UK**

4.1 Smoking remains a significant public health concern in the UK, with approximately 11.9% of adults identified as current smokers in 2023.

4.2 The habit is deeply intertwined with psychological and social factors, including stress, socio-economic status, and cultural norms, which contribute to both the initiation and continuation of smoking. Notably, smoking prevalence is higher among individuals in more deprived areas, highlighting the role of socio-economic disparities in tobacco use.

4.3 Current challenges - taken from the Khan Review

- Financial Investment and Accessibility: suggesting an additional £125 million annually, partly through a proposed "polluter pays" tobacco industry levy.
- The proposed increase in the minimum tobacco sale age by one year annually raises concerns about enforcement and the impact on retail.
- Promotion of Vaping as a Cessation Tool: While vaping is promoted as a less harmful alternative, it is not without risks, and balancing this approach with measures to prevent youth uptake remains challenging.
- NHS Involvement in Prevention: There is a call to integrate smoking cessation support into all NHS interactions, aiming to mitigate the high healthcare costs attributed to smoking-related illnesses.

#### 4.4 Limitations or gaps in current Stop Smoking Services:

- Vaping: Vaping can aid smoking cessation but is limited by side effects, variable long-term effectiveness, accessibility issues, and costs for lower-income users. It also imposes new risks including youth uptake and balancing them remains challenging.
- Pharmaceutical Interventions: Medications like help some quit smoking, yet side effects, limited access, and costs pose barriers for many.
- Supportive Services: Stop smoking services offer essential support, though access disparities and stigma can hinder engagement.

### 5. Psychological and behavioural smoking cessation measures (Allen Carr Easyway)

*How it works – more details in the appendix*

- 5.1 A cognitive restructuring therapy method, such as Allen Carr’s Easyway (ACE), changes how they think and perceive their addiction. It does not require drugs, nicotine replacement, e-cigarettes, or vapes. It has been endorsed and recommended by the National Institute for Health and Care Excellence (NICE)<sup>1&2</sup> and recognised by the World Health Organization (WHO).
- 5.2 The service can be delivered in multiple formats, including seminars at centres, live online seminars, pre-recorded videos, and through books, making it highly accessible

*Effectiveness*

- 5.3 ACE has a demonstrated quit rate of over 25% after 12 months, based on self-report and our work with Local Authorities (over 2,000 users). NICE guidelines PH10 suggest that one year success rates of NHS Stop Smoking Services should be 18% based on self-report.
- 5.4 Two recent Randomised Controlled Trials (RCTs)<sup>3&4</sup> showed ACE’s effectiveness on par compared with government-funded Stop Smoking Services in the UK and Ireland.
- 5.5 The trials showed ACE’s effectiveness on par with government-funded Stop Smoking Services in the UK and Ireland.
- 5.6 Other independent studies (see Appendix) have recorded one-year quit rates exceeding 40% in corporate and clinical settings.
- 5.7 NICE recommends ACE as a cost-effective and cost-saving option, indicating its comparable performance to established pharmacological interventions.
- 5.8 More details on the effectiveness of ACE are given in Appendix Two.

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<sup>1</sup> <https://www.nice.org.uk/guidance/ng209/evidence/p-effectiveness-and-costeffectiveness-of-allen-carrs-easyway-pdf-11186574302>

<sup>2</sup> <https://www.nice.org.uk/guidance/ng209/chapter/Recommendations-on-treating-tobacco-dependence>

<sup>3</sup> Keogan S, Li S, Clancy L Allen Carr’s Easyway to Stop Smoking - A randomised clinical trial Tobacco Control 2019;28:414-419. <https://tobaccocontrol.bmj.com/content/28/4/414>

<sup>4</sup> Frings D, Albery IP, Moss AC, Brunger H, Burghlea M, White S, Wood KV. Comparison of Allen Carr's Easyway programme with a specialist behavioural and pharmacological smoking cessation support service: a randomized controlled trial. *Addiction*. 2020 May;115(5):977-985. doi: 10.1111/add.14897. Epub 2020 Jan 22. PMID: 31968400; PMCID: PMC7186816. <https://pubmed.ncbi.nlm.nih.gov/31968400/>

### *Cost-effectiveness*

- 5.9 The full retail price is £199/US\$274 per Online Video Programme view and £379/US\$495 per smoker for the Live Online Group Seminars and there are zero ongoing costs of nicotine, medication, etc.
- 5.10 NICE has stated it is cost-effective and cost-saving to the NHS as the benefits (increased life expectancy, improved quality of life and reduced healthcare costs) associated with reducing tobacco use are substantial and generally outweigh the cost of the intervention. They agreed that in all likelihood the benefits are underestimated.

### *Public sector provider support*

- 5.11 Allen Carr's Easyway (ACE) has been adopted by several English councils as part of their smoking cessation services. Notable examples include:
- Bedfordshire
  - Bolton (just started)
  - Cambridgeshire (just extended)
  - Doncaster
  - Dorset
  - East Sussex
  - Essex
  - Kent
  - Luton
  - Norfolk
  - North Yorkshire
  - Oxfordshire
  - Reading
  - Redbridge
  - Southwark
  - Sutton
  - Westmorland & Furness

**Appendix 1 - An example of non-pharmaceutical services - Allen Carr's Easyway service overview** Official website: <https://www.allencarr.com/>

Allen Carr's Easyway in-person group seminar is an approach that uses cognitive behavioural therapy and relaxation methods without pharmacotherapy.

- a. **Scientifically Proven:** Two recently published Randomised Controlled Trials (RCTs) have proved that ACE is at least as effective as the existing government funded Smoking Cessation Services in the UK and the Republic of Ireland. (See the study section below). In addition to this, published studies of the success rate found that it was over 50% after 12 months.
- b. **NICE Approved & WHO partner:** UK National Institute for Health and Care Excellence recommend that Allen Carr's Easyway is accessible for adults who smoke. They have further said it is cost-effective and cost saving. We are also one of very few partners to the World Health Organization.
- c. **Entirely Drug-Free:** No medication, NRT, e-cigarettes or other substitutes are needed.
- d. **100% Safe:** Over the last 40 years, ACE has helped an estimated 50 million smokers quit without any contraindications which suggests that there are minima if any long-term health effects.
- e. **A Trusted Brand:** ACE has been around for over 40 years and is very popular with the public. It does not advertise and yet has clinics in over 50 countries which rely on the personal recommendations of ex-smokers who have quit with the method. It has been working for over 10 years with Vitality Health policy holders and also has a long list of recommendations and endorsements from scientists, doctors, celebrities, corporate clients, the media and thousands of happy ex-smokers.
- f. **Quick & Accessible:** It usually takes only 4.5 hours via the Online Video Programme and 5 hours via Live Online Group Seminars. Shorter backup sessions, telephone support, and email support are provided for the minority who require them. It is in simple English and results are identical for all demographics and education levels.
- g. **Easy To Deliver :** It can be accessed online via smartphones, tablets or laptops so no-one needs to leave their home.
- h. **Inclusive:** Smokers who live or work together can all access the programme at the same time and the method has proven effective for even hard to reach groups. The Irish RCT indicated that the method was highly effective regardless of whether the smoker was college educated or not.
- i. **Cost-effective:** Our full retail price is £199/US\$274 per Online Video Programme view and £379/US\$495 per smoker for our Live Online Group Seminars and there are zero ongoing costs of nicotine, medication, etc. NICE has stated it is cost-effective and cost-saving to the NHS.
- j. **Award Winning:** Allen Carr's Easyway won best wellbeing provider at the British wellbeing awards and health award at the German NTV awards for outstanding work in the field of smoking cessation.
- k. **Made in Britain:** It was developed near Wimbledon, England

## **Appendix 2 – ACE service quit rate studies and assessment**

### **a. National Institute for Health and Care Excellence (NICE)**

UK National Institute for Health and Care Excellence recommend that Allen Carr’s Easyway is accessible for adults who smoke.<sup>5</sup>

#### **1.12.2**

*Ensure the following are accessible to adults who smoke:*

- *behavioural interventions:*
  - [behavioural support \(individual and group\)](#)
  - *very brief advice*
- *medicinally licensed products:*
  - [bupropion \(see \*BNF information on bupropion hydrochloride\*\)](#)
  - [nicotine replacement therapy – short and long acting](#)
  - [varenicline \(see \*NICE's technology appraisal guidance on varenicline for smoking cessation and the BNF information on varenicline\*\)](#)
- [nicotine-containing e-cigarettes](#)
- **Allen Carr's Easyway in-person group seminar.**

They have further said it is effective and cost saving:<sup>6</sup>

- In a review of ACE, NICE investigated its effectiveness and cost-effectiveness based on two qualified studies identified by NICE.
- NICE reckons that the evidence showed Allen Carr’s Easyway in-person group seminar was as good as [Quit.ie](#) (Irish public SSS) or 1 to 1 in-person NHS stop smoking services.
- NICE also supports the analyses in the two studies which showed that, even if the NHS (or local authority) pays the full cost of the intervention (ACE), the cost savings would quickly outweigh the cost of the intervention. In addition, the QALY gains would be substantial when aggregated over larger populations.

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<sup>5</sup> NICE guideline [NG209] Tobacco: preventing uptake, promoting quitting and treating dependence <https://www.nice.org.uk/guidance/ng209/chapter/Recommendations-on-treating-tobacco-dependence>

<sup>6</sup> Tobacco: preventing uptake, promoting quitting and treating dependence [P] Effectiveness and cost-effectiveness of Allen Carr’s Easyway <https://www.nice.org.uk/guidance/ng209/evidence/p-effectiveness-and-costeffectiveness-of-allen-carrs-easyway-pdf-11186574302>

**b. The two independent studies on which NICE based its assessment of ACE**

**b.1 Irish Study published in Tobacco Control: Keogan, Li and Clancy (2019)<sup>7</sup>**

- The objective of this trial was to determine if Allen Carr's Easyway to Stop Smoking (ACE) was superior to Quit.ie in a randomised clinical trial (n=300) over a period of 12 months. Outcome measures were chemically verified.
- The conclusions were that (i) at 1, 3, 6 and 12 months ACE was superior to Quit.ie, and (ii) achieved outcomes were comparable with other established interventions.

**b.2 Comparison of Allen Carr's Easyway programme with a specialist behavioural and pharmacological smoking cessation support service: a randomized controlled trial<sup>8</sup>**

- The study comprised a randomised controlled trial (n = 620) which compared the effectiveness of ACE with specialist behavioural and pharmacological support delivered to the national standard in England by Lambeth NHS Stop Smoking Service.
  - Specifically, ACE smoking cessation programme comprising one 5/6 hour group session (plus one or two 3 hour booster sessions over the following 3 months for those who require them) and a 1-1 counselling service with funded pharmacotherapy available via the NHS (comprising one 30 minute session and four weekly follow ups of 10-15 minutes) were compared. Participants in the NHS arm were advised on e-cig use, but devices were not funded.
  - The efficacy of both treatment arms were assessed at 4, 12 and 26 weeks after treatment. The evaluation was compliant with the Russell 6 Standard (which requires, amongst other things, a double blind, randomised design, chemical verification of quit outcomes, and the inclusion of all participants who received treatment in the final analysis).
1. The study concluded that (i) with a well powered sample, no differences between ACE and a specialist stop smoking service with funded pharmacotherapy could be detected and (ii) both services performed at levels comparable to those observed elsewhere in the literature (i.e. in Cochrane reviews).

**c. Corporate client studies**

- The quit rate is recorded at over 40% at one year for our corporate clients and in a recent independent study at an Italian hospital. Both studies were able to track users fully for the year. A further independent study showed a one year quit rate of 55%.

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<sup>7</sup> Keogan S, Li S, Clancy L Allen Carr's Easyway to Stop Smoking - A randomised clinical trial Tobacco Control 2019;28:414-419. <https://tobaccocontrol.bmj.com/content/28/4/414>

<sup>8</sup> Frings D, Albery IP, Moss AC, Brunger H, Burghetea M, White S, Wood KV. Comparison of Allen Carr's Easyway programme with a specialist behavioural and pharmacological smoking cessation support service: a randomized controlled trial. Addiction. 2020 May;115(5):977-985. doi: 10.1111/add.14897. Epub 2020 Jan 22. PMID: 31968400; PMCID: PMC7186816. <https://pubmed.ncbi.nlm.nih.gov/31968400/>

- The two year quit rate was 37.5%<sup>9</sup> and reduced absenteeism of 85% based on a recent independent study at an Italian hospital<sup>10</sup>.

**d. Council Users' Testimonials**

- East Sussex:
  - Darrell Gale, Director of East Sussex Public Health: "I'm proof that you can quit successfully, having stopped smoking using Allen Carr's Easyway method myself 27 years ago"
- Kent:
  - Dan Watkins - Kent County Council Cabinet Member for Adult Social Care and Public Health: "The Allen Carr method has a track record of helping people stop smoking. I'm excited to see the results from making this clinically-proven intervention available to our residents to help them quit, enjoy better health, wellbeing and save money."
  - Dr Anjan Ghosh - Kent County Council Director of Public Health: "With the help of this extra quit route, we hope to help even more residents discover kicking the habit, as our latest stop smoking campaign says, is 'Well Worth It' – including those who have tried to quit before."
- Oxfordshire:
  - Councillor Dr Nathan Ley, Oxfordshire County Council's Cabinet Member for Public Health, Inequalities and Community Safety, said: "Our smoke-free ambitions are a real priority for the council, and this pilot will complement our current smoking cessation offer from Stop for Life Oxon. This pilot is an exciting opportunity to provide an innovative and clinically proven intervention programme to the residents of Oxfordshire."
- Reading:
  - Ruth McEwan, Reading's Lead Councillor for Education & Public Health, said: "Allen Carr's Easyway method has a track record of helping people stop smoking....with the help of this extra quit route, we hope to help even more residents discover kicking the habit"
- Southwark:
  - David Quirke-Thornton, Strategic Director of Children's and Adults Services: "I just wanted to share with you how highly I thought not only of the seminar but also the facilitator (Rob). I was impressed by how highly skilled Rob was at adapting to the needs of the clients in the seminar and making every person feel comfortable and welcome. I could almost feel the change happening throughout the seminar, even online!"
- Westmorland & Furness:
  - Vicky Hepworth-Putt, a Public Health Consultant: "The outcomes have been fantastic. The rates are really, really high in terms of quit rates."
  - Cllr Patricia Bell, Cabinet Member for Adults, Health and Care, said: "We were really pleased to see the success of the pilot scheme that ran last year. There were some brilliant results for residents which is why are delighted to support this scheme again to help people stop smoking for good."

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<sup>9</sup> Hutter, H., Moshammer, H. & Neuberger, M. *Int Arch Occup Environ Health* (2006) 79: 42, <https://pubmed.ncbi.nlm.nih.gov/16133522/>

<sup>10</sup> Prinzio, Bondanini, D Falco, Vinci, Camisa, Santoro, Arenesano, Dalmaso, Raponi, Di Brino, Cicchetti, Magnavita, Zaffin *Feasibility of a Stop Smoking Program for Healthcare Workers in an Italian Hospital: Econometric Analysis in a Total Worker Health® Approach. Annals of Global Health* (2023) Vol: 89 Issue 1. <https://pubmed.ncbi.nlm.nih.gov/37663224/>



**e. Other endorsements**

**e.1 The World Health Organisation**

- ACE is a partner of The World Health Organisation alongside only 8 other companies including Amazon, Facebook, Google and Johnson & Johnson.<sup>11 12</sup>

**e.2 Award winning - Great British Workplace Wellbeing Awards<sup>13</sup>**

- I am delighted to say that we have been awarded wellbeing service provider of the year at the Great British Workplace Wellbeing Awards. It is great to have such recognition of our Wellbeing programmes which via our live online group seminars & online video programmes doesn't just help with the obvious issues that might affect people such as smoking, vaping, alcohol, recreational drug abuse, weight control, and healthy eating – it also includes other, softer, but also life-changing elements for those who just want to improve their wellbeing – all reassuringly delivered by a global leader in the field of addiction, behaviour change, and wellbeing issues.

**e.3 German NTV Awards<sup>14</sup>**

- ACE recently won a health award at the German NTV awards for outstanding work in the field of smoking cessation

*December 2024*

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<sup>11</sup> <https://www.allencarr.com/about-allen-carrs-easyway/world-health-organisation/>

<sup>12</sup> <https://www.who.int/campaigns/world-no-tobacco-day/world-no-tobacco-day-2021/quitting-toolkit/allen-carr-s-easyway>

<sup>13</sup> <https://www.allencarr.com/about-allen-carrs-easyway/best-wellbeing-provider/>

<sup>14</sup> <https://www.allencarr.com/about-allen-carrs-easyway/health-award-winner/>