



Peter Dowd MP, Sir Roger Gale MP and Sir Mark Hendrick MP  
House of Commons  
London  
SW1A 0AA

Cc. Dr Beccy Cooper MP  
House of Commons  
London  
SW1A 0AA

29 January 2025

Dear Chairs,

I am writing to you on behalf of the Independent British Vape Trade Association (IBVTA) following statements made by Dr Beccy Cooper MP at the recent Eleventh Committee Sitting for the Tobacco and Vapes Bill on 23 January 2025.

During the Eleventh Committee Sitting Dr Cooper said:

*“I want to add something to what the hon. Gentleman is saying, which is interesting and relevant, about smoking cessation services and how they currently work. I have run and managed smoking cessation services. As it stands, when a smoking cessation adviser is talking to a person who wants to stop smoking, they discuss nicotine patches, gum and whatever other options may be available. They do not promote vapes or actively say that they are an option.*

*The reason for that is the public health evidence. In public health, we apply the precautionary principle, by and large, where we think that there may well be harms ensuing from using a particular product, but the evidence is not yet sufficient. The hon. Gentleman is absolutely right that, in the case of smoking, using vapes is much more preferable for a person’s health, but in terms of smoking cessation, as clinicians and advisers, we need to be careful in how we apply clinical norms, and that is relevant here.”*

On behalf of the IBVTA, the vape trade organisation of which all members are free from any ownership or control by the tobacco and pharmaceutical industries, I would like to correct the false assertion that vaping is not promoted as a smoking cessation method. In fact, since 2012, vapes have been a cornerstone of smoking cessation efforts, a practice which is now supported by the NHS and other leading public health initiatives. Clear evidence for this position to note includes:

- The National Institute for Health and Care Excellence (NICE): The guidance explicitly states that vaping should be included in smoking cessation services. Section 1.12 of NICE Guidance NG209 clearly states that vaping is included in the [list of recommended](#) stop-smoking interventions. Furthermore, NICE provides [specific advice](#) on the use of nicotine-containing e-cigarettes in smoking cessation.

- NHS: Comprehensive [guidance](#) on using electronic cigarettes in NHS mental health organisations was issued in 2020, further reinforcing their role in tobacco harm reduction.
- Government scheme: The Government's '[Swap to Stop](#)' scheme, which many IBVTA members supply to, runs until the end of March and actively encourages smokers to transition to vaping.
- Stop smoking services: Many Stop Smoking Services across the UK now recommend vaping to their clients, either as part of this scheme or independently. These organisations include, amongst others:

[The London Tobacco Alliance](#)

[Smoke Free Devon](#)

[Smoke Free Sheffield](#)

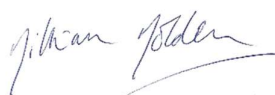
[HSM Manchester](#)

Moreover, it is important to note that in Dr Cooper's Worthing West constituency, West Sussex Wellbeing have partnered with West Sussex Council to proactively support vaping as a harm reduction tool for smokers looking to quit. They encourage smokers to transition to vaping, recognising it as a significantly less harmful alternative to smoking combustible tobacco. As outlined in Smokefree West Sussex Partnership's "[Vaping to Quit Smoking – Swap to Stop](#)" leaflet, vaping can double the chances of successfully quitting smoking when combined with professional behavioural support. The document highlights key facts about the safety and effectiveness of e-cigarettes, dispelling common myths and reassuring smokers that regulated vaping products contain far fewer harmful chemicals than traditional cigarettes.

IBVTA members support various smoking cessation initiatives across NHS and local authorities, whether through direct supply, voucher provision, or referrals to trusted vape shops. These services also provide crucial behavioural support alongside the provision of vaping products as an effective quit-smoking aid.

Given the strong evidence supporting vaping as a cessation tool, we urge consideration of the updated clinical guidance in future discussions on smoking cessation policies.

Yours sincerely,



Gillian Golden

CEO, Independent British Vape Trade Association