



QUIT CIGARETTES CULTURE

# Vaping is Not Making Cigs Cool Again, Study Finds

10 April 2019. By [David Jarvis](#)

Research implies that although more young people are using e-cigarettes, fears this may lead to them smoking tobacco could be unfounded.

The growth in the popularity of vaping has not sparked a boom in teenagers taking up tobacco smoking, research suggests.

A new study says there is little evidence that e-cigarettes or vaping have led young people to think cigarettes are cool.

Experts led by a team at Cardiff University said there had been a surge in the number of people vaping between 2011 and 2015 but that during the same period there had been a drop in the number of teenagers saying they had ever smoked cigarettes and a decline in those who said they smoked regularly.

The study reported in the journal [Tobacco Control](#) examined data from nearly 250,000 teenagers aged 13 to 15 from England, Wales and Scotland,

## “ Negative attitudes towards smoking among young people continued to increase

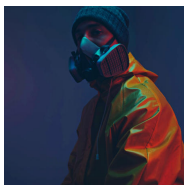
Dr Graham Moore, deputy director at Cardiff University’s Centre for the Development and Evaluation of Complex Interventions for Public Health Improvement, said: “These findings suggest that fears over a resurgence in youth tobacco smoking because of the rise in e-cigarette use are largely unfounded to date.

“Negative attitudes towards smoking among young people continued to increase during a period where we saw a rapid rise in the use of e-cigarettes.”

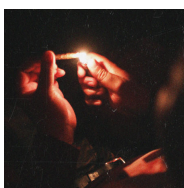
Overall the percentage of young people who said trying a cigarette was “OK” fell from 70 percent in 1999 to 27 percent in 2015, with the rate dropping faster from 2011 onwards.

The percentage who had ever smoked fell from 60 percent to 19 percent between 1998 and 2015 and the number of regular smokers fell from 19 percent to five percent.

“This study demonstrates the success of public health efforts in reducing smoking among young people in the last 20 years and provides no evidence that e-cigarettes are reversing this,” added Dr Moore.



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The Double Whammy of Tobacco and Cannabis

The surveys happened at the same time as the “unregulated growth of e-cigarette use” between 2011 and 2015.

After 2015 vaping products were subject to tighter marketing control imposed by the EU Tobacco Products Directive (TPD) aimed at reducing the appeal of vaping products to young people.

Public Health England, which supports vaping and claims it is 95 percent less harmful to health than cigarettes, says further studies are now needed on the relationship between vaping and smoking and analysis of the post 2015 period is already underway.

However, PHE also says in its “Vaping in England” 2019 report that among young people “experimentation with e-cigarettes has steadily increased in recent years”.

And it suggests the new post-2015 research may yet reveal an emerging picture of the relationship between vaping and smoking.

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## “ Experimentation with e-cigarettes has steadily increased

“Future research will assess whether these patterns have changed in the three years since the TPD has been implemented given that the current analysis only covers the period up to 2015,” it states.

“Further research should also assess whether any other recent factors (such as the evolution of different vaping products) are affecting historic trends in youth smoking and attitudes towards smoking,” it adds.

But there has been criticism of the Cardiff study for being behind the times.

The research happened before Juul, uul a vaping product popular with young people, which entered the US market. It went on sale there in 2015 and arrived in the UK in 2018.

“And a lot has happened in those four years.”



## Quitting smoking: What is Harm Reduction?

The Cardiff University study comes amid claims that UK doctors are unaware of Public Health England guidelines on vaping and would not recommend vaping to smokers.

A survey of more than 500 cancer specialists, GPs and nurses by Oxford Brookes University in 2018 found that more than half said they did not know enough about vaping to make recommendations to their patients, despite the PHE recommendations about its health benefits in helping smokers quit.

The New Nicotine Alliance is a charity raising awareness of harm reduction and safer nicotine products.

Trustee Martin Cullip said doctors should be given more information about the options available.

He said: “This is a common theme I’ve come across before where many GPs believe vaping to be harmful.

“Vaping takes most of the harmful chemicals out - any that are left in there are at very low levels - so you’re delivering the nicotine in a much cleaner form.

“There’s no reason why doctors cannot recommend these devices but if they are not aware of the reduction in harm then they’re not going to do that.”

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Quit Cigarettes is an initiative created by Change Incorporated (VICE) and funded by Philip Morris International. VICE maintains editorial control, so Philip Morris International may not share the views expressed.

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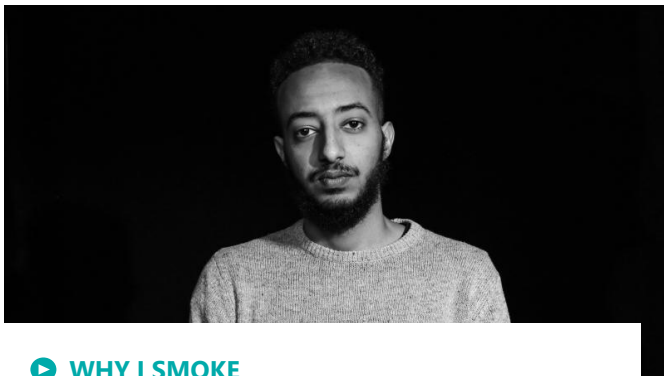


There's no difference between smoking and vaping. Is there? Everybody's vaping. Are they?



 CULTURE

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 WHY I SMOKE

I Hated to Inhale. Now I Have to.



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