



Department  
of Health

From Nicola Blackwood MP  
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Dear 

Thank you for your letter of 6 March to Jeremy Hunt, copied to Lord O'Shaughnessy and me, about vaping.

I note your concerns.

The UK's approach to vaping is to maximise the opportunities of electronic cigarettes while managing the risks.

The former Health Minister Lord Prior, on the floor of the House of Commons, commissioned Public Health England (PHE) to conduct annual reviews on the evidence relating to e cigarettes. The second part of the 'Prior Commission' in the Lords on 4 July 2016 was for PHE to 'include within its quit-smoking campaigns consistent messaging about the safety of e-cigarettes'.

PHE is aware of the negative perceptions of safety surrounding e-cigarettes and is actively looking at how we can be more assertive in our "stop or swap" messages, and how to work best with journalists to improve the reporting on the issue. This will require building and communicating the evidence in our partnerships with the major charities and professional bodies. However, the Smoking Toolkit Study shows that e-cigarettes have continued to grow in popularity as a quit tool over the last year, and in November last year, achieved 43 per cent, the highest use yet among quitters.

We would be happy for PHE to be represented at any meeting with the Independent British Vape Trade Association (IBVTA). Although IBVTA do not include tobacco manufacturers, and are not covered by Article 5.3 of the Framework Convention on Tobacco Control, PHE policy is to apply similar transparency measures, publishing

details of meetings relating to tobacco control policy with all manufacturers of any nicotine products.

I hope this reply is helpful.

Best wish

Nicola

**NICOLA BLACKWOOD**