

**Meeting title – Voke nicotine inhaler**

**Meeting attendees:**

PHE - Martin Dockrell, [REDACTED], [REDACTED], [REDACTED]  
KCON - [REDACTED], [REDACTED], [REDACTED], [REDACTED]

**Objective**

To advise PHE of the launch of Voke and to explore possible ways of working together.

**Summary of discussion**

Voke is defined as NRT due to its regulatory status and with the appropriate authorisation may be made available for prescription.

Drug tariff listing is important.

Having a licence for use as a medicinal device will provide reassurance to HCPs in relation to the contents and safety of the product and help to differentiate from e-cigarettes that do not have medicinal licencing.

HCP's will appreciate the quit journey messaging, emphasising where possible that this product could be used to support individuals to stop smoking.

PHE suggested some potential stakeholders e.g. academics and health charities that KCON may find it helpful to engage with if they haven't already.

**Marketing**

- Stoptober is key focus for PHE over the coming months
- Further discussions to take place regarding conditions of use for Stoptober branded materials.
- It was suggested that Case studies of people who have used the product will be important
- KCON may find it useful to contact media medics to support the launch

**Data/Evidence**

KCON to provide all relevant data / evidence which will support marketing claims

**NPD suggestion**

KCON indicated that future product design would consider a version that less resemblance a cigarette

**Messaging**

- Quitting smoking should be the strongest message followed by harm reduction and temporary abstinence.
- PHE would not support messaging that promotes dual use.
- Be clear it is not an e-cigarette.
- Information on licence status is a strong message

**Key events dates**

- March / No smoking Day
- April / Vapril (note this is an EC industry generated event)
- May / World No tobacco Day

- July / Release of smoking data
- Sept & Oct / Stoptober
- Dec & Jan / NY quit opportunity

**NICE guidance**

As Voke is categorised as NRT existing NICE guidance applies to this product.