

# Swap to Stop

Helping people quit smoking  
with free vapes and support

## Information pack

## What is Swap to Stop (S2S)?

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Swap to Stop is a national initiative that helps people quit smoking by offering free vape kits alongside specialist behavioural support. While vaping isn't risk-free, it's less harmful than smoking tobacco. That's why it's recommended only for people who currently smoke as a quit aid.

Locally, **Smokefree Island** works with various partner organisations to deliver the Swap to Stop programme. Swap to Stop is part of a wider offer to support individuals to quit smoking that includes:

- Free vapes/ e-cigarettes (up to 12 weeks of vape supplies)
- Tailored support to help individuals quit for good
- Access to Nicotine Replacement Therapies (NRT), medications, and personalised guidance

The S2S offer of vapes/e-cigarettes adds to existing quit options, giving people more choice based on their needs and preferences. This is a valuable opportunity to help residents quit smoking, especially those facing greater health inequalities.

## Why supporting quit attempts matters

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- Smoking remains the leading cause of preventable death and illness.
- Quitting smoking leads to immediate and long-term health improvements, which can enhance overall wellbeing of patients/service users or clients and quality of life
- Smoking rates are highest among people facing social or economic disadvantages such as those unemployed, living in social housing, living in poverty or low income, experiencing mental health conditions.
- These groups also tend to have more health problems, use NHS and social care services more, and often have worse health outcomes.
- Most people in these groups want to quit just as much as anyone else, but they face bigger barriers like stress, lack of support, and difficult life circumstances.
- Support increases success: people are 3x more likely to quit with help, and 5x more likely to quit for good after 28 smoke-free days.

## How organisations and partners can get involved

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Organisations across the Island working with residents who currently smoke, are encouraged to sign up to deliver the programme in partnership with Smokefree Island to offer S2S particularly:

- People in social housing or areas of deprivation
- Individuals with long-term health conditions
- People with complex issues such as severe mental health conditions, homelessness, and substance misuse
- Pregnant women and their families
- Gypsy/Romany traveller communities
- Low-income households
- Carers
- People who are unemployed

If you would like to register your interest in becoming a Swap to Stop partner, please email Elizabeth West [elizabeth.west@smokefreehampshire.org.uk](mailto:elizabeth.west@smokefreehampshire.org.uk)

## Who can sign up for Swap to Stop as a quit aid?

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- Adults (18+) who live or work on the Isle of Wight and currently smoke.
- Under 18s are **not** eligible for Swap to Stop. Vapes are not provided as a quit aid to under-18s, however, Smokefree Island can support them with alternative nicotine replacement therapies.

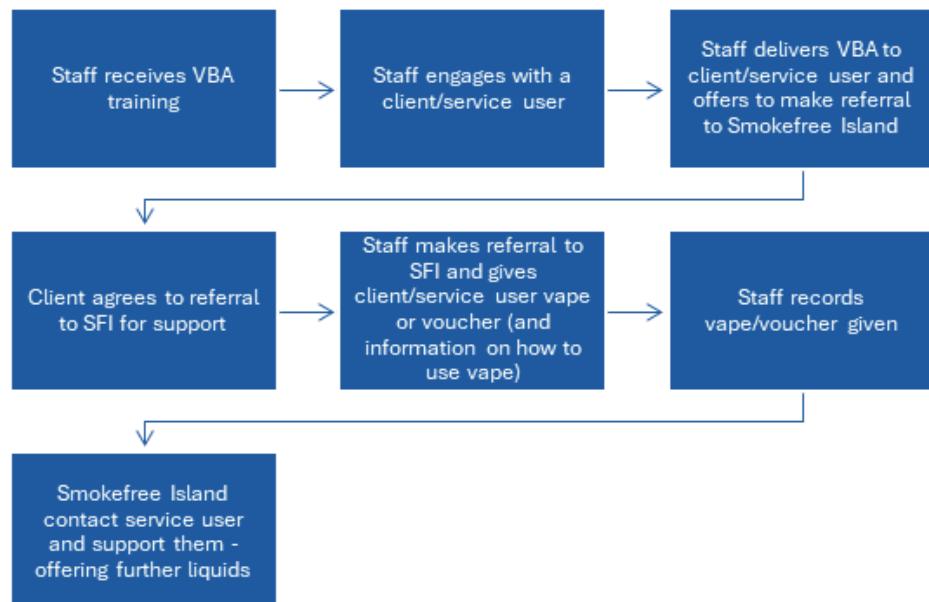
## How it works on the Isle of Wight

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- Individuals can access the service if they agree to be referred to Smokefree Island for further behavioral support and liquids
- They will receive either a free vape starter kit or a voucher to redeem online via [Evapo website](#) or by phone for home delivery.
- They are supported by Smokefree Island with specialist behavioral support and NRT as required, depending on individual needs
- The individual receives an initial supply, including 4 weeks of vape liquids, with continued support and supplies for up to 12 weeks.
- Some individuals may receive support for up to 26 weeks, especially high-risk groups such as those with severe mental health conditions or substance misuse.

## The S2S pathway

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## How staff and services can support

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Staff working with people/clients/service users who smoke can:

- Complete VBA training
- Deliver Very Brief Advice (VBA) to encourage a quit attempt during their engagement with the client/individual.
- Refer individuals to Smokefree Island using a short online referral form
- Provide a vape starter kit or voucher (if trained and equipped to do so).

Smokefree Island will then follow up with the individual to begin their quit journey.

**To enable staff to effectively support and deliver Swap to Stop (S2S), they will:**

- Receive training on VBA and Swap to stop
- Receive vape kits or voucher codes from Smokefree Island.
- Dispense these to eligible individuals, ensuring proper storage and recording
- Monitor usage and maintain records of vapes or vouchers dispensed as agreed with Smokefree Island.

## Training and support for staff

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- Smokefree Island offers a short, tailored training session on delivering S2S and understanding vaping as a quit aid.
- Very Brief Advice (VBA) training is available for any staff working on the Isle of Wight.
- Ongoing support and guidance are provided by Smokefree Island.
- Staff interested in delivering S2S can contact Smokefree Island to arrange this.

## Beyond quitting smoking

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Once individuals have successfully quit smoking using S2S, Smokefree Island can also support them to quit vaping, if and when they are ready.

## Benefits of helping people quit

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- Improve client/service user wellbeing
- Helps create a smoke-free environment that protects people from secondhand smoke
- Staff receive training and build confidence in supporting behaviour change
- Contributes to reducing financial burdens for clients/service users
- Creates and normalises smokefree environments, protecting people from secondhand smoke

## Further information and resources

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- Smokefree Island: [Smokefree Island | Quit Smoking Support](#)
- NCSCT Swap to Stop Overview: <https://www.ncsct.co.uk/publications/swap-to-stop>
- NCSCT Vaping Briefing Document: <https://www.ncsct.co.uk/library/view/pdf/NCST-vaping-briefing-v8.pdf>
- The NHS Better Health website contains information around vaping to quit smoking, including facts based on scientific evidence and research.

